

## **Study of Role of Tourism in the Socio-Economic Growth and Employment Generation**

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### **Abstract :**

As tourism-related activities have grown and changed, many different definitions and ways of classifying the industry have emerged. Use of the term tourism has evolved as attempts have been made to place a title on a difficult-to-define group of naturally related service activities and participants.

*Keywords : tourism, sustainable development, regional development*

### **Introduction :**

The tourism as a modern activity has attracted the entire world. The development of communication and transportation has made different places practically accessible to wider segments of population around the world. It provides an opportunity to millions to enjoy the prospect from moving one country to another in a matter of hours. Tourism as a socio-economic phenomenon has become the world's largest and fastest growing industry in terms of revenue and the number of people involved.

Generally people leave their homes to enjoy their vacations in distant places. People in the developed countries of the world, the annual holiday tour are an accepted way of life. 'Many countries reorganizing the economic benefits that will acquire from tourism, have as a result, established programmes promote international travel and have assisted in the better physical provision of facilities for the accommodation of tourists. In over many countries tourism has become one of the top export items in their national economy' (Maneet Kumar, 1992)\*. Tourism has become one of the fastest growing industry in the word. It has become the main sector of the economy while in others it serves to provide major sources of income for development purpose in some

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\* Kumar Manet, Tourism today, an Indian perspective, foreword by K.C. Malhotra, 1992

countries. In either case it is a major source of earning foreign exchange. Tourism is also being regarded as a source of employment. Besides, providing employment to a large number of people, tourism can be the instrument of a regional policy aimed at achieving an equitable balance between major industrial area and the rest of the country.

Practically every country in the world is now looking positively towards tourism<sup>†</sup>. Tourism also makes contribution to the improvement of social and political understanding. Travel between the countries fosters a better rapport between populations. Political ideologies and cultural misconceptions are minimized. Communications are established in many instances to better political understanding. Tourism is thus an important means of promoting cultural exchanges international co-operations. So, it is very clear that tourism has its impact on national economy, social and cultural life and an international understanding. Tourism is today becoming increasingly crucial because of the growing size of the tourist market. As stated earlier tourism today is the world's largest and fastest growing industry in terms of revenue and the number of people involved. Many countries in the world live by tourism.

Tourism is an integral part of human life. It is a situation where person from one country, or region to other region and country for a short run period, is included in the concept of tourism. Now-a-days the tourism industry has a greater importance. India has a great heritage of historical place like the Taj Mahal, Various Forts, Natural sites etc. Since 2000 tourism industry has been giving number of benefits to India. The number of foreign tourist visited to India which has given foreign exchange earning to the Country. Here, we have focused the growth and performance of the Indian tourism industry. We have also analyzed the causal analysis of the Indian tourism industry for overall development of the Indian economy. National tourism policy 2002 and its implications are important in this context.

### **Objectives :**

1. To study the tourism development in Amravati District.
2. To access the role of of tourism on socio-economic growth.

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<sup>†</sup> Kumar Manet, Tourism today, an Indian perspective, foreword by K.C. Malhotra, 1992

### **Hypothesis :**

Ho : Tourism cannot be an engine of socio-economic growth in Amravati District and at the same time open avenues of employment.

H<sub>1</sub> : Tourism can be an engine of socio-economic growth in Amravati District and at the same time open avenues of employment.

### **Tourism Development**

Tourism has developed into a truly worldwide activity that knows no political, ideological, geographic, or cultural boundaries. For a long time, tourism was disparate and fragmented, but as this industry has continued to grow and mature, a sense of professional identity has emerged. It has formed lobbying groups such as the World Travel and Tourism Council (WCTT), which includes executives of airlines, hotel chains, and travel agents among its members and concentrates on making the case for tourism's global importance and economic value. The future prospects for tourism are brighter than ever as people continue to travel for work or pleasure. "Given its historical performance as a luxury good during expansions and a necessity during recessions, travel and tourism's future economic prospects look quite bright".<sup>‡</sup> As we will see later, the growth and popularity of tourism activities have not been accidental. Growth projections indicate that tourism will support almost 350 million jobs worldwide by 2025. This will be an increase of over 70 million jobs when compared to 2015.<sup>§</sup>

Tourism in Maharashtra has much potential. Tourism can become a powerful growth engine for the Maharashtra economy only within efficient tourism infrastructure in place. Tourism & Tourism Infrastructure coverage is vast and growing. It encompasses both soft as well as physical infrastructure and contains a variety of facilities like medical & wellness tourism; adventure tourism; leisure & recreational tourism, beach tourism, Gandhian tourism, rural tourism, religious tourism, wine tourism and recently added mines tourism. All these require soft infrastructure which includes mainly governance aspects especially observance of just in time principle, least wastages, quality & suitable skills, best management norms and experience of a healthy swatch life.

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<sup>‡</sup> Wilkerson, C. (2003). Travel and tourism: An overlooked industry in the U.S. and Tenth District. Economic Review, Third Quarter. Federal Reserve Bank of Kansas City. Available at: <http://www.kc.frb.org>

<sup>§</sup>Economic Impact of Tourism (2015). World Travel and Tourism Council, 1–2.

## **Amravati District**

Amravati District is situated in the northern part of Maharashtra. The district is situated between 20°32' and 21°46' north latitudes and 76°37' and 78°27' east longitudes. The district occupies an area of 12,235 km<sup>2</sup>. Melghat has potential for tourism. Melghat means 'meeting of the ghats' which is just what the area is, a large tract of unending hills and ravines scarred by jagged cliffs and steep climbs. At the northern extreme of the Amravati district of Maharashtra on the border of Madhya Pradesh, lies the Melghat in the South-western Satpura mountain ranges. Melghat area was declared a Tiger Reserve in 1974. Presently, the total area of the Reserve is around 1677 sq. km. There are no villages in the core area. There are 61 villages in the Reserve - 22 in the buffer zone and 39 in the Multiple Use Area. Human population in the buffer zone and MUA is 11024 and 15642 respectively, as per 1994 census. It forms the major part of Amravati district of Maharashtra in India.

The region has three distinct seasons namely Monsoon, Rainy season and Winter season. The considerable altitudinal variations in Amravati gives rise to smart variations in rainfall which ranges from 1000 mm to 2050 mm. The rainfall is received in 50 to 60 rainy days during July to September. Winter is cooled and summer is extremely hot. Temperature varies from 6 degrees Celsius to 43.6 degrees Celsius

Amravati district has many tourist destinations including pilgrimage, wild life tourism, nature tourism, etc..

## **Role of Tourism in Employment Generation& Socio-Economic Development of the region**

Tourism plays a significant role in to the creation of the wide range of jobs and economic development. The substantial profit from this industry attracts to the investor and young generation to work in it. It is highly developed in all countries due to its economic benefits. The domestic market aspects play a noteworthy role in to the employment creation. Lot of peoples works with the tourist aspects and generates the income from it. It becomes a major source of income. Some countries and cities fully involved into the tourism and create lot of revenues. The tourism industry is one of the fastest growing

industries in the world. In 2022 it may create 328 million jobs and supports approximate 10 percent work force in to the world. Important contributions to the country's economy are created by creating new jobs through this field. The direct jobs include the tour guide, tour planner, travel concealment, tour operators, hotels, resorts and restaurants.

The tourism and hospitality creates inter relevant jobs. The various other relevant industries like event management, airlines, amusement park, cruise industry etc also created lot of jobs. The agriculture, food production sector, retail industry etc also indirectly involved in to the tourism. The service sector is growing due to the tourism in various areas. The indirect sector also greatly contributed into the gross domestic product of the country. The tourism sectors included the individual; business and government also earn much. Besides this the income also generated through the use of services like hotels, restaurants and various tourist attractions. Otherwise the medicines, cloths, entertainment, food, transportations etc economic activities supports to the tourism. Thus the tourism creates significant contributions in the economics of the various countries in the world at various ways.

Tourism is now one of the world's largest industries and one of its fastest growing economic sectors. For many countries tourism is seen as a main instrument for regional development, as it stimulates new economic activities. Tourism may have a positive economic impact on the balance of payments, on employment, on gross income and production, but it may also have negative effects, particularly on the environment. Unplanned and uncontrolled tourism growth can result in such a deterioration of the environment that tourist growth can be compromised. The environment, being the major source of tourist product, should therefore be protected in order to have further growth of tourism and economic development in the future. This is especially true with regard to tourism based on the natural environment as well as on historical-cultural heritage. Sustainable tourism has three interconnected aspects: environmental, socio-cultural, and economic. Sustainability implies permanence, so sustainable tourism includes optimum use of resources, including biological diversity; minimization of ecological, cultural and social impacts; and maximization of benefits for conservation and local communities. It also refers to the management structures that are needed to achieve this. The paper provides a theoretical framework for sustainable tourism. It comprises two parts. The first part

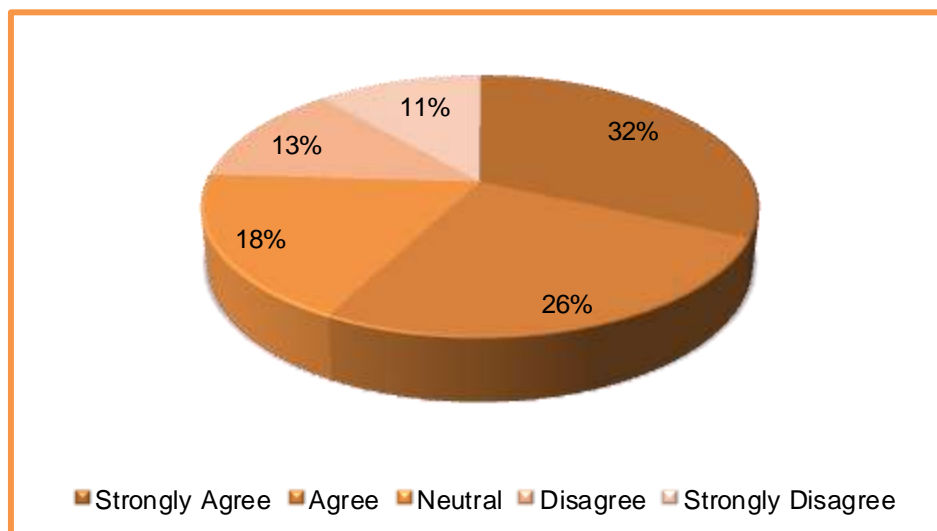
presents general views on tourism and sustainable economic development, and some opinions on the relationship between tourism and the environment.

**Table 1 :** Role of Tourism on the socio-economic growth in Amravati District and employment generation.

Total numbers of respondents : 560

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
178	145	102	71	64

**Graph 1 :** Role of Tourism on the socio-economic growth in Amravati District and employment generation.



The above graph shows the role of Tourism on the socio-economic growth in Amravati District and employment.

As per the above graph, it is found that out of 560 respondents; 32% people are strongly agree with the statement 'Tourism plays important role in the socio-economic growth in Amravati District and employment generation', while 26% respondent are agree with the statement, 18% are neutral with the statement, 13% respondents are disagree with the statement and 11% respondents are strongly disagree with the statement.

That means majority of respondents feel that Tourism plays important role in the socio-economic growth in Amravati District and employment generation.

**Hypothesis Testing**

Ho : Tourism cannot be an engine of socio-economic growth in Amravati District and at the same time open avenues of employment.

H<sub>1</sub> : Tourism can be an engine of socio-economic growth in Amravati District and at the same time open avenues of employment.

This hypothesis regarding role of tourism development and regional development is tested through the One Sample t-test using statistical software SPSS.

<b>One-Sample Statistics</b>			
N	Mean	Std. Deviation	Std. Error Mean
560	2.4607	1.35156	.05711

<b>One-Sample Test</b>					
Test Value = 5					
t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
-44.460	559	.000	-2.53929	-2.6515	-2.4271

To test this hypothesis; a Likert scale is used. Response of 560 respondents are recorded and inputted in the SPSS software. The mean value generated is 2.4607 and Standard Deviation is 0.000. The test value is set as 5 as Likert scale is two level scale to record the responses. From the above One Sample t-test hypothesis is significant i.e. 0.000. So the NULL hypothesis is rejected and the alternate hypothesis 'Tourism can be an engine of socio-economic growth in Amravati District and at the same time open avenues of employment' is accepted.

**Conclusion :**

The Amravati District offers variety of sightseeing desirability. The tourism becomes is an important sector for employment generation in region. The tourism sector plays an important role in the socio-economic growth of the region; as people of the region get



employment or they start their own startups. The tourism boost economy by increasing the spendings in the region which leads to the socio-economic development of the region as well as employment generation. The tourism has a potential to improve the sector and consequently to boost its sustainable development. Thus from the analysis of data it is found that Tourism can be an engine of socio-economic growth in Amravati District and at the same time open avenues of employment.

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