

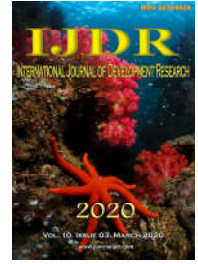


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RESEARCH ARTICLE

OPEN ACCESS

TO ANALYZE THE TOURISM INDUSTRY OF INDIA WITH SPECIAL REFERENCE TO LEH DISTRICT OF LADAKH UNION TERRITORY

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ABSTRACT

Tourism is core sector of India economic growth and development having influential backward and forward linkages generated employment and income to the large section of the society. However with the swift development in the tourism this sector brings some negative externalities to the concern environment, culture and society. This paper emphasis on the current tourism activities throughout the world with special reference to India and leh district of Ladakh Union Territory. In addition this paper also highlight the section of total population directly engage with the tourism sector, Infrastructure development, Tourism related facilities and perception of local towards the unregulated and mass inflow of the tourism in leh district. The finding of study reveals that there is positive growth rate either in foreign tourist arrival or foreign exchange earnings or employment generation at International, national and district level create income and employment to very large section of society, on the other side local also believe that mass inflow of tourism which deteriorate the socio-culture and ecology of the region can be rectifying through the generated monetary benefit simultaneously more than 80% of total respondent its believe that improved infrastructure facilities and effective policies and program can improve the tourism business in their region.

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INTRODUCTION

Tourism in India is one of most important sector of the economy. Since India is the nation bounty with rich culture, beautiful topography and diversity which attract the tourist from the every corner of the globe. Some of the world famous spiritual place, monument and great civilization of exist in India. Globally tourism contributes about 10.4% of global GDP and generated about 319 million jobs and earns 8811 US \$ BN Foreign Exchange Earning whereas India shares in International tourist arrival is 1.2%. In 'the year 2017 India Foreign tourist arrival were 10035803 and Foreign Exchange Earnings were 177874 crore. Ladakh a cold arid region lie on the apex head of the country know for its mesmerizing natural beauty, unique culture, sky touch snow covered White Mountain, Passes and different ranges of Himalaya, ladakh, zansker and Karakoram. Tourism have a very strong relationship with the economic growth because of its strong backward and forward linkage generated employment and additional income to the large chunk of population Its estimated that about 15% of the total population of the leh

district of ladakh Union Territory were directly engage with the tourism sector.

Objectives of the Study

- To study the trend of Foreign Tourist Arrival, Foreign Exchange Earnings and Employment generation throughout the world with special reference to India and Leh Ladakh.
- To acknowledge the role of tourism in leh ladakh Economy and employment generation.
- To underline the challenges face by the region due to increasing tourism.

Research Methodology and Data collection: The present study is based on the both primary and secondary data. Primary data are collected from the scheduled questionnaires and the source of secondary from Annual report of World tourism and travel council, Indian tourism statistics, World tourism organization report, Market Research Division of

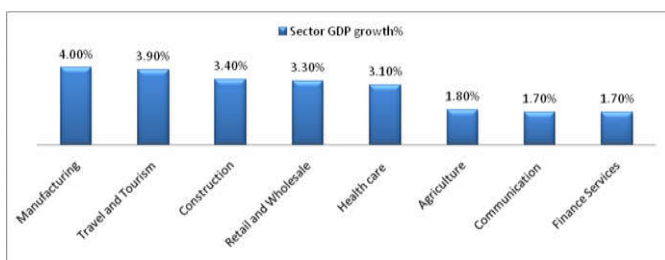
Ministry of tourism Govt. of India; Economics survey J&K, District Statistics and Evaluation Office Leh, Tourism Department leh, Labor department Leh.

Hypothesis of the study

H0 – Mass unregulated inflow of the tourism can deteriorate region culture and ecology which can be rectifying through its generated monetary benefit.

H1- Mass unregulated inflow of the tourism can deteriorate region culture and ecology which can't be rectifying through its generated monetary benefit.

World tourism profile: Tourism is one of the largest economics sector of the world economy, having both back ward and forward effect creating job for large section of the society, wide range of industries, transportation, export and import of various tourism related goods. Tourism sector accounted 10.4% of global GDP. And created job for approximately 319 million which is 10% of total employment in 2018. World Tour and tourism council's (WTTC) research reveal that the division of overall spent is firmly weighted towards the leisure market which represented 78.5% of the total compared with 21.5% for business spent and the sector accounted for 6.5% of the global export and 27.2% of the global service export.



Sources:- World Travel and Tourism Council Annual Report 2019.

Figure 1. Sector wise growth percent in the world Economy

The above table represent the Sector wise GDP percent growth rate in 2018, while the Manufacturing and Travel and Tourism sector grew at 4.0% and 3.9% securing apex position among all the sector where as financial sector growth with least growth with 1.7%.

Table 1. Tour and Travel contribution to GDP and growth rate

Countries	Tour and Travel contribution to GDP (US\$ BN)	Tour and travel GDP growth %
United state	1595	2.2
China	1509	7.3
Japan	368	3.6
Germany	345	1.2
United Kingdom	311	1
Italy	275	3.2
France	266	4.1
India	247	6.7
Spain	211	2.4
Mexico	209	2.4
Australia	154	3.2
Brazil	153	3.1
Canada	111	2.9
Thailand	110	6
Turkey	96	15

Sources: - Bureau of Immigration.

The above table indicates the Tour and Travel contribution to respective countries GDP and growth rate. Since United state and china earning maximum amount from the Tour and Travel

1595 US \$ BN and 1509 US \$ BN with very small margin of only 86 US \$ BN and growth at the rate 2.2% and 7.3% rest country are earning only three digit. Whereas India is earning 247 US \$ BN with the growth rate of 6.7% in the year 2018 securing 8th position throughout the world follow by Spain and Mexico. On the other hand these sector generate huge chunk of Direct, Indirect and Induce employment to the economy where as Indirect employment share maximum employment follow by direct and induce employment.

India Tourism Profile: The first well organized step to promote the tourism in India was taken in the year 1945 under the chairman ship of Sir John Sergeant. In the 2nd and 3rd five year plan give more strengthen to the tourism sector in India, the 6th five year plan marked the beginning of new era when tourism began to be consider a major social integration and economic development late 1980 this sector gain more momentum thus in 1992 a national action plan was prepared and in 1996 the national strategy for the promotion of tourism was drafted, after the great economic reform 1991 with the introduction this sector gain more momentum. The number of foreign tourist arrival (FTA) in India during 2017 increased to 10.04 Million as compared to 8.80 million in 2016. The growth rate during 2017 over 2016 was 14.0% as compared to during 2016 over 2015. The share of the India in international tourist arrivals in 2017 was 1.2%. India Accounted for 4.8% of international tourist arrival in Asia Pacific Region in 2017 with the Rank of 7th Position. Land, Air and sea are three ways through which foreign tourist Arrival enter in to India where as 79% through air route, 19.7% Land route and only 0.9% through sea route. Whereas Delhi and Mumbai airport accounted 44.1% of total Foreign Tourist Arrival in India. In 2017 Bangladesh accounted maximum share of Foreign Tourist Arrival in India follow by United State, United Kingdom, Canada and Australia. The number of Domestic tourist visit in India during 2017 accounted was 1652 million as compared to 1615 million in 2016, with the growth rate of 2.3% and the Indian national departure from India to abroad during 2017 was 23.94 million as compare to 21.87 million in 2016 with the growth of 9.5%. The Foreign Exchange Earning (FEE) through Tourism in 2017 were 27.31 US \$ BN as compare to 22.92 US \$BN in 2016 with the annual growth rate of 19.1%.

Table 2. Share of the top 10 State/UT of India in number of foreign tourist visit in 2018

Rank	State/UT	Nos of Foreign Tourist Visit	Percentage Share
1	Tamil Nadu	6074345	21%
2	Maharashtra	5078514	17.6%
3	Utter Pradesh	3780752	13.1%
4	Delhi	2740502	9.5%
5	Rajasthan	1754348	6.1%
6	West Bengal	1617105	5.6%
7	Punjab	1200969	4.2%
8	Kerala	1096407	3.8%
9	Bihar	1087971	3.8%
10	Goa	933841	3.2%

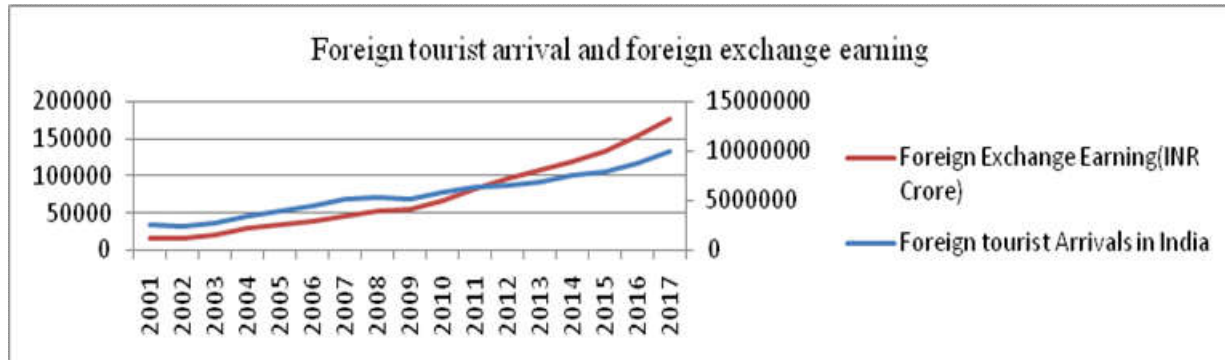
Sources:- State/UT tourism Department Govt. of India

The above given table show the share of top 10State/UT in number of foreign tourist visit in 2018, Whereas southern India states were more attracted state as compare to north India state in which Tamil Nadu and Maharashtra accounted maximum share of tourist visited i.e. 6074345 and 5078514 with the growth rate of 21% and 17.6% follow by Utter Pradesh, Delhi, Rajasthan, West Bengal, Punjab, Kerala, Bihar and Goa.

Table 3. Top 10 sources country for foreign tourist arrival in India 2018

S.No	Country	Foreign Tourist Arrivals	Percentage Share
1	Bangladesh	2256675	21.37
2	United State	1456678	13.8
3	United Kingdom	1029758	9.75
4	Sri Lanka	353684	3.35
5	Canada	351040	3.32
6	Australia	346486	3.28
7	Malaysia	319172	3.02
8	China	281768	2.67
9	Germany	274087	2.60
10	Russia Fed	262309	2.48

Sources: - Bureau of Immigration Govt. of India



Sources: - India tourism statistics 2019 Annual Report.

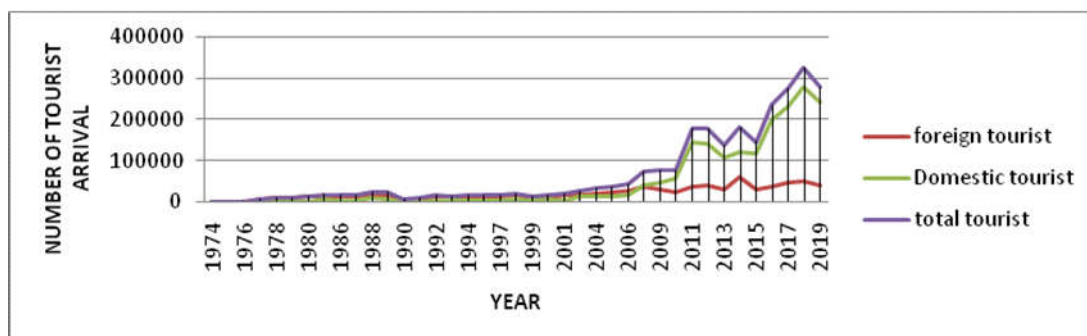
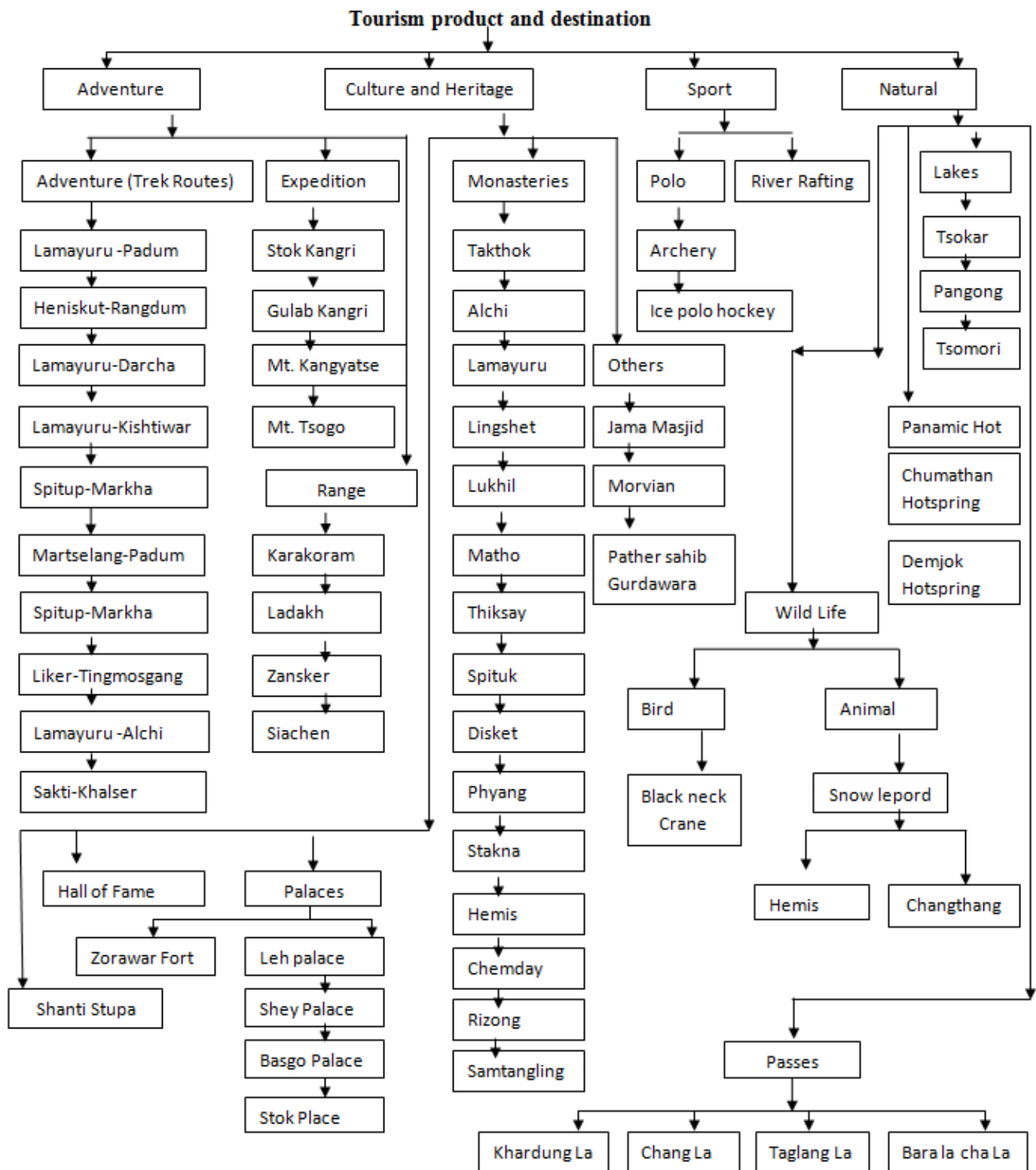
Figure 2. Foreign Exchange Earning and Foreign Tourist Arrival in India

The given table represent the top 10 sources country for Foreign tourist arrival in India during 2018 and there percentage share, whereas Bangladesh and United State accounted maximum share of 21.37% and 13.8% which cover 2256675 Bangladesh and 1456678 United state citizen follow by United Kingdom, Sri Lanka, Canada, Australia, Malaysia, China, Germany and Russia Federation. Figure 2. exhibit the volume of Foreign Tourist Arrival in India and Foreign Exchange Earning from tourism industry in India from the year 2001 to 2017. This diagram clearly depict that there is direct relationship between the Foreign Exchange Earning and Foreign Tourist Arrival in India since 2001 to 2017 both the trend show up ward , In the initial position foreign tourist arrival in India were higher than the Foreign Exchange Earning may be due to exploration or involvement stage of tourism development in India but with the passage of time more foreign tourist arrival and strengthen the INR value, exchange rate, more tourism infrastructure development both equivalent in the year 2011 after that Foreign Exchange Earning show more increasing trend then the Foreign Tourist Arrival in India.

Leh district tourism profile: Leh ladakh is one of the most beautiful and most tourist attraction place in entire country this place is the ultimate hope and dream of the many tourist. Proudly nicknamed as “Little Tibet”, “Broken Moon Land”, “Land of high passes”, “Land of lama and Gonpas” many more. This place really blessed with rich culture and beautiful landscape consist of amazing and unique culture, Monasteries, Ranges , Snow covered mountain, Beautiful lake, Fresh river and hot springs, sand dune, High passes, phenomenal Magnetic Hill and many more. Leh district is the major segment of union territory of ladakh lie on the apex head of country sharing boundaries with the china on north-east and Pakistan on west side.

Some of the world prominent ranges like Siachen, Great Karakoram, Great Himalayas, Kunlun range, zansker range etc which pass through ladakh. Leh is situated between at altitude of 2900 Meters and 5900 Meters from sea level, Longitude between 32 to 36 Degree North and Longitude 75 to 80 Degree East and temperature range from 30 degree Celsius to minus 30 degree Celsius with very margin population of 1.4 lakh under 54100 Sq. Kms divided in to 8 Tehsil and 16 blocks. Total precipitation in a year is 1.8 cm snow and 8.4mm rain, Avg minimum relative humidity is only 37.2%. Leh itself is the head quarter of leh district facilities with Airport, Tourist reception center, Hotel and restaurant, shops, commercial establishment, various Administrative departments etc. Protected area is Hemis national park which globally famous for snow leopards and largest notified protected area in India (4400 Sq Km). The districts has several amazing Mountain, trekking point and lake namely Stok Kangri(6153 m), Gulab Knagri, Mimaling Plateau(6400m), Mt Tsago, Pangong lake, Tsomoriri lake, Tsokar lake, Rotang pass(3978m), Bara-lacha la pass (4890m), Taglang La pass (5328m), Zojila pass (3528m), Pensi La pass (4400m), Namika La Pass (3700m), Fotu La pass (4108), Chang La pass (5360m),Khardung La pass(5359m) etc. Leh ladakh is known for its world famous products like Pashmina Shawl which is made up of a fine type of cashmere wool mostly available changthang plateau of ladakh region, Tibetan Handicrafts and wares, Silver and stone jewelers, Rugs and carpets, organically produce apricot jam and oil etc.

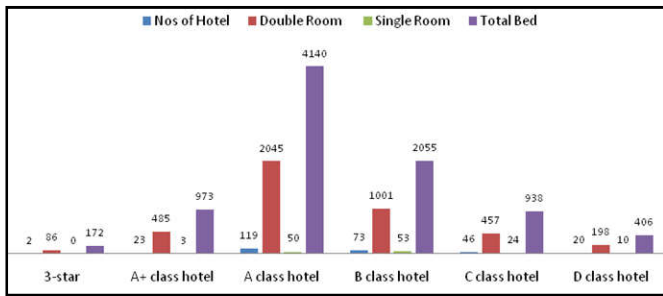
Tourism profile of leh district: Figure 3 exhibits the volume of both foreign tourist and domestic tourist inflow leh district of Union Territory of Ladakh. The above figure clearly depicts both the foreign tourist and domestic tourist show increasing trend since 1974 to till 2019. Earlier ladakh was more famous for the foreign tourist because of its unique and fresh



Sources;- Department of tourism , leh ladakh

Figure 3. Total number of foreign and domestic tourist inflow in Leh ladakh

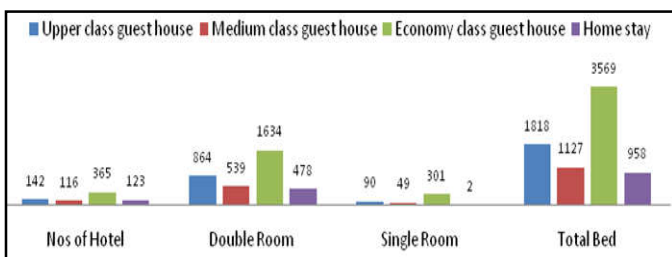
topography, culture, people, language etc result more and more foreign tourist visit as compare to the domestic tourist more ever there nature of taste were more feasible for them example fresh, peace and unexplored region of ladakh, pure and unique culture, different customs, rituals etc. but when the domestic tourist arrival get momentum there taste and nature were different which influence the inflow of foreign tourist. Since 2008 there has been steady inflow of foreign tourism in leh ladakh but the domestic inflow trend show steep upward. In the year 2019 the number of foreign tourist arrival in leh ladakh was only 38652 where as domestic tourist arrival was 241285. The share of foreign tourist is 13.8% of total tourist visited in leh during 2019.



Sources;- Department of tourism , leh ladakh

Figure 4. Total number of different hotel and number of room and bed available

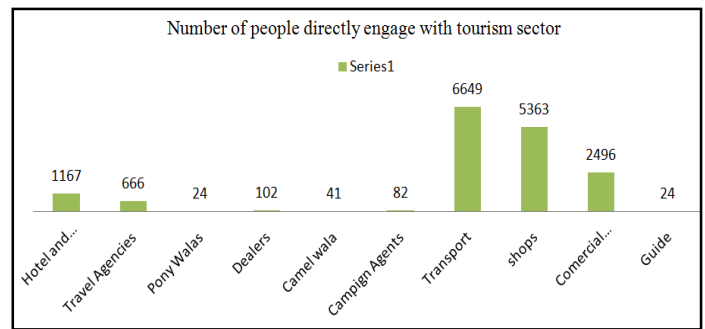
Figure 4 reveal the total number of different class hotel room and number of bed available to the tourist available to the tourist, this hotel were range from 3-star to D class hotel whereas A class hotel accounted maximum share with 119 hotel with 2045 double room, 50single room and total 4140 bed follow by B class hotel with 2055 bed, C class hotel with 938 bed, A+ hotel with 973 bed, D class hotel with 406 bed and 3 star hotel with 172 bed.



Sources; Department of tourism , Leh ladakh

Figure 5. Total number of guest house and home stay available

Figure 5 embody the total number of guest house and home stay available to the tourist in Leh Ladakh the figure show that total 365 economy class guest house with 3569 bed, 142 upper class guest house with 1818 bed, 123 home stay with 958 bed and 116 medium class guest house with 1127 bed. This figure also indicate the intake capacity of tourist who prefer guest house and home stay in leh ladakh. Figure 6. represent the section of population directly engage with the tourism sector in different professional, figure show that huge chunk of 6649 people engage with transportation follow by shops 5363, commercial establishment 2496 like banking, foreign exchange, Insurance, hotel and travel agent, its estimated that about 15% of the total population of leh district directly engage with the tourism sector. Since tourism have both the backward and forward approach generated employment to huge section of the society.



Sources;- Department of tourism , leh ladakh

Figure 6. Total number of people directly engage with tourism sector

Perception of the local towards the mass unregulated inflow of tourism which deteriorates its socio-culture and ecology and generated monetary benefit: Every reaction has equal and opposite reaction likewise tourism is core engine of growth of economy but having some negative externalities, mass unregulated inflow of tourism into any region beyond its capacity effect its environment, resources and valuable culture and society which can't be rectify.

Testing of Hypothesis

H0 – Mass unregulated inflow of the tourism can deteriorate region Socio-culture and ecology which can be rectifying through its generated monetary benefit.

H1- Mass unregulated inflow of the tourism can deteriorate region Socio-culture and ecology which can't be rectifying through its generated monetary benefit.

Thus the expected frequencies of ratings will be 150/5=30

Table 4. What is your opinion on the mass unregulated inflow of the tourism in the leh ladakh can deteriorate its socio-culture and ecology which can be rectifying through its generated monitory benefit.

Rating	Observed frequency (o)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
Strongly disagree	33	30	3	9	0.3
Disagree	37	30	7	49	1.633333
No comment	21	30	-9	81	2.7
Agree	37	30	7	49	1.633333
Strongly agree	22	30	-8	64	2.133333
Total					X ² = 8.4

Sources : Primary data

From the above table number its observed that about 22% are respondent strongly disagree.25% disagree, 14% no comment, 25%agree and 14% strongly agree out of total 150 respondents, that the mass unregulated inflow of the tourism in the leh ladakh can deteriorate its socio-culture and ecology which can be rectifying through its generated monitory benefit.

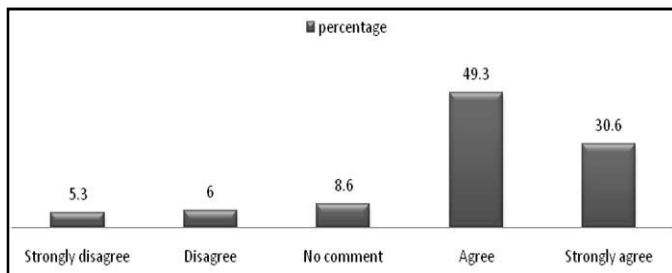
Therefore:- $X^2 = \frac{(O-E)^2}{E}$
 $X^2 = 8.4$
 d.f= n-1
 d.f= 5-1=4

From the table value $X^2_4(0.05)=9.49$.

Since the calculated value of chi square is 8.4at 5% level of significant for 4degree of freedom which is less than the

tabulated value which is 9.49. so we accept the Null hypothesis at 5% level of significant. Thus its concluded that due to mass unregulated inflow of the tourism in the leh ladakh can deteriorate its socio-culture and ecology which can be rectifying through its generated monitory benefit.

Perception of the local toward Economic Impact of tourism: Tourism is one of the key sectors of economy generated income and employment to huge section of the society and act as a engine of growth and development of concern economy. Tourism placed major effect on the economics of destination area rapidly development road, transportation, communication, Infrastructure and price of the land. Figure7. Perception of the local toward Economic Impact of tourism that your improved infrastructure facilities and effective policies and program can improve the tourism business in region.



Sources: - Primary data

From the above figure it's clearly indicate that maximum number of local i.e. More than 80% of total respondent its believe that improved infrastructure facilities and effective policies and program can improve the tourism business in their region.

Conclusion

Tourism is the one of the leading and most emerging sector of the economy not at global level but for bet every nation tourism is the engine of growth of the concern economy by contributing the nation GDP and generated employment to the huge section of the society which benefit them through revenue generation and optimum use of available natural resources which incurred very marginal cost. Especially for the nation like India bounty with beautiful nature with diversity of culture, demography and vegetation becomes the hub of tourist attraction place from the different corner of the world year on year inflow of the tourist increases either its inbound tourist or outbound tourist or International tourist. Leh ladakh now a day become the dream destination for the many tourist especially adventure, culture and nature lover tourists a huge section of the leh population engage with the tourism sector directly or indirectly.

Local are very optimize with the tourism development in their region believe that mass unregulated inflow of the tourism in the leh ladakh can deteriorate its socio-culture and ecology which can be rectifying through its generated monitory benefit and also believe that improved infrastructure facilities and effective policies and program can improve the tourism business in their region.

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