

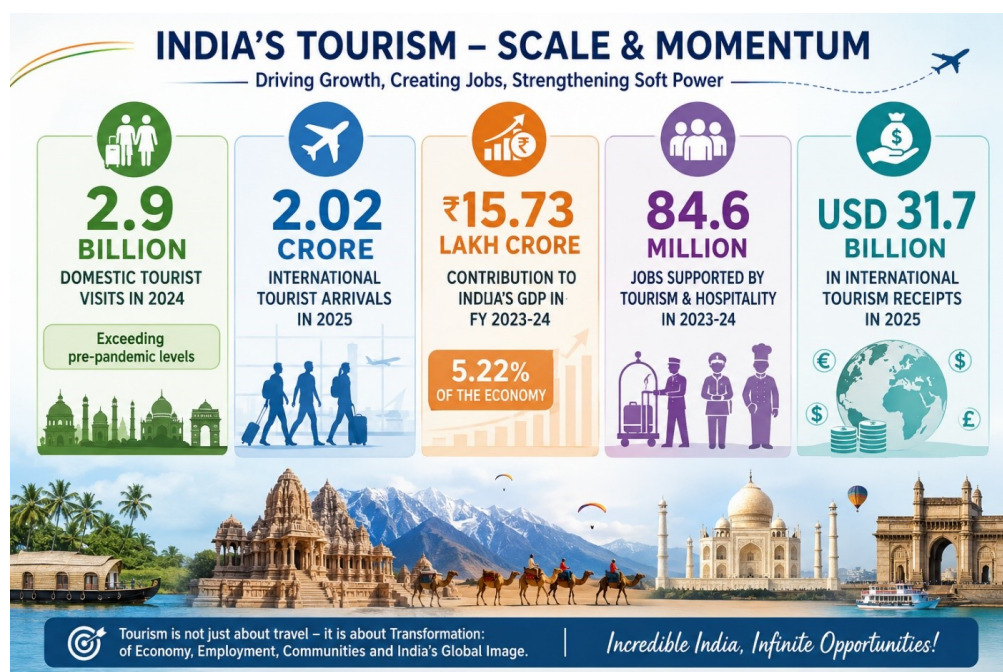
Daily Mains Practice Answer 05-08-2026

Q. Tourism has emerged as a key driver of India's economic growth, employment generation, and soft power. Discuss the opportunities and challenges in positioning India as a global tourism hub. (10 Marks, 150 Words)

Direction: Intro----- Opportunities + Challenges + Measures need to be taken----- Conclusion.

Introduction:

Describe the tourism sector of India with some data.



Main Body

Opportunities

- Stronger Economic Growth & Foreign Exchange - Contributing around 5% to India's GDP in FY23 and generating substantial foreign exchange earnings.
- Employment Generation - Created nearly 7.6 crore jobs in FY23 across hospitality, transport, food services, etc., particularly for women and youths.
- Rich Cultural & Heritage Tourism - 44 UNESCO World Heritage Sites, diverse festivals, cuisine, architecture, crafts, classical arts, etc.
- Spiritual & Wellness Tourism - Global recognition of Yoga, Ayurveda, Siddha, meditation and affordable healthcare.

- Pilgrimage circuits – Char Dham, Buddhist Circuit, Ramayana Circuit, Sufi Circuit, etc.
- Soft Power & Cultural Diplomacy – International Yoga Day, Ayurveda, Indian cuisine, Bollywood, Classical arts & enhances people-to-people connections.
- Rural and Community-Based Tourism – Promotes inclusive development, generates supplementary income & preserves tradition, craft and local cuisine.
- Digital Tourism & Ease of Travel – e-Visa facilities, visa-fee waivers for select tourist groups, Incredible India Digital Platform (IIDP).
- Ecotourism & Adventure Tourism – Himalayas, Western Ghats, deserts, beaches, mangroves, and wildlife reserves provide immense potential.
- Government Initiatives – Swadesh Darshan Scheme, PRASHAD Scheme, Dekho Apna Desh Campaign, etc.

Challenges

- Infrastructure gaps
- Safety and security concerns
- Climate change & disaster risk
- Environmental degradation
- Regulatory issues – high tax, multiple authorities governing tourism, etc.
- Limited global branding
- Shortage of trained hospitality professionals.
- Shortage of trained guides, multilingual professionals, and hospitality personnel.

Measures need to be taken

- Develop world-class tourism infrastructure through PPP.
- Integrate use of digital technologies
- Improve tourist safety - dedicated tourist police, multilingual helplines.
- Enhance skill development, multilingual guides, and hospitality standards.
- Build a unified Brand India through digital campaigns and global marketing.

Conclusion:

Give a neutral and progressive conclusion.

India's tourism vision goes beyond increasing visitor arrivals to building a resilient, high-value, and inclusive tourism ecosystem through investments in infrastructure, connectivity, digital transformation, travel facilitation, skill development, and sustainable destination management, thereby enhancing India's global competitiveness.