
Tourism industry in India: opportunities and challenges

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Key Words

Tourism, Tourism Policy, Tourism Economy, infrastructure, new issues,

Abstract

Tourism as one of the important foreign exchange earning industries has manifested great potential of growth under liberalized Indian economy. To attract the foreign tourists in India, liberal policies and reduction in taxes along with a comprehensive package for attracting tourist and foreign investment are the need of the hour. There is also a need to increase the government's role in promoting India as a brand. Just like exports and other sectors, tourism will grow only if the India brand is established in the global market. Hence, we must have an open mind on alliances with other countries, which might help in adopting better promotion strategies, marketing, services and packaging. Only overall growth can help in improving revenue generation, which needs to grow in line with the additional capacity being setup by the hospitality industry.
