



## National Tourism Day

**For Prelims:** National Tourism Day, Eco-tourism, Ministry of Tourism in India, Gross Domestic Product, Unsustainable tourism, Swadesh Darshan Scheme, Dekho Apna Desh Initiative, National Green Tourism Mission, National Tourism Day, World Tourism Day.

**For Mains:** Status of the Tourism Sector in India, Challenges Related to the Tourism Sector, Initiatives Related to Tourism in India.

### Why in News?

**National Tourism Day** is celebrated every year on **January 25** to recognize India's natural beauty and raise awareness about the **importance of [tourism](#) for the Indian economy**.

- India is one of the **top tourist attractions for visitors from all around the globe**. Hence tourism holds so much importance in India, both in **cultural and economic terms**.

### What is the Status of the Tourism Sector in India?

#### ▪ About:

- India provides a diverse portfolio of tourism, including [eco-tourism](#), **cruises, business, sports, educational, rural, and medical travel**.
- The [Ministry of Tourism in India](#) is responsible for formulating the country's national policies for developing and promoting tourism.
  - It also collaborates with **local, national, and international organisations**.

#### ▪ Contribution to Economy:

- India ranks **6<sup>th</sup> according to World Travel and Tourism Council** in terms of Travel & Tourism total contribution to GDP in 2021.
  - **Travel & Tourism contributed 5.8% to GDP** and the sector created 32.1 million jobs, which is equivalent to 6.9% of total jobs in 2021.
- Also, India is currently ranked **54<sup>th</sup> in World Economic Forum's Travel & Tourism Development Index (2021)**.
- According to Global Data, international arrivals to the country is forecast to reach 7.2 million in 2022 and 8.6 million in 2023.

#### ▪ Challenges Related to the Tourism Sector:

- **Lack of Training and Skill Development:** Given that the tourism industry is a **labour-intensive sector**, it is undeniable that practical training plays an important role.
  - But over the years, **availability of trained manpower** has not kept pace with growth of the tourism sector in India.
- **Overexploitation of Resources:** Unsustainable Tourism often puts pressure on natural resources through **overconsumption especially in [Himalayan regions of India](#)**, where resources are already scarce.
  - **Unsustainable tourism** also affects local land use, **resulting in soil erosion**, increased [pollution](#), and loss of natural habitats of endangered species.
- **Lack of Infrastructure and Security:** It is a major challenge for the Indian tourism

sector. It includes a lack of **multi cuisine restaurants, basic health facilities, public transport** and hygiene and safety & security of tourists.

◦ **Initiatives Related to Tourism in India:**

- [Swadesh Darshan Scheme](#)
- [Draft National Tourism Policy 2022](#)
- [Dekho Apna Desh Initiative](#)
- **National Green Tourism Mission**
- **National Tourism Day**
- [World Tourism Day \(27<sup>th</sup> September\)](#)

## How can Sustainable Tourism be Promoted in India?

- **Responsible, Inclusive, Green and Hospitable Tourism (RIGHT):** To ensure better accountability, all stakeholders involved in **tourism management** need to be governed by a common umbrella of regulations.
  - It is important to **promote [green tourism](#)** with minimal disturbance to the **natural ecosystem and maintain sustainable infrastructure** so that warm hospitality can thrive.
- **Unified Tourism System:** An **extensive market research and evaluation exercise** can be undertaken in order to **identify desired tourist destinations** across the country and major markets and segments.
  - It can be followed by developing a **digital unified system** (promoting the essence of [Ek Bharat Shreshtha Bharat](#)), to map these places and promote them through social media.
- **One State One Tourism Mascot:** State animals can be used as **advertising mascots for Tourism Departments** of different states as an innovative tool to promote **tourism education**, especially among children
- **Presidency of G20:** India has an opportunity to position itself as a major tourism destination during India's presidency of the [G20 \(December 2022- November 2023\)](#).
  - India's age-old dictum of '**Atithi Devo Bhava**' will come to the fore as it welcomes delegates from different countries.

### UPSC Civil Services Examination, Previous Year Question (PYQ)

**Q.1** How can the mountain ecosystem be restored from the negative impact of development initiatives and tourism? **(2019)**

**Q.2** The states of Jammu and Kashmir, Himachal Pradesh and Uttarakhand are reaching the limits of their ecological carrying capacity due to tourism. Critically evaluate. **(2015)**

**Source:** [ET](#)

PDF Reference URL: <https://www.drishtias.com/printpdf/national-tourism-day>