



Tourism Industry in India – A Study

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ABSTRACT

Tourism is currently the world's largest industry and the fastest growing sector of the market. Tourism is usually viewed as being multidimensional, possessing physical, social, cultural, economic and political characteristics. Worldwide tourism is ranked second highest revenue-generating industry. There is a large potential market for rural tourism especially for foreign tourists, which has not yet developed because government has not taken up any systematic approach to attract foreign tourists. The basic concept of rural tourism is to benefit the local community through entrepreneurial opportunities, income generation, employment opportunities, conservation and development of rural arts and crafts, investment for infrastructure development and preservation of the environment and heritage. Rural tourism will bring people of different cultures, faiths, languages and life-styles close to one another and it will provide a broader outlook of life. It will not only generate employment for the people but it can also develop social, cultural and educational values.

Keywords

Employment opportunities; Foreign versus domestic tourists; Importance –Job, Education, Types of Tourism.