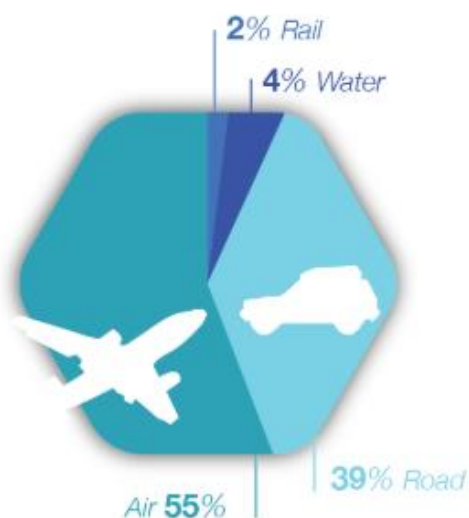


- Domestic tourism has been growing in a settled way. Fairs and festivals of India are continuous phenomena. Events like Kumbha in north and Onam and Mahamastakabhisheka in the south are events that fetch a lot of tourists almost every year.
- While tourism is often resource-intensive, it is a major driver of poverty reduction in developing countries. **Pandit Jawaharlal Nehru** for the first time brought to notice the importance of tourism in the country. According to him, *it was not only an instrument of earning foreign exchange but also a means of seeking international cooperation, understanding and peace between the nations.*

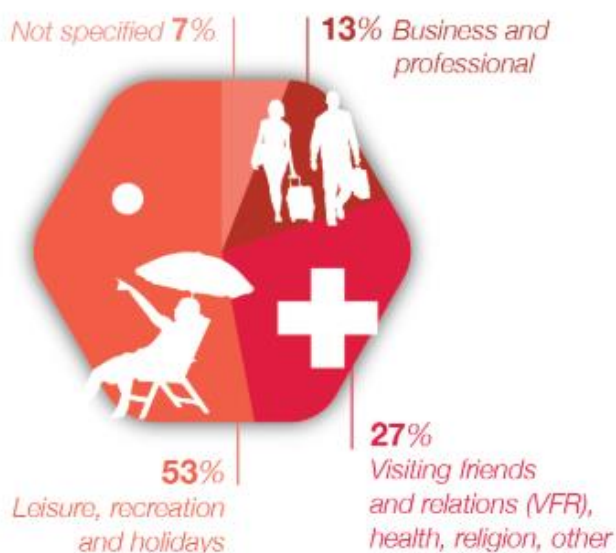
FACTS/STATISTICS RELATED WITH TOURISM

- The international tourism industry --- \$1.4 trillion
- Worldwide revenues have nearly doubled between 2000 and 2018.
- The Federation of Indian Chambers of Commerce in India (FICCI) and investment bank Yes Bank** found in a **study** that the average trip travel spent by a tourist in India is almost 2.8 times the travel time spent in Singapore, 4.5 times that in Malaysia and 6.5 times in China. Yet, the contribution of the tourism industry to the gross domestic product, or GDP, is less than that of China, Malaysia and Singapore.

Mode of Transports



Purpose of Visit



TYPES OF TOURISM

- Recreational tourism:** Tourism is an often activity for recreational purpose. Most tourism took for a change and rest; this is the reason why package tours have become so popular.
- Environmental tourism:** Rich and affluent tourist are preferred to spend more visits to remote places where they get pollution free airs to breath.
- Historical tourism:** Tourist is interested to know how our forefather lived and administered in a particular area. They visit heritage locations, temples, churches, museums, forts etc.
- Ethnic tourism:** This refers to people traveling to distance places looking to their routes and attending to family obligations. Marriage and death bring people together to their native places. Persons who are settled overseas during later part of life visit place of their birth for giving boost to ethnic tourism.
- Cultural tourism:** Some people are interested to know how other people or communities stay, survive and prosper. The kind of culture they practice their art and music is different from ours. So in order to acquire knowledge, understands culture well, to become familiar with the culture, they undertake journey.