



# **Tourism In India**

## **Shifting Paradigm**



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# Preface

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Since times immemorial, people have been travelling to various places to meet various needs, wants and desires. Tourism has now become the world's fastest growing sector which contributes about 9.2 per cent GDP to the global economy and is a powerful driver for economic development in developed, developing as well as underdeveloped countries. It is a business paradigm with salient features of income and employment generation in the host country with special focus on sustainable development and international peace. Emerging tourism products consists of natural and culturally based attractions which are designed to cater to all segments of customers across tourism markets.

The tourism industry has emerged to be a vast industry. The Government of India has realized the tremendous potential of this industry in expanding the economy.

Keeping aside the positive aspects of Tourism, this industry has also negatively impacted the economy in many ways. Measures for sustainable tourism development have been adopted in several countries. Many developing countries have adopted ecotourism as an anodyne strategy to cope with the challenges related to the development of rural communities and protection of natural resources. With increasing attentions on climate change, solid wastes, over-tourism, and improved environmental awareness worldwide, eco-tourism has been widely promoted worldwide. In order to promote eco-tourism and also to meet the above-mentioned challenges, off beat destinations are given much priority nowadays. Recent findings have shown that offbeat destinations have enormous ecotourism potential as people from all over the world now prefer to **'EXPLORE THE UNKNOWN'**. This requires that governmental and non-governmental agencies at different levels should prepare appropriate policies to facilitate eco-tourism and promote off-beat destinations. Local communities should also take necessary actions to preserve their natural resources, protect their environment, and support sustainable tourism. Local communities will be beneficial as promotion of off-beat destination will not only give revenue to them but also generate employment opportunities directly contributing towards the GDP of the nation and also enhancing the standard of living.

India, being the seventh largest country in the world, is brimming with places that are still unexplored and untouched. These offbeat places and attractions in the country not only help the local economy but also take the burden off from overly touristy spots and attractions. Not only this, such offbeat places offer tourists with more authentic cultural experiences.

In this book, we have not only given an insight into the tourism industry but also focused on some off-beat destinations in India.

We convey our heartiest thanks to all our friends, colleagues who provided us official help and assistance for this study. This list is so long that it would not be possible for us to express our thanks to each of them individually. We owe a deep sense of gratitude to specially respected Dr. Sribas Goswami of Serampore College, who provided us invaluable moral assistance during the course of work. We are especially thankful for his encouragement, which motivated us to work on this topic. We also express our sincere thanks for his comments and suggestions at every stage in the process of writing this book. His valuable insight and guidance has been of great help in producing, modifying and making this manuscript presentable.

Lastly but not least, we express our sincere thanks to New Delhi Publishers and specially Sri Chanchal Mukherjee who took all pains to publish this volume in a presentable manner.

**Tania Ghosh**

**Sourav Sarkar**

**Melisha Chatterjee**

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**Dr. Sribas Goswami**





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