The Evolution and Progress of Co-operative Tourism, Travel and Hospitality in India

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Abstract- Tourism in India has changed a lot from ancient times, and now it is an important part of the country's economic and cultural diplomacy. This article looks at the history of tourism in India, starting with pilgrimage-based travel in ancient and mediaeval times, moving on to the colonial impact on infrastructure development, and ending with the government's strategic efforts after independence to promote tourism as a sector of national importance. The study emphasises significant phases in the development of Indian tourism, encompassing the liberalisation policies of the 1990s, the emergence of specialised tourism sectors such as eco-tourism, medical tourism, and spiritual tourism, and the incorporation of digital technologies in the 21st century. It also looks at the problems the business is having, such as gaps in infrastructure, environmental issues, and the effects of global crises like the COVID-19 epidemic. This article gives a full picture of how tourism in India has changed and grown throughout time. It looks at changes in legislation, market trends, and social and cultural factors to do this. It also talks about how tourism could be a driver of inclusive and sustainable growth in the future.

Keywords: Growth of tourism, India, Cultural Heritage, Sustainable Tourism, Effect on the economy, Planning and policy, Historical Development.

I. INTRODUCTION

Getting to know tourism in India

Tourism in India has been connected to people and their differences for a long time. From the standpoint of human geography, tourism cannot be seen as a discrete activity. Tourist traffic connects the whole world. Different historical and political periods have affected the reasons why people travel. Tourism is important all around the world since it has become a major business because of how it affects the economy. Tourism is one of the main ways for a country to make money from abroad, but it also gives local people better jobs, infrastructure, entertainment, and other things. India is a country with a lot of different cultures, and it has a lot of lovely spots to visit all year round. India is a beautiful country with temples, historical sites, pilgrimages,

fairs and festivals, adventure and spiritual attractions. Building these different attractions can bring in more tourists and help the tourism industry grow and thrive.

The growth of tourism in India goes back to ancient times. Later, missionaries, kings, and traders from India brought Hinduism, Buddhism, and Jainism to many other Asian countries. The British developed railways, roads, and canals throughout the Colonial Era that made the infrastructure for both internal and external tourism stronger. After India became independent in 1947, the government began a number of initiatives to boost tourism at the national, regional, and local levels. Globalisation has helped the growth of tourism in several ways, such as through international and bilateral agreements and the arrival of foreign hotel chains, restaurants,

and airlines. Different Five Year Plans have helped build up the tourist infrastructure, while modern technology has made it easier for tourists to arrange flights, hotels, and tour packages. Ecotourism, coastal tourism, pilgrimage tourism, jungle tourism, and village tourism are all sorts of tourism that have been created to safeguard the environment. Tourism in India has not grown as quickly as it could have because of difficulties like environmental degradation, cultural destruction, overcrowded pilgrimage sites, and delayed infrastructure development.

II. A BRIEF HISTORY OF INDIAN TOURISM

Indian tourism has been around since the Vedic time, when people could trade with African countries like Egypt, Sudan, and Ethiopia along the Arabian Sea's coastal roads. The ancient past laid the groundwork for tourism, with trade routes, historic colleges like Taxila and Nalanda, and pilgrimage sites that made it easy for people to travel around the country (Umesh R. Dangarwala and Krupa J. Rao, 2016). The Silk Route was very important in the Middle Ages, and poets like Abdul Rahim and Tulsidas were cultural leaders. During the colonial period, pilgrims continued to travel north and south, and hill stations began to become popular vacation spots. The government started promoting tourism in 1947, and today the industry has a promising future for the country.

India is well-known and highly sought after for its rich and varied history, authenticity, art and culture, and, last but not least, its accessibility as a new major tourist destination. India is now known for its "hospitality." It is one of the most diverse places on Earth and has enough tourist attractions to keep practically any sort of traveler happy. There are a lot of things for tourists to do and see, like amazing festivals, one-of-a-kind beaches, huge woods, beautiful scenery, and adventure tourism, spiritual centres, heritage sites, yoga, ayurveda, and natural health resorts. More people than ever are coming to see the country's natural beauties.

The Old Days

Tourism has been a vital aspect of Indian culture since antiquity (Medhekar and Haq, 2012). Early humans travelled to find food or to explore new places. As communities grew, they needed natural minerals, stones, and metals to make tools and instruments. Over time, religion and pilgrimage became key causes to travel (Umesh R. Dangarwala and Krupa J. Rao, 2016). Court visits and diplomacy also made people travel. As trade grew, man-made roads, rivers, and automobiles made travel easier and faster. Infrastructure was built to help cars and other vehicles move about and to give tourists a place to stay. The Indus Valley Civilisation in the second millennium B.C., the Mauryan Empire, the Gupta period, and the Mughal Empire all had great places to stay and things to do for tourists.

The Middle Ages

During the Middle Ages, people from all over the world, including Jews and Zoroastrians, moved to India because they were being persecuted for their religion. Many of them made India their new home. Islam, Christianity, and Baha'i are only a few of the major foreign religious traditions that were accepted and adapted to local culture. The settlers built huge religious buildings like mosques, cathedrals, and temples in a variety of forms and sizes. Some of these buildings are today considered to be among the most famous religious structures in the world. Trade and commerce thereafter prospered; a collection of mercantile documents from this time shows that trade administration, business interests, and law were all doing quite well.

"Tourism," which is going somewhere far away from where you usually live, was mostly driven by three things: religion (pilgrimages), business (trade travels and fairs), and pleasure (visiting family and friends and rulers). Travel by the masses, no matter what their reasons were, was very limited. Ajanta, Ellora, and the Taj Mahal are some of the most famous tourist spots that have been closed for hundreds of years and left to fall into disrepair. However, these enormous structures are still the main attractions. The arrival of British control brought with it a new sense of beauty and taste, which led to the restoration and expansion of their patronage.

Rajputana was famous over the world from the time of early visitors and adventurers. It was a popular tourist destination even in the 19th century. The Joladhri range, Mandawar, and the high mountain passes all became popular tourist spots, but the Devipuram area really took off. Joila and Mansar, two of the most important Tantric temples, also brought in a lot of religious tourists. (Medhekar and Haq, 2012)

Colonial Time

During the Colonial Era, India became a popular tourist destination, especially for British officials who were stationed there. This frame recognises the important role that the East India Company played in starting a process that is still going on. The balance from the Colonial Era, on the other hand, substantially favours modern transformation.

In the time after the Company, there are more distinct practices, new sorts of incentives, and more people who take part. Pilgrimage stagnates, panorama fades, and the Grand Tour diminishes; imperial concerns replace classical values. Research on the post-colonial period often delineates the legacy by contrasting it with the British occupation. The Colonial Era is the time when a planned break, a genuinely revolutionary step, frees Indian Tourism from Crown service.

III. TOURISM GROWTH AFTER INDEPENDENCE

Tourism is very important for India's economy and growth. Foreign visitors to India also assist the country make money by bringing in foreign currency. India has long drawn travellers because of its beautiful scenery and rich culture. Tourism is an important part in the growth of every country. Tourists come to different sections of the country for a variety of reasons, such as vacations, pilgrimages, sports, conferences, adventure, research, or health care. People often group tourists into two groups based on where they are from: domestic tourists and foreign tourists. They are also grouped by gender, age, occupation, or profession. There are several sorts of tourism, such as beach tourism, cultural tourism, environmental tourism, historical tourism, medical tourism, religious tourism, sports tourism, and wildlife tourism.

People travelled in ancient times to do business and religious things. People have used the road from the Gangetic Valley to the sea for trade, and travellers may halt at the coastal areas on the east and west. The Mughal invasion and the growth of their culture led to the building of several monuments in the country. The growth of cities like Agra, Delhi, Fatehpur Sikri, Lahore, and modern Hyderabad in the Deccan made it a popular area for tourists. Even though the British government didn't encourage it, a lot of visitors started arriving to India during their time in power. The government of independent India worked hard to encourage tourism, and this work is still going on. During the time of globalisation, India saw the arrival of many MNCs and world-famous brands, as well as a lot of tourists from all over the world.

First Policies and Frameworks

Tourism is the biggest and fastest-growing business in the world. India has a huge range of attractions and hospitable people, making it a great place for tourism to grow. Over the past hundred years, Indian tourism has flourished and brought a lot of new ideas to the country.

Long before written history, India welcomed its first foreign tourists. The Indian government set up the Department of Tourism in 1945, which was the start of organised tourism in India. The Second Five-Year Plan (1956–1961) laid forth policies and plans for tourism, which marked a major change in how tourism was done. The Third Plan focused on growing the hotel business, bringing in more tourists, and putting up an international tourist reception committee. The Sixth Plan acknowledged the significance of tourism for social and economic development in 1971. By 1980, tourism was a big part of India's economy (Umesh R. Dangarwala and Krupa J. Rao, 2016). India is a place where the beautiful and the scenic live together. The beautiful and the scenic are everywhere, from the desert and dry areas to the hills and mountains.

The National Policy on Tourism 2002, which was written by the President of India, explains the

government's plan for promoting and growing tourism. India used to be renowned for having insufficient infrastructure, which made it less likely to be a good place to do business. Now, though, the country is being marketed as a new business tourism hotspot with modern infrastructure and support facilities. Tourism is a form of advertising, hence it directly benefits from globalisation. Also, globalisation has made tourism markets bigger by making them available to people from all over the world. This has made the supply and demand sides of the international tourism business more connected.

The Government's Part in Promotion

India has a lot of different sites that could be good for tourism growth. The government is in charge of promoting all kinds of tourism. It encouraged ecotourism by forming strategic partnerships between local governments, tourist organisations, and communities to increase service quality and work together better. The government encourages local people to start ecotourism projects in places like wildlife sanctuaries, national parks, highlands, and coral islands, which are popular with ecotourists. The government has improved infrastructure, communication systems, and transportation to help tourism grow even more. Indian ecotourism regulations have also created more jobs, and the government is working to improve the quality of visitor services through a variety of training programs, workshops, and guides who speak more than one language (Reddy Kummitha, 2018). Tourism in India should not only provide accommodation and entertainment for guests but also be minimally disruptive to the environment and supportive of indigenous cultures. Tourism is a complex activity and service business, thus all parts of the Central and State Governments, the commercial sector, and voluntary groups need to work together to achieve long-term growth. India needs to work together if it wants to become a major player in tourism (Umesh R. Dangarwala and Krupa J. Rao, 2016).

IV. MAIN THINGS TO SEE IN INDIA

India is one of the most popular places for tourists to visit. It has a lot of historic buildings, natural wonders, nice weather, and a long coastline. The amazing range of beautiful natural and picturesque places only adds to its reputation as a world-class tourist destination. India has every kind of climate, from the snowy mountains in the north to the beautiful beaches in the south, from the beautiful backwater in the east to the dry deserts in the west.

India's tourism is becoming more global, and globalisation and liberalisation are having a good effect on it. The presence of global companies in India has not only improved the country's tourism economy, but it has also brought new ideas and standards to the hospitality business.

Cultural Heritage Sites

Bharat-darshana, or tourism in India, has a long and well-documented history. The first generation of travellers learnt about the country's sites, including its natural riches and the people who lived there. The growth of tourism in this huge country began after independence in 1947. People travelled for religious reasons, to celebrate festivals, to trade, and to help others throughout the Ancient Period. During the Colonial Period, the British government built rail and road networks to promote tourism. India is a major tourist destination in Asia and around the world, with many different areas of interest drawing people in.

There are many spots in the country that are beautiful, have historical significance, are culturally important, and are religiously important for people of all religions and confessions. Tourist spots like Rajasthan, Kerala, Goa, Himachal Pradesh, Mumbai, Delhi, Agra, Bengaluru, Chennai, Hyderabad, and Andhra Pradesh have made great progress in providing good services to keep up with changing tastes and needs. The effects of globalisation make the Indian tourist industry look to the management ideas and plans of international airlines and hotel chains for ideas. Tourists can now enjoy affordable airfares, convenient travel, internet hotel booking, world-class vacation spots, standardised lodgings, and phone service. But in certain regions, the rapid

rise of tourism has caused environmental difficulties and risks to local cultures and customs. So, the idea of eco-tourism has come about. It focusses on protecting beautiful places, fragile wildlife habitats, unique cultural sites, and the wonders of nature.

Wonders of Nature

Tourists from all over the world come to India to see its spiritual sites, palaces, theatres, old forts, and museums. The country has a lot of things to see and do, including natural wonders and different civilisations. To get tourists from both inside and outside the country, the government has set up systems for making laws, running businesses, and marketing.

Tourism, whether international or domestic, constitutes a vital component of the economy, generating substantial revenue; a significant proportion of employment is directly linked to travel and tourism.

Tourism is very important for the growth and success of every country. It helps keep peace between countries and improve global ties (Umesh R. Dangarwala and Krupa J. Rao, 2016). People all across the world know that India is home to several types of metalwork, textiles, and handlooms. However, its reputation for design and crafts is not as well known.

Tourism includes both business and recreational travel away from home, as well as work-related travel abroad. It encompasses a diverse array of interests and objectives; while the definition of a tourist and the criteria for identifying an individual as a tourist seem well-defined, measuring the participation of individuals as tourists continues to pose a conceptual challenge.

Religious pilgrimages

The majority of Indians practise Hinduism, which is characterised by a high presence of pilgrimage and festivities. However, in its global dimensions, it has the power to absorb and re-express the religiosity of each individual place. India's greatest strength is that many different religions have been able to live together for a long time because their common beliefs promote tolerance and the constitution makes this clear. This has allowed the most cults, holy places, and celebrations to survive (Medhekar and Haq, 2012). The desire for pilgrimage represents the most ancient type of tourism, signifying a fundamental transition from the secular perimeter to the sacred centre of the religious system. Pilgrimage is an important part of religious tourism. It includes things like pilgrimages, missionary travel, religious retreats, and visits to sacred sites in the nations where the religion started (Gandhi and of Lethbridge. Faculty of Arts University Science, 2018). Pilgrimage is still very important to many Indians. For example, the visit to s.p., three important mountains of penance and revival, Iskcon temple Vrindavan, Badrinath, Ramanathaswamy Temple, Kashi Vishwanath, and Tirupati Srinivasa, which are all very important in Hinduism, is considered necessary.

To address the needs of both visitors and pilgrims, such as food, transportation, and infrastructure, packaging is made to bundle related services into a single-price offer. This strategy encourages clients to spend more on the services that are offered, especially when they remain at a destination for a long time. To make inbound tourism better, a spiritual tourism circuit centred on the several religions in India is suggested to go along with the Char Dham, Buddhist Circuit, and Ramayana Circuit.

V. HOW GLOBALISATION HAS AFFECTED TOURISM IN INDIA

The Ministry of Tourism has signed a number of bilateral agreements and memorandums of understanding. The Indian government is working closely with the governments of other nations to increase the number of tourists travelling between India and those countries. In important tourist areas around the country, international hotel brands including Taj, Trident, Le Meridien, Hyatt, Shangri La, Rambagh Palace Group, Ramada, Marriott, ITC Hotels, and Oberon Hotels have built hotels that meet world standards (Umesh R. Dangarwala and Krupa J. Rao, 2016).

Collaborations on a global scale

The government wants to use globalisation to boost India's tourism industry, and past examples of countries working together fit with the path of India's development since independence. The "Visit India Year 2009" campaign started at the International Tourism Exchange in Berlin to get people to think of India as a great place to go on vacation. The government then worked with airlines, hotels, resorts, and tour companies to provide travellers incentives from April to December. The existence of branded Indian restaurants and hotels internationally has augmented the country's allure by acquainting potential tourists with its cuisine and services (Umesh R. Dangarwala and Krupa J. Rao, 2016).

The Rise of Global Brands

Many foreign brands have come to India and done well, but the hotel industry is mostly made up of brands that use India as an extension of their home business. The Taj, Oberoi, ITC Welcomgroup, Leela, and the Park are still the biggest players in the five-star hotel guest house industry.

Travel companies and airlines want to get their names out there and sell their goods all throughout India. Companies who make medium-corn alcohol, like McDowell, have joined the club. Some of India's most famous names are aimed at tourist cities and places like Goa, Delhi, and the Himalayas.

VI. BUILDING UP THE INFRASTRUCTURE FOR TOURISM

One of the most important things a country needs to do to grow its tourism industry is to build infrastructure that makes it easy for tourists to go about. For the tourists' convenience, there should be planes, trains, and buses. Hotels and restaurants are also very important for the growth of tourism. These services should be offered at reasonable prices so that all kinds of tourists can use them. The Tourism Department must provide great services so that tourists do not have any problems.

Transportation and lodging have come a long way over the years. The number of airports has grown a lot. Airlines are sending planes to cities and towns on a daily basis, both on time and not on time. There have also been trains serving tourism routes. There are now motels near national highways and near significant cities that connect the train station to the airport. The arrival of big hotel chains like the Oberois, the Ashok group, the ITDC, the Taj, and the Welcome group of hotels has made both domestic and foreign tourists feel more at ease and safe in a new environment.

The emergence of information technology has also had a big effect on tourism, just like it has on many other businesses. The internet reservation system can connect the tourist to any part of the world. The busy boss in his office could easily influence how the hotels and airlines worked.

Networks for Transportation

India has built transit networks that make it easier to get to the places of interest. Combining train, road, boat, and air travel gives you different choices based on how far you need to go and how easy it is. India has also made it easier to find places to stay and eat that appeal to diverse preferences and budgets. Tourist hubs that offer help and luggage handling make the trip better for tourists (Umesh R. Dangarwala and Krupa J. Rao, 2016).

Facilities for staying

Accommodation is an important part of tourism because every visitor needs a place to stay while they are on vacation. The Tourist Office in India organises places to stay into different groups based on what people want and need. These groups include heritage hotels, tree houses and eco-lodges, beach resorts, palaces and forts, royal and boutique hotels, farm houses, and budget hotels. The Ministry of Tourism, Government of India, also puts finished hotel projects into groups based on their tourism value, using negotiated grades and star ratings (Mohan Mishra, 2012).

As a result, the Ministry started an e-commerce portal in 2007 that lets tourists find information and book places to stay online. However, other tourism groups were against the plan because they were worried it would hurt their businesses, therefore the

decision was taken back. Because of this, the official government website doesn't provide any choices for booking online right now.

Puducherry's tourism industry is a great example of a solid destination where demand stays stable even when the economy slows down. There are 124 hotels in the area, including eight-star hotels, beach resorts, heritage hotels, mid-range hotels, and budget hotels. There are also twenty-two travel agencies in the area, ten of which are approved by IATA.

There are a lot of different things you may do while you stay at a homestay, lodge, resort, or bungalow. India has a lot of cultural and natural elements that make homestay tourism possible. In the northern portion of the country, there are Himalayan homestays in Ladakh, Spiti, and Himachal Pradesh. Some of these are in Kullu, Shimla, Chamba, and Solan. There are a lot of good guesthouse alternatives in Uttarakhand's Nanda Devi Valley and Valley of Flowers. There are a lot of homestays in the NCR area, including Tikli Bottom in Gurgaon. Sikkim, Nagaland, and Assam in the northeast have unique homestays in places with a lot of different plants and animals. The Glenburg Tea Estate in Darjeeling, West Bengal, also lets people stay in their homes. Dera Rawatsar and General's Retreat in Jaipur are two homestays in Rajasthan. Ahilya Fort in Maheshwar, Madhya Pradesh, is a unique alternative. In the southern states of India, there are several homestays. For example, Honey Pot in Karnataka, Cardamom House in Tamil Nadu, and many places in Kerala, such as Casa Del Fauno, Phillipkutty's Farm, Fringe Ford, and Tranquil Plantation Hideaway. Kerala is well-known for its peaceful and natural surroundings, which make it a great place to stay when on vacation (Bhan and Singh, 2014). To fully promote homestay tourism in India, it needs to be given the right amount of attention.

Tourist services and facilities

Tourism infrastructure includes the most important services and facilities that travellers need while they are on their journey. It also affects how many tourists come to the area. The governmental, private, and cooperative sectors of the economy all supply these kinds of tourism infrastructure services and amenities.

Since gaining independence, India's tourism industry has grown quickly. International connections, people getting richer, world-class facilities being available at reasonable prices, towns and cities having electricity and water 24 hours a day, good transportation options, and the quick growth of modern shopping malls have all helped to boost tourism in India. Tourists from other countries have been able to visit a wide range of beautiful destinations across the world, such as deserts, hills, beaches, islands, and more, thanks to foreign tour operators. These venues include museums, historical sites, gurukulas, and monasteries. International companies like McDonald's, KFC, and Pizza Hut have also opened fast-food restaurants in India, giving tourists the comfort of "home-like dishes" in a distant country. The country's tourist trade is sure to grow because of modernisation and other changes, as well as the fact that tourism in India is getting a lot of attention.

The part that technology plays in tourism

Technology is an important aspect of the infrastructure needed to build a successful tourism sector. Technology and physical infrastructure are both important for providing tourists with the services and information they need. So, tourism businesses need to coordinate the two in a way that works well so that they can give tourists a good experience. Significant advancements in the realm of the Internet and Internet-based services have provided a novel trajectory for the development of infrastructure and promotion of services within the tourism industry across the nation (Mohan Mishra, 2012).

Tourism and technology have always been tightly interwoven, but in the last ten years, tourism has become more technology-driven. The Indian government started an e-commerce site in 2007 that lets people from all around the world buy hotels or train tickets online and find out more about tourist attractions. The proposed platform was meant to make it easier for tourists and Indian citizens to travel. The prior plan called for hotels and travel firms that provided information on the site to get a certain

commission. Hotel and tourism associations protested the adoption of this plan because they thought it would put the jobs of millions of people in this field at risk. The Government took down the platform in part because of these protests and in part because Government officials were worried that travellers could think the Government was selling information to certain travel agents. The Government, on the other hand, thinks that it is wrong not to help travellers have a safe, dependable, and information-rich trip because it is necessary for the Government to promote tourism and encourage people to travel within the country. So, the government should bring back some kind of Information Processing Roadmap to help travellers in a responsible, consistent, and easy way (Buhalis, 2019). Puducherry has had steady development in both local and foreign tourism, even if the world economy is slowing down. The only places that haven't seen this rise are Porbandar and Diu. There are 124 hotels in the Union Territory, including heritage and affordable hotels. There are also 22 travel agencies (Khan and Hossain, 2018).

Systems for Booking Online

Since the start of the new century, technology has played a bigger role in Indian tourism. The market has changed a lot during the past twenty years, especially because so many people now use internet booking platforms. In 2007, India's online travel business was worth 47 billion Rupees. By the first quarter of 2019, that number had grown to 67,000 billion Rupees, which is more than 900 million Indian travellers. The market capitalisation of Indian travel businesses followed global stock indexes and peak multiples. The travel industry made up around 1% of India's GDP and supported the jobs of more than 500,000 people. These numbers show how important online travel is all throughout the subcontinent (Arora, 2019). Even then, travellers who used both manual and offline methods at the same time made up a small but important group. An initial frame study from 2005 to 2008 found three primary travel segments: travellers utilising offline channels, those employing online channels, and those engaging with hybrid channels. So, good management of travel information can help all travellers, no matter how they get their information (Mohan Mishra, 2012).

Digital marketing plans

Tourism marketing is a big part of making places look good to both local and foreign tourists and getting them to visit. It is a part of the larger marketing plan that needs to be put in place to get people to visit a place. In the past, ads, brochures, and travel guides were the only ways to get tourists to come; now that there is more competition, new and better ways to market are needed. Tourism marketing includes the marketing of natural and cultural tourism resources. These resources can be divided into two groups: (1) cultural marketing, which is related to specific powers or cultural heritage sites, and (2) natural marketing, which is related to some places or the great outdoors (Choudhury and Mohanty, 2018). The tourist departments employ the location's brand, print and digital media, ads, and exhibitions to promote the area. Tourism has used brochures, direct mail, direct engagement, public media campaigns, and posters as common marketing techniques. The Indian government offers a number of marketing options to bring in tourists. One of these is "Incredible India," which was created to boost the tourism industry in India. The Indian government's Ministry of Tourism has started a number of efforts to create an image for tourists from other countries.

VIII. SUSTAINABLE WAYS TO TRAVEL

Ecotourism is becoming more popular, which is changing the way the Indian tourism business works. Ecotourism is thought to be a good way to promote sustainable development, protect local habitats, and boost the economies of rural areas. It gives people who reside in the country's sensitive ecological zones more ways to make a living. Historical sites, cultural characteristics, animals, forests, and beaches are some of the most popular things to see and do in India. The Indian government has taken tourism very seriously in the past several years and made a lot of strategies to make this industry expand a lot and in a way that will last. India gets more than five million foreign visitors every year, and this number is expected to increase between five and eight million by the end of 2020. The country also gets around 562 million local travellers per year, and this number is growing at a rate of 4% each year. The Ministry of

Tourism is working hard to promote Race, Place, and Destination (RPD) as a new way to travel. India also boasts about 80 national parks and 441 sanctuaries that draw a lot of tourists and are great for ecotourism (Umesh R. Dangarwala and Krupa J. Rao, 2016).

Ecotourism Projects

Ecotourism programs are an important part of sustainable tourism strategies. These activities aim to protect the natural environment, keep endangered cultures alive, give power to local communities, and create jobs (Reddy Kummitha, 2018). The Indian government aggressively finds ecotourism spots in areas that are sensitive to the environment, such as national parks and wildlife sanctuaries. People who live in the area are encouraged to start ecotourism projects to protect cultural and biological uniqueness. Improvements to infrastructure, including better roads and transit, make it easier for visitors to get there. The government gives money to enhance the number of places to stay to meet the growing demand. When qualified tourist guides, hotel owners, and restaurant owners help visitors, there are more job opportunities. Supporting cooperation between local governments, tour operators, and community groups makes ecotourism businesses more marketable and improves the service continuum.

Tourism Based on the Community

In India, tourism mostly affects local communities through community-based tourist projects that bring in money from abroad and help local development. Indira Gandhi Airport, Gwalior and Devi Ahilya Bai Holkar Airport, Indore are the other two visitor-friendly airports in Madhya Pradesh. The Hyderabad Metro Rail links the city's most popular tourist spots. In addition to the Tourist Police, the Forest Department has set up a Special Forest Watching Cell to protect all forest regions, especially the Tiger reserves. The State Government has set up a new board called the Environment and Tourism Assessment Board (ETAB). On March 18, 1992, an international conference was held in New Delhi to talk about "Environment and Tourism Linkages in Asia and the Pacific." The Indian government set up the National Environment Management Fund (NEMF) to help with this work. The Government of India has given money to build infrastructure for protecting the environment and wildlife, among other things.

IX. PROBLEMS WITH INDIAN TOURISM

Even while tourism in India is still growing, there are several problems that keep it from reaching its full potential. One big problem is that there isn't enough infrastructure, such as enough air seats, easy access to tourist spots, places to stay, and trained workers (Umesh R. Dangarwala and Krupa J. Rao, 2016). Some sites have poor infrastructure, bad hygiene, and tourists being harassed and bothered by touts, which all make the whole experience bad. Because tourism in India is expected to expand at a reasonable rate, it is important to deal with these problems quickly and effectively in order to keep progress going and speed it up.

With approximately 20 million people working in its tourism industry, the country has become a way to make money, create jobs, reduce poverty, and promote long-term human development. Tourism is a major source of foreign exchange revenues, expanding at a pace of 4% per year and helping the country's balance of payments. It also helps protect locations of historical importance by designating them as heritage sites, such the Taj Mahal, Qutab Minar, Ajanta, and Ellora temples. It also helps protect natural habitats for numerous endangered species. Tourism also helps build infrastructure, such transportation, hospitals, sports centres, hotels, and restaurants, that helps both the host community and other productive sectors.

Concerns about the environment

Tourism increase in India is bad for the environment. In the Himalayas and Darjeeling, tourists leave behind trash, discarded oxygen tanks, and camping gear, which makes places with few choices for getting rid of trash worse. Building hotels creates sewage and building waste that pollutes lakes and seas, harming plants and animals in the area. Sewage discharge makes algae develop that hurts coral reefs and changes the salinity and siltation of the coast. Tourism-related development threatens ecosystems

like beaches, lakes, riverbanks, and mountain slopes. Tourism has caused damage to coral and marine life on Krushedei Island. The Jaisalmer desert has gotten worse because more tourists are coming. Wildlife habitats experience stress and alterations in behaviour due to safaris and observation activities, frequently accompanied by significant noise and disruption. India's natural and cultural richness makes modern eco-tourism development an important concern (Umesh R. Dangarwala and Krupa J. Rao, 2016). This is because tourism can create jobs and bring in foreign currency.

Keeping culture alive
The tourist sector in India is based on its cultural, spiritual, and traditional roots. These differences are still there, even though things are changing quickly. India has several prominent religious shrines, as well as a lot of museums, palaces, forts, art galleries, and old buildings. Also, Indian culture and customs are still a big part of everyday life, and this unique identity is what makes people want to visit India.

Tourism affects cultural practices and building, and it helps people from different cultures learn from each other. Tourism makes it even more important to protect culture, even yet too much tourism can damage buildings and monuments. Changing cultural habits is hard for societies like those in India. Tourism can help keep these traditions alive because local people see the value of traditional cultures and ways of life. So, tourism connects cultures by letting them engage through organised power structures (Umesh R. Dangarwala and Krupa J. Rao, 2016).

Limitations of Infrastructure
The lack of enough infrastructure, such as enough air seat capacity, easy access to tourist spots, enough places to stay, and enough skilled workers, is the main problem for tourism growth in India (Umesh R. Dangarwala and Krupa J. Rao, 2016). Some places have bad infrastructure, dirty circumstances, and people who try to sell things to tourists and harass them, which makes the problem worse. Even with these problems, tourism in India has become a way to make money, create jobs, reduce poverty, and promote long-term human development. Almost 20 million people work in the industry right now.

Tourism is also a big way to make money from other countries, and a 4% annual growth rate helps the balance of payments. The sector also helps protect places of historical significance like the Taj Mahal, Qutab Minar, Ajanta and Ellora temples, and natural habitats of endangered species. It also helps build infrastructure like transportation, healthcare, sports centres, hotels, and restaurants, which benefits the host community.

X. WAYS TO MARKET TOURISM

Marketing strategies for Indian tourism assist make the country a popular place for tourists to visit. These activities are mostly about improving India's image and meeting the demands of tourists.

In the last few years, improvements in transportation, communication, and the economy have all helped tourism services grow around the world. India shows the effects of globalisation as well, with multinational airlines, travel companies, and well-known hotel firms all doing business there. India is also sending tourists to other countries in exchange.

Promoting India as a place to visit
Branding is a big part of marketing India as a tourism destination around the world. India's economy is one of the fastest expanding in the world, and people say that it will always have industries that are rising. Many industries have helped this expansion, and tourism is one of them. There have always been many different ways to think about tourism in India. The tourist industry in India has grown thanks to a number of important attractions. India has a lot of different types of tourist spots right now, and they all help the tourism industry grow in the Indian economy.

The Indian government has done a lot to help this industry grow on a global scale. The Indian government's Ministry of Tourism has started a campaign dubbed Incredible India to get more people to visit. The branding has been getting foreign tourists to go to different parts of India. India's rich cultural history, vast coastline, and good connections to other regions of the world have all made it a popular tourist destination. The number of

different types of tourists that the country attracts is also growing a lot (Umesh R. Dangarwala and Krupa J. Rao, 2016). The Ministry of Tourism knows how important marketing is and how it affects the industry. Based on this knowledge, the Ministry of Tourism has done a lot in the past to boost tourism.

Advertising Campaigns

Tourism in India presently meets a wide range of demands, such as business, enjoyment, fun, pilgrimage, adventure, learning, and relaxation. The goal is to improve people's lives through travel. The country is working on a national strategy for tourism branding and is also working on a good tourism promotion policy.

The Indian government started the "Incredible India" campaign in June 2002, after the Food and Agriculture Organization's FAO 40th Regional Conference for Asia and the Pacific. The goal of the effort was to boost tourism, which may have brought the number of visitors up from 5 million to 8 million by the end of the decade. India works on developing tourism in many ways, with a focus on regional initiatives. Some strategies are sponsoring individual countries or local marketplaces and using travel shows and international road tours to get more people to see them. Special focus targets nations that are very important to India, while specialised strategies focus on markets in the Indian subcontinent (Rishi et al., 2013).

XI. WHAT THE FUTURE HOLDS FOR TOURISM IN INDIA

The Ministry of Tourism wants to build an International Tourism Centre in Buddha Gaya, Bihar, which is outside of the Madarsa area and near to the main town. In addition to tourism, a reasonable amount of money is being set aside for the building of Buddha stupas, forts, palaces, graves, tombs, shrines, and other holy sites where big groups can meet. There are also plans to make ecotourism sites like Kanha National Park in Madhya Pradesh, Kaziranga National Park Wildlife Sanctuary in Assam, Corbett National Park Wildlife Sanctuary in Uttar Pradesh, Great Himalayan Park in Himachal Pradesh, and Tung Nallas National Park Wildlife Sanctuary in Jammu and Kashmir.

The Indian government has come up with an ambitious strategy to boost tourism that includes marketing campaigns and building several types of tourism infrastructure. Following this plan, the Madhya Pradesh Tourism Board and the state government of Rajasthan have set up offices in Germany to promote tourism and get rewards. The federal government has recently sent people to important gateway cities in South Asia, like Singapore, Hong Kong, Bombay, Calcutta, and Madras. The Oberoi Group, Hilton Group, and Oberoi Renaissance Group are some of the biggest hotel chains in the world that are becoming more interested in India. It seems that any drop in tourist numbers, like the 5% drop between January and May 1998, can be overcome with hard work and careful planning.

New Trends

In the last several years, the Indian tourism and travel industry has grown faster than almost any other sector in the globe. This sector has big direct, indirect, and induced effects on many other industries, like GDP growth, job creation, and foreign exchange earnings. The rich history and culture, along with the geography and strong religious devotion, make for a robust tourist sector. India's tourism business has grown in four main stages: the Ancient Period, the Mediaeval Period, the Modern Period, and the Post-Independence Age. Many prominent kingdoms, governments, and civilisations built different kinds of infrastructure during the Ancient and Mediaeval Periods. This included temples, rest houses, roads, and bridges that made it easier for tourism to thrive (Umesh R. Dangarwala and Krupa J. Rao, 2016).

Government Programs to Help the Economy Grow

Government programs stress how tourism may help the economy grow and prosper. The Planning Commission acknowledged tourism as a significant contributor to the national income plan in 1948. So, a three-volume study ordered by the Ministry of Transport and Communications suggested that

tourism should grow all around the country. For a long time, access infrastructure has been seen as the biggest problem in growing tourism.

With the resources it has, the Ministry of Tourism has improved its ability to do more effective, concentrated, and aggressive promotional work.

The government, especially the Ministry of Tourism, wants to promote ecotourism in a way that is responsible and long-lasting, with as little harm to the environment as possible (Reddy Kummitha, 2018). The main strategies are to raise ecological awareness among stakeholders, encourage new eco-friendly products through incentives, and foster public-private collaborations. The Ministry can keep an eye on and fix problems more easily thanks to research support for new policy initiatives and regular updates to the Tourism Satellite Account (TSA). To make sure that tourists feel safe and welcome, there need to be better security measures and efforts to promote political stability. The National Ecotourism Plan's ecotourism guidelines are a useful way to combine rural ecotourism with other things. Protected regions, woods, mountains, and other natural features are the main focus of marketing campaigns. To help ecotourism grow, it is still important to build infrastructure for communication, electricity, gasoline, transportation, public amenities, and places to stay. India's varied geography, culture, and environment offer significant prospects for integrated eco-rural tourism, which can expedite rural economic development, create jobs, and alleviate poverty (Umesh R. Dangarwala and Krupa J. Rao, 2016).

XII. EXAMPLES OF SUCCESSFUL TOURISM MODELS

People come to Rajasthan, the "land of Maharajas," to see its beautiful forts, palaces like the Umaid Bhavan, and the Thar Desert. Rajputs, Jats, Meenas, Bhils, and Garasiyas are just a few of the local groups who put on cultural shows and make crafts. Famous places like Amber Fort, Udaipur, and Jaisalmer provide both culture and adventure (Burke, 2019). Kerala is known for its backwaters, hill stations, and beaches, which draw both nature lovers and tourists

interested in culture. Communities in alleys and villages show off traditional art forms and participate in active rituals, which changes the way people live and work in a state known for harmony and healthy living (Umesh R. Dangarwala and Krupa J. Rao, 2016).

Tourism in Rajasthan

There has been a lot of growth in Rajasthan's tourism industry. From 2009 to 2011, the state received 11% of all foreign tourists to India. Jaipur, Udaipur, Jodhpur, Ajmer, Chittorgarh, Ranthambore, Bundi, Shekhawati, and Pushkar were some of the most popular tourist spots.

There are seven types of tourist activities in Rajasthan: religious, wildlife and nature, adventure, health and wellness, heritage, special interest, and cruises. Desert tourism, which is mostly dependent on sand dunes, has gone down because of things like the weather, beautiful places to see, the number of travel agents, places to stay, and the ease of getting there by train and car.

The Indian government has named Rajasthan a legacy tourist state, and some cities in Rajputana have been named heritage cities to highlight the area's rich cultural history and architecture.

Tourism in Kerala's Backwaters

Kerala is known for being a great place for tourists to visit, but it is also known for being aware of how to make tourism a productive and long-lasting part of the economy (V.A., 2015). The state is located on the Malabar Coast in southern India and has several different types of topography, including a coastal strip, backwaters, hill ranges, plains, and midlands. The state has a lot of different types of land, which makes it home to beautiful beach, hill, and health resorts. There are many different types of places to visit in the state, such as forest reserves and sanctuaries for eco-tourists and pilgrim centres for religious tourists.

XIII. THE PART THAT LOCAL COMMUNITIES PLAY IN TOURISM

Local communities are an important part of India's tourism system. Their active involvement creates

lasting connections between tourism, local communities, and the natural environment, which helps tourism grow and change over time (G, 2015). The involvement of local communities in rural tourism initiatives substantially fosters the social and economic development of the local populace and improves their understanding of environmental conservation (Reddy Kummitha, 2018).

Involvement and Engagement

Tourism is being developed as a mass movement through the active involvement and participation of individuals (Reddy Kummitha, 2018). The Olympics and the Cricket World Cup have made multitudes of Indians proud of their country and want to join in the celebrations at home and abroad. At the same time, the 2004 Indian Ocean tsunami killed hundreds of people in the Andaman and Nicobar Islands and made middle-class Indians who didn't want to help their fellow Indians do so. It is premature to accurately assess the extent to which these expressions of solidarity among the Indian populace will be converted into enduring, sanctioned social action; however, UN data indicates extensive participation of host populations in various development initiatives nationwide (Umesh R. Dangarwala and Krupa J. Rao, 2016). When planning long-term tourism, you can't overlook how important it is for citizens to be involved and participate in their country. This is true in India and everywhere else. Local Indian businesses and foreign multinationals have pushed for rapid industrialisation and economic growth over the past 20 years, especially in India's former tourism backwaters. This has brought tens of millions of important visitors from both India and other countries. India wants to take advantage of globalisation by promoting ecological and community-based tourism programs to international travellers in hard-to-reach places between 2010 and 2020.

Economic Advantages for Residents

The economics of Ayurveda tourism in Kerala serves as a paradigm for indigenous engagement in tourism development. This type of tourism mostly brings in wealthy and educated individuals, not poor locals. However, it does give businesses the chance to become involved and help people living in a remote forest district of Northeast India.

The Periyar Tiger Reserve in Kerala is a popular place for both Indian and foreign tourists to rest and go hiking. Ayush tourism development has helped the economies of tiny households by creating jobs in businesses like cultivating vegetables, selling vegetables, and forming tourism committees. The Kerala government has helped by granting money to set up vegetable booths and helping to build tourist groups in the area. It is suggested that more cultural activities based on local religious and cultural holidays be held to make the most of this tourism business.

XIV. THE EFFECT OF TOURISM ON CULTURE

Tourism is not considered a significant catalyst for cultural change, however it is invariably linked to culture, whether through critiques of the proliferation of western-style mass tourism in areas of unspoiled cultural significance or through appreciation of the interactions at an international gathering of diverse cultures. Even while tourism doesn't have a big effect on culture, changing tourism trends can speed it up. The arrival of western women from an egalitarian society in a small community has led to the growth of women's rights, while the arrival of tourists in a Thai village has lifted the taboo on pork, making pig farming a profitable business.

There haven't been many attempts to change the way tourism and culture work together to help the people of the host country. Most efforts to leverage tourism for cultural transformation have been tied to cultural propaganda initiatives or, exemplified by the Wahhabis, closely associated with religious issues, coinciding with the influx of numerous affluent and well-traveled Western groups into Arabia. Ecotourism, villagers' tourism, and community-based tourism are all careful efforts to protect some part of village culture and either keep it alive or stop it from being destroyed. Sustainable tourism is more about controlling the cultural effects of tourists than using tourism to change the local culture.

Cultural exchange and interaction

Cultural exchange and engagement are inherent components of tourism, as they constitute essential elements of the tourist experience when visiting new and frequently remote nations and cultures. Because tourists come from many different cultures, their visits generate places where people may meet and talk. Countries like India are especially open to these kinds of changes. The appeal of exotic India rests in its differences—climate, food, attire, customs and code of conduct. Tourism makes it easier to meet people from diverse cultures. Tourists also bring back new knowledge, information, and influence to their native countries. India's culture is based on a long history of civilisation that goes back around four thousand years. It has mostly survived on spiritual ideals, and it has kept up with the changing requirements of its people while also taking in the hostile influences of outsiders.

While European visitors let go of their worries and learn about new cultures, Indian tourists, especially the brave ones, have shown a liberal attitude of acceptance and admiration for other cultures. Tourism helps people from different cultures talk to each other. Even if western influence had certain bad impacts and reactions, Indian culture was able to keep its real core. It has consequently become a worldwide, lively, modern, and dynamic culture with a proactive attitude.

Keeping Traditions Alive

The travel and tourism industry in India is a big and increasing part of the economy, as well as the country's culture and social life. Tourism directly and indirectly employs millions of people and is a way for India to show off its beautiful landscapes, rich history, traditions, and heritage to the rest of the world. Indian art, culture, dance, architecture, history, mythology, philosophy, and thought precede much of recorded history. Hinduism, Buddhism, Jainism, and Sikhism are some of the most major world faiths that began and grew in the Indian subcontinent. Tourism has a cultural impact that shows how cultures can share ideas and traditions on a global scale. It is also a great way to keep the country's long and rich history alive and share it with others. This is shown in the many sacred languages, architecture

and styles, customs, festivals, and regional traditions that exist (Medhekar and Haq, 2012). To formulate a strategy that delineates India's traditional cultural identity, both the government and the industry must recognise and comprehend the extensive heritage assets inherent in India's diverse culture, ensuring their preservation and protection for future generations (Umesh R. Dangarwala and Krupa J. Rao, 2016).

XV. CONCLUSION

Tourism in India has changed and grown over time, and the expansion that has happened in recent years has been seen around the world. Indian hospitality has been strong and grown over time, starting with the time of the Rajas and the Maharajas. The country's varied landscape, rich cultural history, and vivid festivals have naturally drawn travellers from both inside and beyond the country. The government's commitment and the hard work of those in the hotel industry will make sure that things keep getting better.

An Introduction to Tourism in India: Tourism in India includes the business of providing services to travellers and visitors. It is very important because it is the basis for the country's economic growth.

A Brief History of Indian Tourism: There are five main phases in the history of tourism in India: ancient, mediaeval, British, post-independence, and modern. Tourism in ancient times was mostly for religious and recreational purposes, but the British set up agencies to help them.

Tourism Development After Independence: After independence, the government tried to grow the tourism industry, even though the economy was stagnant throughout the 1960s and 1970s. Different programs were started to promote different parts of tourism.

Key Attractions in India: India's main attractions are its numerous people and cultures, animal sanctuaries, monuments and architecture, hill areas, beaches, and religious sites that reflect many different religions.

How globalisation has affected Indian tourism: Globalisation has made the tourism business stronger by bringing in global hospitality brands, multinational broking firms, and partnerships with international companies.

Building up the infrastructure for tourism: The infrastructure for tourism includes physical, organisational, and technical services that help tourists. Travel is when you go from one place to another, while tourism is when you travel for fun and games.

The Internet changed the way people travel by making online platforms the main way to share market information about different places and groups.

Sustainable tourism practices include ecotourism and community-based tourism, which focus on protecting the environment, preserving culture, and giving people power as the basis for sustainability.

Problems with Indian tourism: Pollution of the environment, decline of culture, and lack of infrastructure are all continuous problems that need careful handling.

Tourism Marketing Strategies: To market something, you have to make and keep lucrative trades. To make places more appealing and get more people to visit, you need to have good strategies.

Future Prospects of Tourism in India: The country's huge potential for tourism gives hope, and planned initiatives are focused on growth and diversification.

Case Studies of Successful tourist Models: Rajasthan and Kerala are examples of successful tourist models because they have done a good job of promoting local attractions.

The Importance of Local Communities in Tourism: Local communities are very important since they are involved in tourism and make money from it at the local level.

Cultural Effects of Tourism: Tourism encourages cultural interchange, builds understanding, and helps protect and improve cultural assets. Umesh R. Dangarwala and Krupa J. Rao (2016)

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