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A STUDY ON ECONOMIC DEVELOPMENT OF TOURISM INDUSTRY IN INDIA AND ANDHRA PRADESH

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ABSTRACT

Tourism has been evolving into an ever-encompassing socio-economic phenomenon, including in the countries like India. Fast expansion in tourist movements in India, which is estimated to be over 955 million, has been a consequence of many inter-related socio-economic processes. Major factors contributing to this process are many: rapid increase in the personal/ household income; holiday and vacation time; access to a variety of information pertaining to transport, accommodation, attraction and other products; fragmentation of joint-family and education. However, such huge volumes have also drawn critical attention of many and often contested for want of accuracy. Critics then argued that such huge numbers are not legitimate, particularly in a situation where over one-fourth of the population estimated to be living below poverty. Then, while accepting the fact that sufficient discretionary income is sine quo non for tourism in conventional sense to happen, it is also a relational concept with different economic groups viewing discretionary income differently. Before the epidemic, India's travel and tourism sector contributed 7 per cent of the country's GDP in 2019, but that figure dropped to just 4.3 per cent (\$9.2 trillion, or \$124 billion) in 2020, a startling 41.7 per cent decrease. The sector's economic contribution to the country might increase by 1 per cent from 2019 to almost \$15.9 trillion in 2022. With an 8.3 per cent increase in employment this year, there will be close to 35 million jobs in the travel and tourism industry. The prediction also shows that during the next ten years, the industry is predicted to add more than 24 million employment or more than 2.4 million new positions annually. The sector provided more than 40 million jobs in 2019, but that number dropped to a little over 29 million in 2020 as the Covid pandemic decimated the industry. Its contribution to GDP increased 43.6 per cent from the previous year to \$178 billion in the most recent year

INTRODUCTION

In reality, domestic tourism phenomenon in India can hardly be puzzling in terms of its volume. To appreciate this, one has to just stand in the highways or at major attractions and pilgrim centers to make sense of the burgeoning Khoomnewale. Some recent studies have indeed looked into India's tourist volumes and came up with suggestion that there is nothing unusual about domestic tourism occurring in a massive way. People do travel in large volumes in the strict sense of tourist definitions and purposes, but it is the magnitude of the economic impacts from their touring is perhaps the contentious one for many. It is a fact that a large chunk of them may not be staying in the conventional hotels accommodation units but their overall contribution to the destinations can be hardly overlooked.

MAJOR SERVICES

Tourism and Hotel Industry

The post-pandemic scenario of global tourism is gradually converging to the pre-pandemic one. With travel restrictions and health concerns subsiding, tourism has become a vital driver of a strong upswing in contact-intensive activity. As per the World Tourism Barometer of the United Nations World Tourism Organisation (November 2022), international tourism showed robust performance in January-September 2022, with international tourist arrivals reaching 63 per cent of the pre-pandemic level in the first nine months of 2022, boosted by strong pent-up demand, improved confidence levels and the lifting of restrictions. The pace of recovery would have been even stronger but for the lingering global uncertainties and higher inflation in advanced nations.

The Covid-19 pandemic affected the fortunes of the hospitality and tourism industries in recent years. The hotel industry closed the year 2020 with an average hotel occupancy rate of 33- 36 per cent, reflecting a decline of 32 per cent. In the wake of falling demand and occupancies, hotels reduced tariffs significantly to attract business, thus, pulling down Revenue per Available Room to a dismal low of Rs. 1,500 – Rs. 1,800, a decline of around 57-59 per cent. However, hotel occupancy began a strong recovery in the third quarter of 2024, driven by domestic leisure travel growth, partial resumption of business travel in the country, as well as wedding and social events. Small-to-medium-sized domestic MICE Meetings, Incentives, Conference, Exhibitions events also made a comeback, fuelling demand for hotels. The sector ended the year with an average occupancy of 42-45 per cent, up 10-13 percentage points over the previous year.

However, with the waning of the pandemic, India's tourism sector is also showing signs of revival. Foreign tourist arrivals in India in Financial Year 23 have been growing month-on-month with the resumption of scheduled international flights and the easing of Covid-19 regulations. Yet, the arrivals are below the pre-pandemic level. Profitability ratios of the tourism industry further point towards a strong rebound in the June 2022 quarter. In addition, with the resumption of corporate travel and flexible work arrangements, the rebound in MICE tourism and bleisure7 travel is re-gaining popularity in India. With infrastructure amenities constantly improving, India is increasingly the preferred destination for MICE events.

India is ranked ^{10th} out of the top 46 countries in the World in the Medical Tourism Index Financial Year 21 released by Medical Tourism Association. The way India has handled the Covid situation and also prepared itself for future shocks, trust in India's medical infrastructure has improved. This will give a big push to Medical Value Tourism (MVT) which is expected to grow to US\$ 13 billion by 2028. Several factors, such as the presence of world-class hospitals and skilled medical professionals, superior quality healthcare, low treatment costs compared with other countries, credibility in alternative systems of medicine, and increased global demand for wellness services like Yoga and meditation, make India a popular medical tourism destination.

India has also attempted to improve its attractiveness as a destination for specialised tourism. Recent initiatives like the Ayush visa for tourists who desire to visit India for medical treatment, the launch of the National Strategy for Sustainable Tourism & Responsible Traveller Campaign, the introduction of the Swadesh Darshan 2.0 scheme, and Heal in India can assist in capturing a larger share of the global medical tourism market. Going forward, the G20 presidency presents a unique opportunity for the Indian travel and tourism industry to take advantage of this chance to promote India as a "major tourism destination", which is likely to positively impact passenger travel and hotel occupancy rate.

THE MINISTRY OF TOURISM HAS UNDERTAKEN VARIOUS MEASURES TO BOOST THE TOURISM SECTOR

NIDHI

The Ministry of Tourism, with the help of State Governments and Union Territory Administrations, is making efforts to register accommodation units in the country in the Ministry's portal National Integrated Database of Hospitality Industry (NIDHI). The comprehensive national database will help in creating policies and strategies for the promotion and development of tourism at various destinations.

SAATHI

System for Assessment, Awareness, and Training for Hospitality Industry (SAATHI) was launched in association with the Quality Council of India to restrict any further transmission of the virus while providing accommodation and other services post-lockdown. The objective of the scheme is to sensitise the industry on the Covid-19 regulations of the government and instil confidence amongst the staff and guests that the hospitality unit has exhibited intent towards ensuring safety and hygiene at the workplace.

RCS UDAN3

Better connectivity is the critical component for flourishing tourism in any region. With this objective, the Regional Connectivity Scheme (RCS- UDAN) was launched by the Ministry of Civil Aviation to facilitate/stimulate regional air connectivity by making it affordable. The total number of Tourism RCS air routes has increased to 59, out of which 51 are presently operational. An amount of ₹104.19 core has already been reimbursed to the Airport Authority of India in the form of Viability Gap Funding (VGF) during Financial Year 21 and Financial Year 22.

LGSCATSS

Under the Loan Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS) administered through the National Credit Guarantee Trustee Company (NCGTC), working capital/personal loans are provided to households that were impacted due to the Covid-19 pandemic to discharge liabilities and restart businesses. The scheme was launched to cover 10,700 Regional Level Tourist Guides (recognised by the Ministry of Tourism), Tourist Guides (recognised by the State Governments/ UT Administration), and about 1,000 Travel and Tourism Stakeholders (TTS) (recognised by the Ministry of Tourism). To boost the tourism sector, the first 5 lakh Tourists Visa were announced by the Government for tourists of foreign nationals visiting India. The scheme was applicable until 31st March 2022 or until 5 lakh free visas were issued, whichever is earlier. The benefit was available only once per tourist.

CONTRIBUTION OF TOURISM TO THE INDIAN ECONOMY

The outlook for the next decade is looking very positive with India accounting for one in five of all new Travel and Tourism jobs globally," stated Julia Simpson, President and CEO of the WTTC (World Travel and Tourism Council). Before the epidemic, India's travel and tourism sector contributed 7 per cent of the country's GDP (\$15.7 trillion, or \$212 billion) in 2019, but that figure dropped to just 4.3 per cent (\$9.2 trillion, or \$124 billion)

in 2020, a startling 41.7 per cent decrease. The sector's economic contribution to the country might increase by 1 per cent from 2019 to almost \$15.9 trillion (the U.S. \$215 billion) in 2022. With an 8.3 per cent increase in employment this year, there will be close to 35 million jobs in the travel and tourism industry. The prediction also shows that during the next ten years, the industry is predicted to add more than 24 million employment or more than 2.4 million new positions annually. The sector provided more than 40 million jobs in 2019, but that number dropped to a little over 29 million in 2020 as the Covid pandemic decimated the industry. Its contribution to GDP increased 43.6 per cent from the previous year to \$178 billion (or 13.2 trillion) in the most recent year.

India's travel and tourism sector is predicted to develop at an average annual rate of 7.8% over the next ten years, outpacing the country's overall economic growth rate of 6.7 per cent, and eventually account for 7.2 per cent of the country's GDP, or over \$33.8 trillion (U.S. \$457 billion). Even though the industry added just under 3 million personnel to the travel and tourism sector in 2021 (increasing overall by 10.2 per cent to more than 32 million), it is still less than 8 million jobs as compared to 2019. Suppose it wasn't for the effects of the Omicron variant, which caused the recovery of this industry a global stagnation and forced many governments to reinstitute strict travel restrictions. In that case, the sector's contribution to economic growth and jobs could have been more significant.

Perhaps, the economic usefulness of the Khoomnewale (low-income mass tourists) needs to be assessed not just in terms of their per capita spending but the overall contribution that they could bring, especially in sustaining a huge informal and unorganised tourism sector. It would therefore be simplistic if their overall contribution is considered only in terms of occupancy in the organised accommodation and other tourism facilities as many have been arguing.

OBJECTIVES

1. To study the concept and importance of tourism industry in India.
2. To study the positive and negative impacts of tourism on the Indian economy.

RESEARCH METHODOLOGY

The present study is based on secondary data and the methodology for secondary source of data collection includes journals, newspapers, books and internet. The study is an effort to explore the Indian tourism industry, by studying the various aspects of tourism. It focuses on the economic impact of tourism, the current trends in Indian tourism and impacts of tourism on the Indian economy.

THE SALIENT FEATURES OF THE POLICY ARE ENUMERATED BELOW

To create a conducive environment for co-creation of diverse tourism products and experiences and develop 11 themes of tourism Rural Tourism, Heritage Tourism, Buddhist Tourism, Eco-Tourism, Beach and Water Tourism, Recreation and Adventure Tourism, Religious Tourism, Cuisine Tourism, Wellness Tourism, MICE Tourism and Medical Tourism

- To provide best quality experience at all touch points to the tourists visiting the state.
- To promote responsible tourism practices among all tourism stakeholders.
- To foster skill development and build institutional capacity for skill development in tourism sector.
- To position the state as a preferred tourism destination nationally and globally.
- To attract and facilitate private investments and entrepreneurship in tourism sector in the state.

India is a vast country with biophysical diversity. This vast expanse of land is occupied by the rainiest part in the north-east to the driest part in the west. It covers the islands, coastal land (sea surface) and High Mountain peaks. It covers lush green valleys, valley of flowers, precipitous mountain slopes, beautiful waterfalls, unending flat plain, dry deserts etc. Apart from them, it also possesses the caves, monuments, places of historical and archaeological importance, religious structures, trek routes, adventure tourism – rock climbing, rafting. Many of them are also very important for the virgin environment, recreational centres, health rejuvenating centres, apart from natural scenic spots and places in various parts of the country. The country invites tourists from various parts of the world throughout the year depending upon the interest of the visitors. Winter climatic conditions of south India are favourable destinations for tourists while the Himalayan region is the sought after in summer. All these factors are favourable for tourists of national and international origin. Once a place is visited by a large number of tourists, the visiting as well as from where the people are originating do produce some consequences. Those consequences could be good as well as bad also. Let us understand those impacts.

ECONOMIC IMPACT

The importance of the economics of this sector could be judged by the number of people involved in it as well the income generated. Directly or indirectly, large number of people is involved in the tourism sector. It includes areas like transportation, accommodation, food, ticketing, guiding, boating, rafting, trekking, maintenance of the tourist sites etc. Host provides all required services and facilities to the guests. The guest pays for all these services. Hence, the tourism generates considerable benefits for the people of the origin place of the tourist as well as people on destinations. By developing the infrastructures in various tourism related activities enables

better movement facilities from one place to another for both incoming and outgoing tourists. One of the primary motives for developing a country like ours is to promote tourism destinations for foreign tourists. It helps to get the foreign exchange. A good amount of foreign reserve helps to maintain a country's balance of trade. Apart from the balance of trade in the country, it also generates employment opportunities for the unemployed youth. In this way they get their livelihood and the income is generated for their survival and well-being. But tourism is not all the time very good for the economy it has a negative impact as well.

POSITIVE IMPACTS OF TOURISM ON THE ECONOMY

Tourism can bring many economic and social benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits. Tourism industry in India has several positive and negative impacts on the economy and society. There are many positive impacts on the economy of the local area of destination of the tourist particularly in the less economically developed countries or developing countries due to tourism. Some of them are

POSITIVE IMPACTS

Generating Income and Employment

Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23 per cent to the national GDP and 8.78 per cent of the total employment in India. Almost 20 million people are now working in the India's tourism industry.

SOURCE OF FOREIGN EXCHANGE EARNINGS

Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4 per cent annual growth rate.

PRESERVATION OF NATIONAL HERITAGE AND ENVIRONMENT

Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc. would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

DEVELOPING INFRASTRUCTURE

Tourism tends to encourage the development of multiple infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

PROMOTING PEACE AND STABILITY

Honey and Gilpin suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting crosscultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc., must be addressed if peace-enhancing benefits from this industry are to be realized.

- Expenditure incurred for the purpose of encouraging tourism generates income in the host countries. This in turn increases the growth in the other allied economic sectors.
- As mentioned above, attracting foreign tourists to a host country fetches foreign currency. This is a very good sign of having good international trading capacity.
- Government of a host country generates the revenue as taxes on the income from tourism employment, business, and entry fee at various tourist sites/ monuments also through toll taxes.
- Many items needed by the tourists are imported from other countries. When Government levies import duty it gets financial benefits.
- Quickly growing national and international tourism has created significant employment opportunities. It has piloted better economic status of the people involved in tourism, directly or indirectly through hotels, restaurants, guides, nightclubs, taxies, local crafts, paintings, local cultural products.
- Tourism motivates the government to invest more on many types of infrastructures leading to better facilities for tourists as well as for the local people.
- Tourism also promotes local people by giving opportunities to get the livelihood in informal sectors like street vendors, rickshaw pullers, tea/coffee stalls, magazine corners, shops with packed food items.
- Employment in Informal sector pumps the money into the local economy. It has rippling effects by investing and generating more income simultaneously for those people.

NEGATIVE ECONOMIC IMPACTS OF TOURISM

Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

INCREASE TENSION AND HOSTILITY

Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.

CREATING A SENSE OF ANTIPATHY

Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80 per cent of traveller's fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

- There are many negative impacts on the economy of destination of the tourist particularly in the less economically developed countries (LEDC) or developing countries due to tourism. Some of them are
- There are many hidden costs of tourism which have an adverse effect on economy on the destination countries. Most of the time, richer countries are better profited than the poor countries. Many consumable products like food and drinks have to be imported by host countries which are poor or developing. This is because local products are of inferior quality. Thus, the profits go to the developed countries from where they are imported.
- In all-inclusive package tours, almost two-third of the expenditure goes to the airline, hotels and other international companies and not to local businesses or workers.
- In all-inclusive package tours, tourists generally remain for their entire stay at the same cruise ship or resort, which provides everything they need. There is no option left for making profit to the local economy.

- In poor and developing destinations, the money is used to develop the infrastructures for tourism by government. But the profit is exported to other developed countries when overseas investors finance resorts and hotels.
- More and more demand for basic services and goods by the tourists lead to the price hike in the destination nation. It negatively affects local people whose income does not increase in that proportion.
- Development of tourism in destination nation increases the value of services and land. Thus, a basic need of the people of that place becomes very difficult to meet.
- Many countries do not support tourism because of the seasonality or harsh climatic conditions. During the tourist season, the local people get some employment opportunity, but there is no guarantee that they would get the same in the next season. Therefore, they are insecure in getting their livelihood.
- People are displaced to construct airports, resorts, hotels, nature reserves, historical and other attraction sites, and other tourism development projects.

ANDHRA PRADESH GLOBAL INVESTORS SUMMIT 2023

The state of Andhra Pradesh is renowned for its excellent infrastructure, large manufacturing base, talented youth, and business-friendly environment. To showcase these strengths of the state, engage with the global investor community, and find mutually beneficial opportunities, the Government of Andhra Pradesh is conducting a Global Investors Summit 2023 at Visakhapatnam on the 3rd and 4th of March 2023. The theme for the Global Investor Summit 2023 is Advantage Andhra Pradesh- Where Abundance meets Prosperity. The summit will present Andhra Pradesh through an exclusive state pavilion that will showcase the strong industrial base, robust presence of MSMEs and Startups, and investor- friendly atmosphere. The 2-day summit offers an all-inclusive platform to international and domestic investors, policy-makers, diplomats from various countries across the globe, country business delegations, influencers, industry associations, and trade bodies to explore opportunities, and forge partnerships. The state has planned Business-to-Business (B2B) and Government-to-Business (G2B) meetings, keynote speeches, sector-specific plenary sessions, and exhibits as opportunities for global leaders to engage fruitfully. Additionally, the state has planned activities for international partners to experience local culture, art, and cuisine giving everyone a holistic experience of the state.

Andhra Pradesh is blessed with the country's second longest coastline and perennial rivers and scenic backwaters, is home to one of the world's most visited religious destinations, is considered as the birthplace of Mahayana Buddhism, and boasts of a vibrant and rich culture and heritage. The Andhra Pradesh state with natural advantages for tourism and a favourable business environment is rightly poised as an attractive destination for

tourism investments. The government is taking steps to provide an environment conducive to economic and social growth. These steps include formulation of investment friendly policies, creating world-class infrastructure, improving governance, and taking necessary steps to attract investments into the State. To propel investments into tourism sector and enable a conducive business environment, the Government of Andhra Pradesh has released Tourism Policy 2020-2025, which aims to boost the tourism sector and enhance tourism investments in the State. The policy has been crafted keeping in mind the ever-changing nature of tourism, the strengths and advantages of tourism in the state, the interests of large-scale and small-scale investors and all the stakeholders of tourism. The policy provisions attractive incentives - these are some of the best offered in the sector. It offers attractive terms for land allotment and proposed initiatives that shall position the state as a premier world-class tourism destination with robust infrastructure. The incentives have been tailor-made with balanced focus on both large-scale investments and small-scale investments.

CONCLUSION

India is a massive country with biophysical diversity. This vast spread of land is occupied by the rainiest part in the north-east to the driest fragment in the west. It covers the islands, coastal land and High Mountain peaks. It covers lush green valleys, valley of flowers, quick mountain slopes, beautiful waterfalls, never-ending flat plain, dry deserts. Not together from them, it also enjoys the caves, monuments, places of historical and archaeological position, religious constructions, trek routes, adventure tourism rock climbing, rafting. Many of them are also very important for the virgin environment, recreational centres, health rejuvenating centres, apart from natural scenic spots and places in various parts of the country. India's travel and tourism sector is predicted to develop at an average annual growth rate of 7.8 per cent over the next ten years, overtaking the country's overall economic growth rate of 6.7 per cent, and eventually account for 7.2 per cent of the country's GDP, or over \$33.8 trillion. Even though the industry added just fewer than 3 million personnel to the travel and tourism sector in 2021, it is still less than 8 million jobs as compared to 2019. Suppose it wasn't for the effects of the Omicron variant, which caused the recovery of this industry a global stagnation and forced many governments to reinstitute strict travel restrictions.

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