

Status and Growth of Tourism in India

* Shradha Vernekar

Abstract

Global tourism is growing and India also wants to have a share of the increase in global tourism. India has an enormous amount of potential which is still untapped. Of late, the awareness of India as a tourist destination has increased considerably, but this is in patches of certain states like Kerala for Ayurvedic treatment, or Rajasthan for its grand palaces etc. A lot more needs to be done to project India as one of the most preferred destinations for the global travelers. Tourism can contribute well to the economy of India and also get the foreign exchange that our country is looking for.

Keywords: Tourism, Foreign Exchange

* Asst. Professor, Bharati Vidyapeeth University, Institute of Management and Research, New Delhi