

## Criterion 3: Research, Innovations and Extension

**3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years**

**JUBY THOMAS**

### CAMPUS

Kottukulam Hills, Pathamuttom P. O., Kottayam - 686 532, Kerala | Tel: +91 481 2433787 | [scas@saintgits.org](mailto:scas@saintgits.org)

### CORPORATE OFFICE

III Floor, Unity Building, K. K. Road, Kottayam - 686 002, Kerala | Tel: +91 481 2584330, 2300365 | [mail@saintgits.org](mailto:mail@saintgits.org)

[www.saintgits.org](http://www.saintgits.org)

# CHAPTER 11

## Swatting the Contribution of Indian Tourism Industry to the GDP of India for the FY 2014-2019

Mrs. Juby Thomas, Dr. M. Kavitha

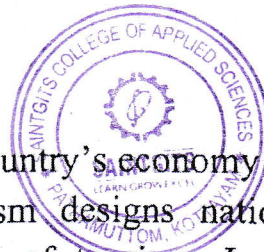
### Abstract

The tourism industry has proven to be the second largest source of revenue for the country and makes a significant contribution to GDP. Because of its robust tourism policy, improved infrastructure and associated service sector, rich cultural diversity, heritage, increasing disposable income, and emerging trends in tourism products, India has become the world's second largest tourist destination. Tourism accounts for a significant portion of India's GDP. As a result, examining the contribution of tourism to GDP is crucial. The study's main objective was to look into the tourism industry's contribution to GDP.

**Keywords:** GDP, Indian Tourism Industry

### 1. Introduction

Tourism in India is important for the country's economy and is growing rapidly. The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various central

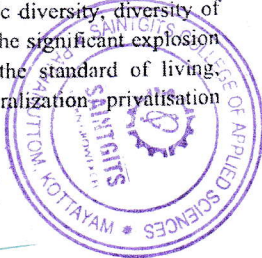


ministries/agencies, state governments, union territories and private sector representatives. Concerted efforts are being made to promote niche tourism products such as rural, cruise, medical and eco-tourism. The Ministry of Tourism maintains the Incredible India campaign focused on promoting the tourism in India. Tourism refers to the process of travelling to different places domestically or internationally for business, adventure, holidaying, medical help, education, research, sports, collaborations, entertainment, business events and many other factors. It is one of the important sources of revenue generation, increase in gross domestic product (GDP) and foreign exchange earnings, which has impact on the economic development driven by the socio-economic factors. It is also influential in the creation of employment opportunities. The service industries that are benefited from tourism include transportation services such as air-lines, railways; cruise ships and taxicabs. The hospitality industry that is associated and operates an integrated link with tourism industry offers services such as accommodation in hotels and resorts, entertainment venues such as amusement parks, casinos, shopping malls, music planetariums and theatres.

The tourism industry has proved to be the second highest in generating revenue to the nation and reflects enormous contribution towards the GDP. Indian tourism has resulted in being the second largest attraction places in the world because of robust tourism policy, improvement in infrastructure and associated service sector, rich cultural diversity, heritage, increasing disposable income and emerging trends in tourism products. India has been elected as the head of the UN tourism organisation. India is the leading country in attracting tourists in Asia. Indian tourism contributes 6.7% of GDP against a global average at 9.8%. The GDP is expected to grow, on an average, 7.2% annually.

Indian tourism industry offers diversified quality in terms of culture, historical references, multi-linguistic diversity, diversity of religion and medicinal healing resulting in the significant explosion and expansion of the industry based on the standard of living, increase in the purchasing power, liberalization, privatisation

422



**Dr. K. K. John**  
Principal

Saintgits College of Applied Sciences  
Kottukulam Hills, Pathamuttom P.O.  
Kottayam-686 532, Kerala

globalisation (LPG), development in the infrastructure supporting the substantial growth in the industry. GDP during 2015 reflected 7.4%. Indian tourism contributes 6.7% of GDP against global average at 9.8%. The GDP is expected to grow, on an average, 7.2% annually with enormous growth in the tourism industry in India. Tourism holds immense potential for the Indian economy. It can provide impetus to other industries through backward and forward linkages and can contribute significantly to GDP. The travel and tourism industry can be divided into inbound and outbound tourism; inbound refers to countries attracting the largest number of tourists and outbound refers to countries from where the largest number of tourists originate.

## 2. Scope of the Study

Tourism industry is most vibrant tertiary activity and a multibillion industry in India. Tourism is considered as one sector that shall propel growth, contribute foreign exchange, enhance employability and result in community development. The study is based on tourism industry. The study gives equal importance to the tourism sector of all states of India. Mainly there are 10 important categories of tourism. They are cruise, wellness, medical, eco, Adventure, golf, polo, film, sustainable and conferences. All these are studied in this project

## 3. Significance of the Study

India is looking forward for a 5 trillion economy. The tourism industry has emerged as one of the fastest-growing industries in the world and economically important for rapid growth for India. In India, tourism contributes a major portion of gdp. So it is significant to study the contribution of tourism to GDP

## 4. Objectives of the Study

- To study the Indian tourism industry.
- To analyse the contribution of the tourism industry on GDP.
- To evaluate the growth of tourism industry in India

423



**5. Hypothesis**

- H0: There is no significant relationship between the GDP and tourism industry in Indian economy.
- H1: There is a significant relationship between the GDP and tourism industry in Indian economy.

**6. Methodology**

- The study is empirical in nature and mainly based on secondary data only.
- Data collected are from the secondary sources. Data are based on the information acquired from websites, journals and reference books
- The required data for the present study were collected for a period of 5 years (2014-2019) from Ministry of Indian tourism website and India state database.

**7. Period of the Study**

The study period consists of 5 years from 2014 to 2019, focusing mainly on tourist arrival data and the GDP of the country.

**8. LIMITATIONS OF THE STUDY**

The main limitation of the study is that it is purely based on secondary data. So there are limitations for getting data. Data from official sites are the only reliable source

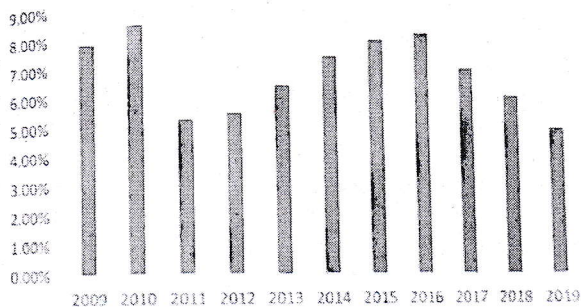
**9. DATA ANALYSIS AND TESTING OF HYPOTHESIS**

GDP of India for a decade

Year	GDP
2019	5.02%
2018	6.12%
2017	7.04%
2016	8.26%
2015	8.00%
2014	7.41%

2013	6.39%
2012	5.46%
2011	5.24%
2010	8.50%
2009	7.86%

GDP Contribution



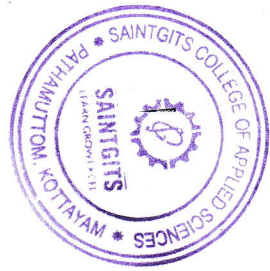
GDP of India for the FY 2010-2019

Year	GDP(Billions of USD)	Per capita(USD)	Annual % change
2010	1675.615	1357.564	8.4976
2011	1823.05	1458.104	5.2413
2012	1827.638	1443.88	5.4564
2013	1856.722	1449.606	6.3861
2014	2039.127	1573.882	7.4102
2015	2103.588	1605.605	7.9963
2016	2294.798	1732.564	8.2563
2017	2652.755	1981.651	7.0438
2018	2713.165	2005.863	6.1196
2019	2868.929	2099.599	4.1807

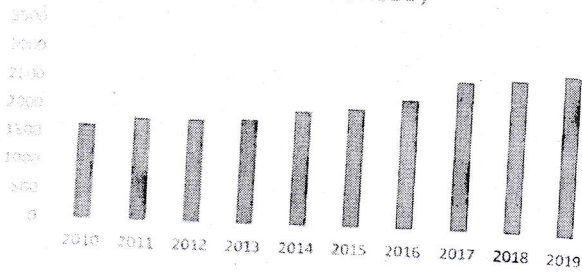
There is increase in GDP by 147.435 in 2011,.....

*Dr. K. K. John*  
424  
Principal

Saintgits College of Applied Sciences  
Kottukulam Hills, Pathamuttom P.O.  
Kottayam- 686 532, Kerala



GDP(Billions of USD)



There is increase in GDP by 147.435 in 2011 and it further had a small increase in 2012 by 4.588. It then had an increase by 29.084 in 2013. Then the GDP had a hike in 2014 by 182.405 then followed by another increase of 64.461 in 2015. Then it faced another hike of 191.21 in 2016 followed by another major increase in 2017 by 357.957. There was an increase in GDP by 60.41 in 2017 and 155.764 in 2018

Contribution of tourism sector to the GDP of India

YEAR	VALUE	CHANGE, %
2019	9.3	1.12%
2018	9.2	-0.74%
2017	9.3	-0.65%
2016	9.4	1.10%
2015	9.3	0.85%
2014	9.2	0.36%
2013	9.2	0.19%
2012	9.1	0.39%
2011	9.1	-1.82%
2010	9.3	-3.29

426

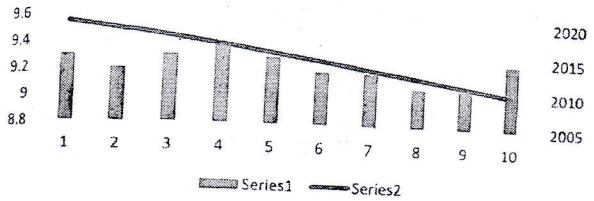
*Dr. K. K. John*  
Principal



Saintgits College of Applied Sciences  
Kottukulam Hills, Pathamuttom P.O.  
Kottayam- 686 532, Kerala

Interpretation: In 2010 the GDP contribution of tourism sector declined from 2009 contribution by 3.29%. Then in 2011 the contribution again declined by 1.82%. But in 2012 the GDP contribution started to increase slightly by 0.39% and 2013 the increase was 0.19%. In 2014 the increase was 0.36% and in 2015 the rate increase was 0.85%. In 2016 there was comparatively a huge hike in GDP contribution of tourism sector by 1.12%. But then in 2017 the contribution decreased by 0.65%. In 2018 again there was a decrease of 0.74%. But in 2019 the GDP contribution increased in a larger scale of 1.12%.

Chart Title



X Values

$$\sum = 67.44$$

$$\text{Mean} = 6.744$$

$$\sum(X - Mx)^2 = SSx = 14.888$$

Y Values

$$\sum = 92.4$$

$$\text{Mean} = 9.24$$

$$\sum(Y - My)^2 = SSy = 0.084$$

X and Y Combined

$$N = 10$$

$$\sum(X - Mx)(Y - My) = 0.74$$

427



## R Calculation

$$r = \frac{\sum((X - Mx)(Y - My))}{\sqrt{((SSx)(SSy))}}$$

$$r = 0.74 / \sqrt{(14.888)(0.084)} = 0.6621$$

## Meta Numerics (cross-check)

$$r = 0.6621$$

**Tourism in India** is important for the country's economy and is growing rapidly. There is significant relation between the contribution of Tourism sector on Indian GDP

## Reference

1. Sharma et al. (2012). Economic Contribution of Tourism Industry Towards Society. *International Journal of Scientific & Engineering Research*, 3(10), 34-38. Retrieved from <http://www.ijser.org> 18.
2. Singh, S., & Magray, J. M. (2017). Role and Performance of Tourism in Jammu and Kashmir Economy. *International Journal Scientific Research And Education*, 5(08), 6833-6838. doi:10.18535/ijser/v5i08.05 19.
3. T. V. (2014). IMPACT OF TOURISM IN INDIAN ECONOMY. *International Journal of Development Research*, 4(12), 2835-2839. Retrieved from <http://www.journalijdr.com> 20.
4. Taibi et al. (2009). Investigating the causal relationship between tourism and economic growth: A case study of Iran, OECD countries and selected countries. *Journal of Knowledge and Development*
5. Thatliath, A., & KJ, A. (2016). A Study on Changes in GDP due to its Relative Dependence on Tourism Receipts. *Atna-Journal of Tourism Studies*, 11(1), 17-30
6. Vanegas, M., & Croes, R. R. (2003). Growth, Development and Tourism in a Small Economy: Evidence from Aruba. *International Journal of Tourism Research*, 5(1), 315-330.

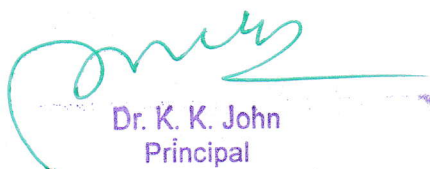
7. Vedapradha et al. (2017). Indian tourism industry – a yardstick to GDP. *EJTHR*, 8(2), 140-146. Retrieved from <https://doi.org/10.1515/ejthr-2017-0013> 24.
8. World Tourism Organization. (2009). News from the World Tourism Organization. Retrieved from <http://www.world-tourism>
9. World travel and tourism council. (2019). Travel & Tourism Economic Impact. Retrieved from <http://www2.unwto.org/annual-reports>
10. Zuruba et al. (2015). Measuring the Economic Impact of Tourism in European Emerging Markets. *Procedia Economics and Finance*, 32(1), 95 – 102.

## Mrs. Juby Thomas

*Research Scholar, Department of Commerce, VISTAS University, Pallavaram, Chennai*

## Dr. M. Kavitha

*P.G. Professor & Research Supervisor, Department of Commerce, VISTAS University, Pallavaram, Chennai*



**Dr. K. K. John**  
Principal

**Saintgits College of Applied Sciences**  
Kottukulam Hills, Pathamuttom P.O.  
Kottayam- 686 532, Kerala

