

India A Beautiful Country

India is known for its history, its culture, traditions and its religions. Indians are known for their greeting to their guest in Sanskrit "अतिथि देवो भवः" Atithi devo bhava meaning "Guest is like God".

Why tourism is Important?

It brings in foreign currency, generates income for the people and revenue for the government. The World Travel and Tourism Council calculated that tourism generated ₹15.24 lakh crore (US\$210 billion) or 9.4% of India's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment.

It creates employment opportunities for the youth like travel agents, inbound tour operators, tourist transport operators, adventure tour operators and domestic tour operators.

Tourism is the second largest foreign exchange earner in India. The foreign exchange earned helps in reducing current account deficit and gives stability to the Indian currency.

How India increased its tourism?

The rise of foreign tourist in India due to various reasons like growing infrastructure and better amenities. Easy visa facilities by acquiring Electronic Travel Authorisation (ETA) online before arrival, without having to visit an Indian consulate or visa centre and promotion of India through the **Incredible India** program by famous Indian personalities like Aamir Khan, Amitabh Bachchan and Priyanka Chopra.

The favourite tourist attraction in India are the rich monuments like Taj Mahal, Red Fort, Gateway of India, Qutub Minar, Charminar, India Gate, Ajanta caves, Sun Konark and many more. The famous Indian temple like Venkateswara temple (Tirupati), Somnath temple (Gujarat), Jagannath temple (Puri), Meenakshi Amman temple (Madurai), Akshardham temple (Delhi).

Medical tourism

Medical tourism is also a fastest growing sector in India. According to the Confederation of Indian Industries (CII), the primary reason that attracts medical value travel to India is cost-effectiveness, and treatment from accredited facilities at par with developed countries at much lower cost.

The reputation of India has changed from being a poor country to the most fastest developing economy of the world.