

TOURISM IN INDIA EASSY

India has a myriad of cultures, languages and traditions. Every state represents diversity in demographics and festivals. This is what makes our country a tourist's glee. The tourism industry in India plays an important role in the economy and is growing at a tremendous rate. It generated Rs. 8.31 lakh crore accounting to 6.3 percent of the nation's GDP in 2015 and generated 37.315 million jobs (8.7% of its total employment). It is found that according to the Travel and Tourism Competitiveness Report 2015, India was ranked 52nd out of 141 countries. The report also stated that India has fairly good air transport (ranked 35th), specifically given the country's level of development, and reasonable ground transport infrastructure (ranked 50th). The country has good ranks on natural and cultural resources background (ranked 12th).

People from all over the world are attracted to India for its beauty, its unity in diversity, its festivals, cultures and traditions. Andhra Pradesh is one the 'most preferred' tourist destinations in India according to a survey done by the Economic Times. The places like Tirupati, Srikurmam, Sri Kalahastishwara Temple, Thimmamma Marrimanu, Pulicat lake and Prakasam Barrage are major tourist attractions in the state of Andhra Pradesh.

Bihar attracts tourists to many places like Gaya, Patna, Kesariya and Sasaram, New Delhi, the country's capital has several monuments like Red Fort, Jantar Mantar, India Gate, Qutub Minar, Lotus Temple and Akshardham Temple for tourists attraction. Many places like Jaipur, Jodhpur, Jaisalmer and Udaipur in Rajasthan are known for their palaces and forts. Kerala is famous for places like Munnar, Trivandrum, Cochin and Kovalam for beaches and beautiful scenery. Jammu and Kashmir attract tourists from all over the world for places like Dal Lake, Ladakh, Srinagar Pahalgam, Gulmarg, Yeusmarg and Mughal Gardens. Meghalaya is famous for places like Umiam lake, Cherrapunji for its rainfall and scenic bounty, Shillong, Elephant Falls, Shadthum Falls, Weinia falls, Bishop Falls, Nohkalikai Falls, Langshiang Falls and Sweet Falls and Maharashtra for places like Ajanta Caves, Ellora Caves, Elephanta Caves and Chhatrapati Shivaji Terminus.

Indian government is constantly working towards boosting up all sectors of the economy through increased investment, provision of subsidies and implementation

of suitable laws. Thus, in order to boost tourism industry, the Government of India has decided to implement a new visa policy, which allows the visitors to get hold of a visa on arrival at 16 designated international airports by obtaining an Electronic Travel Authorisation online before arrival. Therefore, people don't have to visit the visa centre or the Indian consulate.

Tourism has improved tremendously due to technological establishments in the industry since last few decades but it needs to be enhanced. Crimes like robbery, theft, harassment, rape still holds people back from visiting India and cleanliness is a major concern. People throw garbage everywhere on roads and make the places dirty. Thus, in order to overcome the problem proper dustbins must be installed at all places, washrooms must be installed, eco-friendly modes of transportation should be used and awareness drives must be held at places to create awareness about the cleanliness issue.

The Swachh Bharat Abhiyan initiated by Mr. Narendra Modi is one such cleanliness drive that aims at making India a clean, dirt-free and beautiful nation. Other schemes and programmes like Tourism Vision Document 2030, which defines the challenges faced by this sector and gives details about the 'Tourism vision 2030', Medical and Wellness Tourism Promotion Board: It is a Board that will provide leadership of the Government within a framework of prudent and effective measures, thereby enabling promotion and positioning of India as a competent and credible medical and wellness tourism destination and launch of Bi-Lingual Website of Ministry of Tourism.-----

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