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**MICRO LEVEL ANALYSIS OF RURAL SEX RATIO OF AKKALKUWA TEHSIL IN NANDURBAR DISTRICT (MAHARASHTRA)**



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**MICRO LEVEL ANALYSIS OF RURAL SEX RATIO OF AKKALKUWA TEHSIL IN  
NANDURBAR DISTRICT (MAHARASHTRA)**

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**Abstract**

Sex ratio of human population is one of the basic demographic characteristics, which is extremely vital for any meaningful demographic analysis. Indian census has the tradition of bringing out disaggregated information by sex on various aspects of population. Primarily it is the simple count of males and females. Many socio-economic relationships intimately related to the balance or disparity between the number of males and females. Sex ratio is one of the significant demographic development indices, which can determine the status of women in a region or country. The sex-ratio has been on a continuous decline since the beginning of this century with only some nominal exceptions. The present paper based on the 2011 census data, intends to examine the sex ratio in total population. This sort of investigation can further bring grass-root realities at micro-level and with that solution for improvement of sex ratios in the lagging areas can be explicitly determined.

**Keywords:** Sex-ratio, Male -female, Akkalkuwa tehsil, Population composition, micro level study rural area.

**Introduction:**

Sex ratio signifies the number of females per thousand male. An inverse enunciation of the sex ratio (i.e. the number of males per 1000 females). Sex ratio may vary among different regions. Primary sex ratio is the sex ratio at the time of conception, secondary sex ratio is the ratio at the time of birth and tertiary sex ratio is the ratio found at the time of enumeration.

Sex composition is of great interest to the population geographers. Sex ratio is a noteworthy demographic and cultural index. The ratio can reflect biological, social, economic and migration characteristics of population. A vast imbalance in the sex ratio would tend to result in lower fertility and slower growth. Important deviation from a balanced sex ratio originates from various social and demographic factors.

Communities differ in sex composition i.e., composition of male and female. Sex composition has been the subject of great interest to the population geographer. Sex ratio is an index of the socio-economic conditions of an area. It is an important tool of regional analysis. It has a profound effect on the demographic structure of region. It is an important feature of any landscape.

Sex ratio is one of the best indicators of status of women in the society. In view of the partly contrasting and partly complementary roles of the two sexes in the economy and society, the study of their ratio to each other becomes of great interest to a demographic study. The



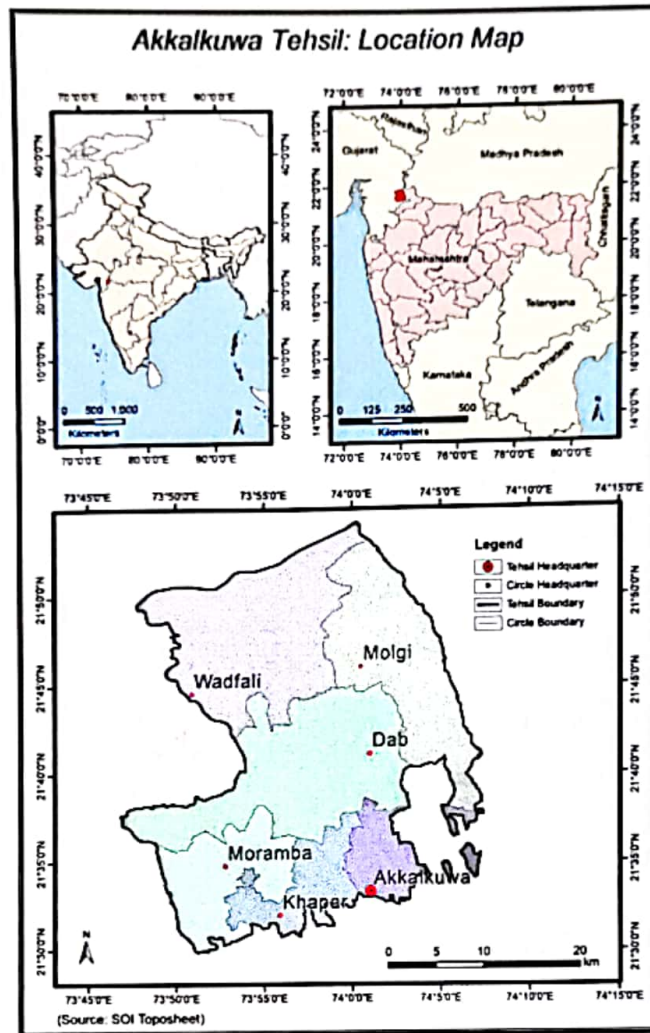
numerical superiority of males over females in Maharashtra as well as in the Akkalkuwa tehsil is attributable mainly to the male selective rural-urban migration.

**Research Area**

Akkalkuwa tehsil found in 21° 30' to 21° 55' N. latitude and 73°40' to 74°10' E. longitude. Study region is located in the North – Western part of the Nandurbar district. Akkalkuwa is a town and the administrative headquarters of Akkalkuwa taluka of Nandurbar district in Maharashtra state. Akkalkuwa lies in Satpuda range of hills, with Narmada River forming northern boundary. Akrani and Taloda talukas lie on the east while southern and western boundaries are occupied by Gujarat state. Because of the hilly terrain with more than fifty per cent area falling under forest. The Akkalkuwa tehsil has geographical area of 936 sq. km. including 928.73 sq. km rural area and 7.29 sq. km urban area. Akkalkuwa has a population of 245861 peoples. There are 46429 houses in the tehsil. There are about 189 villages in Akkalkuwa tehsil. The area of the tehsil is represented in survey of India degree sheets No. 46k, 46O, 46G and 46H on the scale of 1:250000.

According to 2011 census Akkalkuwa tehsil has total 190 inhabited villages and 245861 people are residing within the district. In Akkalkuwa tehsil there are 85.24 per cent population is scheduled tribe. One finds a close association between the geographical environments with the highest share of tribal population in total areas.





**Objective**

- To micro level analyze of Sex Ratio differentials at village level in study region.
- To study awareness among the people, about the emerging imbalance in sex-ratio.
- To find out the factors affecting on rural sex ratio at village level in study region.

**Data Base & Methodology:**

This study is based on the reliable and accurate census data. The required secondary data has been collected from the district census handbook (2011), District statistical abstract, Socio – economic review and other Government publications.

Sex ratio is measured in terms of number of females per thousand males. That is

$$\text{Sex Ratio} = \frac{\text{Female Population}}{\text{Male Population}} \times 1000$$



To make the comparative analysis the sex ratio of total population has also been computed. It can give better understanding regarding the issues pertaining to rise or fall in either of the sex ratios.

The geographical study of census 2011 has been micro level analyzed for concentration of rural sex ratio in village's level. In micro level study of sex ratio in according to all the 189 rural villages in the Akkalkuwa tehsil are classified into the groups. Villages are also classified according to their sex ratio differential into four categorize viz, low, moderate, high, and very high,. The collected data has been processed and analyzed by using different quantitative, statistical technique.

Table No. 1.1 clearly shows that the sex ratio of 2011 census in the study region has been favorable to the females. This is because of migration of males from rural areas to the urban centers. The village wise sex ratio has been computed into four categories for showing village wise variation in sex ratio in the study area.

**1) Villages of low Sex ratio (Below 900):-**

According to 2011 the villages with low sex ratio are considered which have below 900 female per thousand males are existed 15 (07.94%) villages was include. Circle wise village's sex ratio there was also found wide variation. The lowest sex ratio villages recorded in Molgi circle sex ratio villages is only 01 (02.44%) followed by Akkalkuwa (06.25%), Khapar (06.45%) and Dab (07.14%) circles respectively. Several factors have been ascribed to this national phenomenon of declining sex-ratio. There is found wide variation in the sex ratio from village to village has been due to the availability of health care facilities, mortality pattern and the pace of migration. The highest sex ration villages recorded in Wadfali circle with 04 (14.81%) followed by Moramba circle with 04 (13.33%) respectively.

**Table No.1.1**  
**Akkalkuwa Tehsil: Sex ratio in Villages of 2011**

Sr. No.	Name of Circle	Number and Percentage of Villages as per literacy rate				Total
		Below 900	901 to 1000	1001 to 1100	1101 to Above	
1	Wadfali	04	10	09	04	27
		14.81%	37.05%	33.33%	14.81%	100%
2	Molgi	01	14	18	08	41
		02.44%	34.14%	43.90%	19.52%	100%
3	Dab	02	17	09	00	28
		07.14%	60.71%	32.15%	00.00%	100%
4	Moramba	04	09	13	04	30
		13.33%	30.00%	43.34%	13.33%	100%
5	Khapar	02	12	13	04	31
		06.45%	38.71%	41.93%	12.91%	100%
6	Akkalkuwa	02	13	15	02	32
		06.25%	40.62%	46.88%	06.25%	100%
<b>Akkalkuwa Tehsil</b>		<b>15</b>	<b>75</b>	<b>77</b>	<b>22</b>	<b>189</b>
		<b>07.94%</b>	<b>39.68%</b>	<b>40.74%</b>	<b>11.64%</b>	<b>100%</b>

Source: District Census Handbook, Nandurbar District (M.S.) (2011)



**2) Villages with moderate Sex ratio (901 to 1000):-**

The moderate range of sex ratio in villages of Akkalkuwa tehsil is 901 to 1000 female per thousand males. About 75 (39.68%) villages in the study region depict moderate sex ratio during 2011 census. The highest sex ratio villages recorded in Dab circle with 17 (60.71%) followed by Molgi, Akkalkuwa and Khapar circle with 14 (34.14%), 13 (40.62%) and 12 (38.71%) villages respectively. The lowest sex ratio village was recorded in Moramba circle with 09 (30.00%) followed by Wadfali circle with 10 (37.05%) villages respectively.

**3) Villages with high Sex ratio (1001 to 1100):-**

In the 77 (40.74%) villages in the study region depict high sex ratio ranging between 1001 to 1100 female per thousand males in 2011. Though the village from all the circle come under this category, Molgi circle ranks first among them with 18 (43.90%) followed by Akkalkuwa, Moramba and Khapar circles with 15 (46.88%), 13 (43.34%) and 13 (41.93%) villages respectively. The lowest number of villages recorded in Dab and Wadfali circles with 09 (32.15%) and 09 (33.33%) villages respectively.

**4) Villages with very high Sex ratio:-**

The villages those having above 1101 female per thousand males are included in this category. There are 22 (11.64%) villages reported with very high sex ratio in the tehsil in census 2011, majority of the villages in this category are in people migration of developed areas circles of Molgi 08 (19.52%), Wadfali 04 (14.81%), Moramba 04 (13.33%), Khapar 04 (12.91%) and Akkalkuwa 02 (06.25%) respectively. Large sized villages in all circles exhibit very high sex ratio. This is good sign for the socio-economic development in the study region. It should strive for universalization of at least elementary education at the earliest possible.

Poverty and lack of education are often cited as reasons for this discrimination in region. However the data shows different aspect. The research study examined the micro level trends and socio-economic of the spatial variation in the relative neglect of sex ratio in Akkalkuwa tehsil. The argument that economic value of women increases, higher educational attainment and participation in economic activity rather the aggregate evidence could be interpreted as the improving female education and despite the improving socio-economic characteristics.

**Conclusion**

During the study period there is variation in sex ratio Proportion of females per thousand males is not satisfactory in the study region. The sex-ratio reflects the socio-economic and demographic characteristics of the population. It is therefore, worthwhile to study the changes in sex-ratio during 2011. It is one of the indices to study level of development of a region. It also represents of healthy society. The role of education is very important in the society fight against low sex ratio. We also need to improve the socio-economic status of women and create a socio-economic environment against sex selection. For the lower rural sex ratio in different circles of the Akkalkuwa tehsil may be attributed to the high infant mortality among the females as a result of less availability of medical facilities and very much negligence of female children as regard to medical facilities in rural areas of the Akkalkuwa tehsil.

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## MICRO LEVEL ANALYSIS OF RURAL LITERACY OF AKKALKUWA TEHSIL IN NANDURBAR DISTRICT (MAHARASHTRA)

Mr. Sawant Manish Motilal, Research Scholar, JJTU Rajasthan  
Dr. Jaidev Sharma, Department of Geography, J.J.T. University Rajasthan  
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Sorapada Tal Akkalkuwa, Dist. Nandurbar (Maharashtra)

### Abstract

Literacy is an important feature of the population. The degree of community education is used to measure the pace of modernization progress. Literacy plays a very important role in the social and economic development of the country as well as rural areas. Low levels of literacy in the population prevent social and economic development and progress on the path of political power. Illiteracy, especially among the adults in the community, weakens the national security and stops the overall economic growth due to the stability of technology, social and cultural gaps. In literacy is one of the most important aspects of literacy a differential in the country relates to male-female gaps in literacy rates. The process of literacy and education is often responsible for changing employment and occupational pattern, and also accelerates mobility of population in an area or a region.

**Keywords:** Akkalkuwa tehsil, micro level study, literacy, literacy rate, educational facilities  
Population composition, rural area.

### Introduction

The United Nations has defined literacy as the ability for a person to read and write with a simple statement on his daily life. An important point of the definition of literacy is the ability to read with 'understanding'. According to 2001 census a person aged 7 years and above who can both read and write with understanding in any language has taken as literate. Literacy is one of the important demographic characteristics of population.

Literacy acts as an important indicator for displaying the socio-economic development of an area. It is essential for social reconstruction, improvement in the quality of life and preparation of man power for rapid development. On the other hand, lack of literacy can certainly be an impediment in the development process.

According to Indian census, 'A person who can both read and write with understanding in any language is to be taken as literate'. The united nation's has defined literacy as the ability of a person to read and write with understanding a short simple statement on his every day. (Ruzicha 1972)

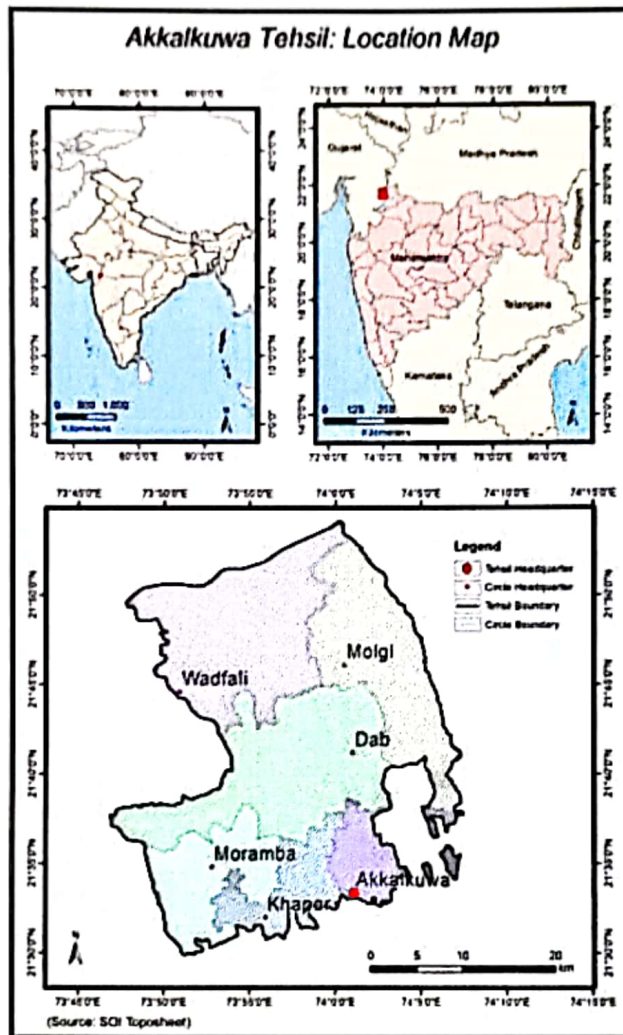
Literacy totally depends upon the available educational facilities in an area. Education is the significant milestone of economic development and lack of education shows backwardness, of a particular area. Economic progress, political awareness, social development and maturity revolve around education and training. Education makes the mind fertile, conscious and enables one to take correct decision and develops one's vision.. Lack of education leads to improper use and over exploitation of natural resources that results environmental degradation. Thus one can say that education is important not only for economic progress, but also for protecting natural environment as well as social environment.

In general, all over the change, on literacy various inside the population are calculable. However, the extent of differentials in the literacy rate among deterrent groups in a population has a tendency to decline with the progress of the transition.

**research area**

Akkalkuwa tehsil found in  $21^{\circ} 30'$  to  $21^{\circ} 55'$  N. latitude and  $73^{\circ}40'$  to  $74^{\circ}10'$  E. longitude. Study region is located in the North – Western part of the Nandurbar district. Akkalkuwa is a town and the administrative headquarters of Akkalkuwa taluka of Nandurbar district in Maharashtra state. Akkalkuwa lies in Satpuda range of hills, with Narmada River forming northern boundary Akrani and Taloda talukas lie on the east while southern and western boundaries are occupied by Gujarat state. Because of the hilly terrain with more than fifty per cent area falling under forest. The Akkalkuwa tehsil has geographical area of 936 sq. km. including 928.73 sq. km rural area and 7.29 sq. km urban area. Akkalkuwa has a population of 245861 peoples. There are 46429 houses in the tehsil. There are about 189 villages in Akkalkuwa tehsil. The area of the tehsil is represented in survey of India degree sheets No. 46k, 46O, 46G and 46H on the scale of 1:250000.

According to 2011 census Akkalkuwa tehsil has total 190 inhabited villages and 245861 people are residing within the district. In Akkalkuwa tehsil there are 85.24 per cent population is scheduled tribe. One finds a close association between the geographical environments with the highest share of tribal population in total areas.



**Objective**

- To micro level analyze of literacy rate differentials at village level in study region.
- To find out the factors affecting on rural literacy rate at village level in study region.

**Data Base And Methodoogy**

This study is based on the reliable and accurate census data. The required secondary data has been collected from the district census handbook (2011), District statistical abstract, Socio –economic review and other Government publications.



To make the micro level analysis the literacy of total population has also been computed. It can give better understanding regarding the issues pertaining to rise or fall in either of the literacy rate.

The geographical study of census 2011 has been micro level analyzed for concentration of rural literacy rate in village's level. In micro level study of literacy rate in according to all the 189 rural villages in the Akkalkuwa tehsil are classified into the groups. Villages are also classified according to their literacy rate differential into four categorize viz, very low, low, moderate, high, and very high,. The collected data has been processed and analyzed by using different quantitative, statistical technique.

Table No.1.2 shows that literacy rate in villages of study region of 2011. The village wise literacy rates have been computed into 5 categories for showing village wise variation in literacy in the study region.

**Table No.1.1**

**Akkalkuwa Tehsil: Village wise Literacy Rate in 2011**

Sr. No.	Revenue Circle	Number and Percentage of Villages as per Literacy					Total
		Below-30%	31% to 40%	41% to 50%	51% to 60%	61% to Above	
1	Wadfali	08	12	04	02	01	27
		29.63%	44.44%	14.81%	07.41%	03.71%	100.00%
2	Molgi	02	09	21	06	03	41
		04.88%	21.95%	51.22%	14.63%	07.32%	100.00%
3	Dab	03	11	12	02	00	28
		10.71%	39.29%	42.86%	07.14%	00.00%	100.00%
4	Moramba	00	00	04	13	13	30
		00.00%	00.00%	13.33%	43.33%	43.34%	100.00%
5	Khapar	01	01	04	16	09	31
		03.23%	03.23%	12.90%	51.61%	29.03%	100.00%
6	Akkalkuwa	00	02	13	08	09	32
		00.00%	06.25%	40.62%	25.00%	28.13%	100.00%
<b>Akkalkuwa Tehsil</b>		<b>14</b>	<b>35</b>	<b>58</b>	<b>47</b>	<b>35</b>	<b>189</b>
		<b>07.41%</b>	<b>18.52%</b>	<b>30.69%</b>	<b>24.87%</b>	<b>18.51%</b>	<b>100.00%</b>

Source: District Census Handbook, Nandurbar District (M.S.) (2011)

**1) Villages of very low literacy rate (Below 30%):-**

According to 2011 the villages with very low literacy rate are considered which have less than 30 per cent literacy rate are existed 14 (07.41%) villages was include. circle wise village's literacy ratio there was also found wide variation. Moramba and Akkalkuwa circle no single villages recorded in this category. The lowest literacy rate villages recorded in Khapar revenue circle literate villages is only 01 (03.23%) followed by Molgi 02 (04.88%), and Dab 03 (10.71%), villages respectively. The highest literacy rate villages recorded in Wadfali 08 (29.63%) revenue circle. The lack of educational facilities,

transportation poor economic condition and social awareness of rural region, due to the literacy rate was very low in these circles of villages are located in the remote and tribble area of the study region,

**2) Villages with low literacy rate (31 to 40%):-**

This category of literacy rate ranges 31 to 40 per cent in 2011. In the tahsil literacy villages is increases it was 35 (18.52%). The highest literacy villages recorded in Wadfali revenue circle with 12 (44.44%) followed by Dab, and Molgi revenue circles with 11 (39.29%) and 09 (21.95%) villages respectively. The lowest literacy rate villages were recorded in Khapar revenue circle with 01 (03.23%) followed by Akkalkuwa revenue circles with 02 (06.25%), villages respectively. The Moramba circle literacy rate village is not recorded on this category. This category the reasons for low literacy rate are the smallness in size and inaccessibility of the villages.

**3) Villages with moderate literacy rate (41 to 50%):-**

The moderate range of literacy rate in villages of Akkalkuwa tahsil is 41 to 50 per cent. About 58 (30.69%) villages in the study region depict moderate literacy rates during 2011 census. The highest villages in this category are recorded in Molgi revenue circles with 21 (51.22%) followed by Akkalkuwa and Dab revenue circles with 13 (40.62%), and 12 (42.86%), villages respectively. The lowest literacy rate villages was recorded in Khapar revenue circles with 04 (12.90%) followed by Moramba 04 (13.33%) and Wadfali revenue circle 04 (14.81%) villages respectively.

**4) Villages with high literacy rate (51 to 60%):-**

In the 47 (24.87%) villages in the study region depict high literacy rate ranging between 51 to 60 per cent in 2011 census year. In Khapar revenue circle ranks first among them with 16 (51.61%) followed by Moramba revenue circle with 13 (43.33%) villages respectively. The lowest number of villages recorded in Wadfali and Dab revenue circle with only 02 (07.41%) followed by Molgi and Akkalkuwa revenue circles with 06 (14.63%), and 08 (25.00%) villages respectively. All these villages are developed, and they have education facilities enhance the literacy rate.

**5) Villages with very high literacy rate 61 to Above%):-**

The villages those having more than 61 per cent literacy rate are included in this category. There are 35 (18.51%) reported with very high literacy rate in the Akkaljuwa tahsil in census 2011, majority of the villages in this category are in economically developed revenue circles of Moramba 13 (43.34%), Khapar 09 (29.03%), Akkalkuwa 09 (28.13%), Molgi 03 (07.32%) and Wadfali revenue circles only 01 (03.71%) villages respectively. Large sized villages in all circles exhibit very high literacy rate. The Dab circle literacy rate villages is not recorded on this category.

A higher level of literacy in a society means higher level of development. Literacy is the key to both development and population control. Literacy is fundamental for mental isolation and eradicating poverty, for cultivating pacific and sociable international relationship and for highlighting the free scope of demographic processes.

Poverty and lack of education are often cited as reasons for this discrimination in region. However the data shows different aspect. The research study examined the micro level trends and socio-economic of the spatial variation in the relative neglect of literacy in Akkalkuwa tehsil.



### Conclusion

Literacy is an indispensable means to acquire skills for improving economic, social and general wellbeing. The keeping in view the complexities of socio cultural and economic scene and the spatial variations is the study area. The rural people have a lower literacy rate than the literacy rate of rural or tribal population. Literacy is a many time considered as a fairly relevant index of the socio-economic development of the region. The tribal people have a lower literacy rate than the literacy rate of urban population. The rural people do not get sufficient opportunities to get them educated in a formal way. A level of literacy influence to a significant extent the socio-economic changes of a study area from the demographic point of view also literacy and level of educational attainment are regarded as key variable affecting fertility, mortality and migration.

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Office of the Controller General of Patents, Designs & Trade Marks  
Department of Industrial Policy & Promotion,  
Ministry of Commerce & Industry,  
Government of India



Application Details

APPLICATION NUMBER	202221047535
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	21/08/2022
APPLICANT NAME	1 . Santosh Ram Pagare 2 . Dr. M. Esther Kalyani Asirvadam 3 . Devanand Kashinath Mandavdhare 4 . S.Sekar 5 . Dr. Amol R Bhuyar 6 . Dr. Sanju Bhata Patil 7 . M.Sabareedharan 8 . Dr. Shweta Rani
TITLE OF INVENTION	THE ROLE OF TOURISM INVESTMENT IN SUPPORTING ECONOMIC DEVELOPMENT IN INDIA
FIELD OF INVENTION	COMPUTER SCIENCE
E-MAIL (As Per Record)	srpagare@gmail.com
ADDITIONAL-EMAIL (As Per Record)	srpagare@gmail.com
E-MAIL (UPDATED Online)	
PRIORITY DATE	
REQUEST FOR EXAMINATION DATE	--
PUBLICATION DATE (U/S 11A)	02/09/2022

# FORM 9

THE PATENT ACT, 1970  
(39 of 1970)

&

THE PATENTS RULES, 2003

## REQUEST FOR PUBLICATION

[See section 11A (2) rule 24A]

I/We Santosh Ram Pagare, Dr. M. Esther Kalyani Asirvadam, Devanand Kashinath Mandavdhare, S. Sekar, Dr. Amol R Bhuyar, Dr. Sanju Bhata Patil, M. Sabareedharan, Dr. Shweta Rani hereby request for early publication of my/our [Patent Application No.] TEMP/E-1/54098/2022-MUM

Dated 20/08/2022 00:00:00 under section 11A(2) of the Act.

Dated this (Final Payment Date):

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To,

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At Mumbai

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Digitally Signed  
Name: Venugopal Chandika  
Date: 20-Aug-2022 19:54:45  
Reason: Patent E-filing  
Location: DELHI

# THE ROLE OF TOURISM INVESTMENT IN SUPPORTING ECONOMIC DEVELOPMENT IN INDIA

## FIELD OF THE INVENTION

This invention relates to the field of Tourism Sector. This invention employs Commercial enterprise in India encouraged to promote tourism in order to safeguard and preserve India's natural.

## BACKGROUND OF THE INVENTION

Tourism and hospitality is an important parameter of socio-cultural identity and heritage of a country. In the era of globalization tourism and hospitality enhances the economic growth by job creation, source of foreign exchange and development of regions with potential for tourism. According to World Travel and Tourism Council, the contribution of travel and tourism in world GDP is estimated to increase from 9.5% of GDP in 2013 to 10.3% of GDP in 2024 (WTTC, 2014). Tourism and hospitality industry contributes 6.8% of GDP of India, contributes 7.7% in total employment generated and provides foreign exchange of US\$18.13 billion (IBEF, 2014). The tourism and hospitality sector is the third largest source of foreign exchange for India (make in India, 2015). Market size of tourism and hospitality sector is estimated to increase from US\$ 122.1 billion in 2013 to US\$ 418.9 billion in 2022 . The investment in tourism creates more jobs as compared to other sectors of economy. An investment of Rs. 10 lakh in tourism sector is estimated to create 89 jobs in hospitality industry as compared to 45 jobs in agriculture and 13 jobs in manufacturing sector (Planning Commission, 2007). Hotel industry generates revenues of US\$ 400-500 billion annually. In India tourism and hospitality has emerged as a sunrise industry with rise in number of foreign tourists.

## SUMMARY OF THE INVENTION

India could be a country with varied culture and traditions. The natural fantastic thing about India, festivals, dresses, heritage sites of India area unit extremely popular among tourists. Kerala, Darjeeling, Goa, Kashmir, Shimla and Manali area unit best scenic places in India. Commercial enterprise business in India has large potential for generating employment and earning great amount of interchange besides giving a positive stimulus to the country's overall economic and social development. Promotion of touristy ought to be done in order that commercial enterprise in India helps in protective and sustaining the variety of the India's natural and cultural environments. commercial enterprise in India ought to be developed in such means how some way the way the simplest way} that it accommodates and entertains guests in an exceedingly way that's minimally intrusive or harmful to the setting and sustains & supports the native cultures within the locations it's operational in. commercial enterprise could be a multi-dimensional activity, and essentially an industry. All wings of the Central and State governments, non-public sector and voluntary organizations ought to become active partners within the endeavour to realize property growth in commercial enterprise if India is to become a world player within the commercial enterprise business.

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## BRIEF DESCRIPTION OF THE DRAWINGS

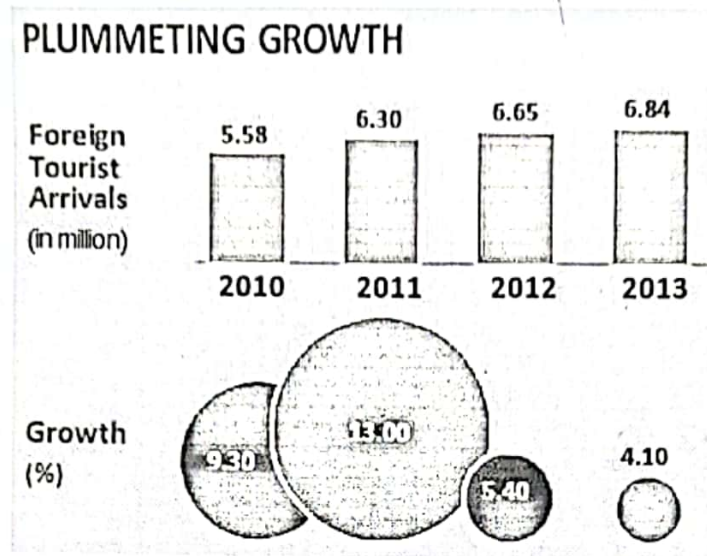


Fig.1 Depicts the Plummeting growth.

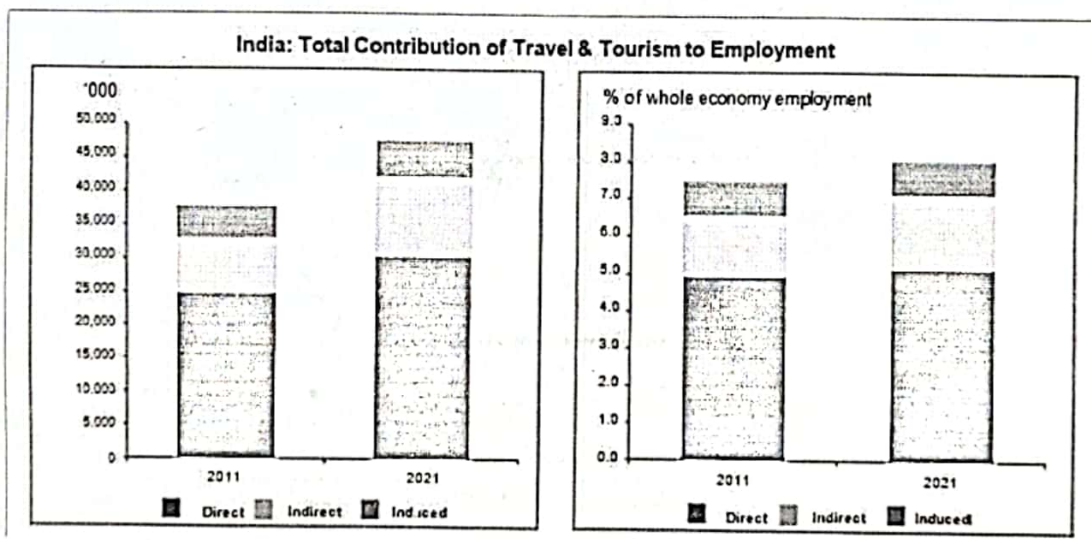


Fig.2 Depicts the Total contribution of travel and tourism to employment.

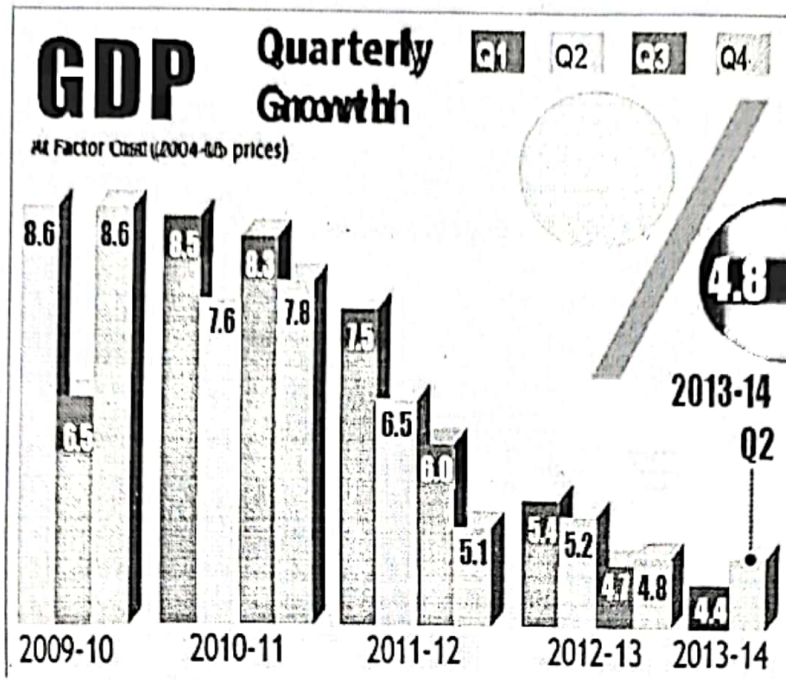


Fig.3 Depicts the Decreasing trend of GDP as compare to2010-11 onwards.

YEAR	India - Travel & Tourism Total Contribution to GDP - 6.8(% share)in	
	2014	Change,%
2014	6.8	3.03%
2013	6.6	1.54%
2012	6.5	-1.52%
2011	6.6	1.54%
2010	6.5	-2.99%
2009	6.7	-6.94%
2008	7.2	0.00%
2007	7.2	1.41%
2006	7.1	1.43%
2005	7	-19.54%
2004	8.7	-1.14%
2003	8.8	

Table.1 Depicts the India - Travel & Tourism Total Contribution to GDP - 6.8(% share) in 2014.

<b>YEAR</b>	<b>Value</b>
2014	8,488.30
2013	7,416.10
2012	6,385.10
2011	5,686.40
2010	4,768.50
2009	4,130.70
2008	4,014.10
2007	3,475.70
2006	2,953.60
2005	2,499.60
2004	2,738.80
2003	2,429.10

Table.2 Depicts India - Travel & Tourism Total Contribution to GDP – LCU (local currency units) 8,488.3 bn in 2014.



## BRIEF DESCRIPTION OF THE INVENTION

Throughout the world, tourism brings money to cities and countries. Tourism also provides jobs for the local residents, further benefiting the destination. India has realized the profits available from this sector. Thanks to its growing economy and promoting itself as a culturally rich and diverse nation, India's tourism industry now brings billions of dollars into the economy each year. The growth in the tourism industry is due to the rise in the arrival of more and more foreign tourists and the increase in the number of domestic tourists. Words are few to explain the beauty of India. India is a country with diversified culture and traditions. The natural beauty of India, festivals, dresses, heritage sites of India are very popular among tourists. These things fascinate travelers to come here. India has so many scenic blessed places like Kerala, Darjeeling, Goa, Kashmir, Shimla and Manali. These places are very popular. These places are prime attraction of travelers from across the world. There are also so many other places worth visiting like Delhi Kutub Minar /Agra Tajmahal/Hyderabad Charminar and Salarjung museum /Chennai a city of fine arts / Bangalore., Known as the Garden City for its lush landscape, lakes and temperate climate, it aptly represents India's marriage of past and present,/ kerala known as god's own country/ Kolkata was arguably second only to London in administrative importance in the British Empire. Home of luminaries like Rabindranath Tagore, Amartya Sen, Mother Teresa, and Satyajit Ray, the city is often referred to as the "cultural capital of India" etc. The Government of India has established the Ministry of Tourism in order to boost Tourism in India. The Ministry of Tourism has undertaken many projects to showcase India as a perfect Tourist destination and create a visitor-friendly image of the country. The major steps taken by the Government were the Atithi Devo Bhavah Campaign which gave a widespread message of "honour your Guest as he is always equivalent to God" and the Incredible India Campaign which was incredibly successful in creating a colorful and a gorgeous image of our country as a perfect holiday destination. The attractive Calendar is based on the theme "Find What You Seek" as part of Phase II of the Incredible India campaign, which was launched during World. This was mainly because of extensive Publicity Campaigns in which the IT industry played a remarkable role. A special initiative was launched in 2009-10 for the creation of employable skills among youth belonging to economically weaker sections of the society in the age group of 18-25 years (upper age limit raised to 28 years in November, 2010) with the basic objective to reduce the skill gap affecting the hospitality and tourism sector and to ensure the spread of economic benefit of tourism to the poor. The programme offers short duration courses of 6 to 8 weeks which are fully funded by the Ministry of Tourism. Considering the importance of Visa facilities in enhancing tourist inflow, the facility of „Long Term Tourist Visas“ of five years duration with multiple entries, carrying a stipulation of 90 days for each visit, has been introduced on a pilot basis for the nationals of the 18 selected countries. The findings of an evaluation study conducted by this. Ministry has reinforced the belief that the presence of the facility of "Visa on Arrival" (VoA) significantly influences the tourists' travel plans to any country. During 2012, a total number of 16,084 VoAs (Visa on Arrival) were issued as compared to 12,761 VoAs during the corresponding period of 2011, thereby showing a growth of 26%. Efforts are on to extend the VoA facility for the nationals of more countries.

India is a country which witnesses a lot of diversity pertaining to its ecology, mythology, history, its geographical diversity in terms of mountains, planes and plateaus and also the medicinal diversity teaching us the Science of Life (Ayurveda). India showcases a variety of tourism options which includes Ecological Tourism, Pilgrimage Tourism, Historical Tourism, Adventure Tourism, Medical Tourism and an upcoming Ayurveda Tourism. So Tourism in India could be broadly classified on the basis of above mentioned categories

**Leisure tourism:** Leisure time can be defined as "free time", not doing any work. It is that time to do things that you normally have no time for in your daily life. Leisure tourism includes a holiday with the following:

1. Relaxation: Sleep, relax, reading, walk on the beach, taking a scenic drive o Sport activities: hiking, swimming, surfing, running
2. Visit places of interest and local attractions Visiting friends and relatives.
3. Shopping for goods that will be used by the tourist.

**Business tourism:** Business tourism can be defined as "travel for the purpose of business".

Business Tourism can be divided into three sections:-

1. Trading for goods to be resold on a wholesale basis.
2. Conduct business transactions. eg. visiting a client, contract negotiations.
3. Attending a conference, exhibition or event associated with their business.

**Ecological tourism:** The rich diversity in the flora and fauna with a blessing of the beautiful natural attractions has encouraged Ecological Tourism in India. The forests cover on the Andaman and Nicobar islands, Orissa, Meghalaya and the Malabar Coast; the Kaziranga and Jim Corbette wildlife sanctuaries; the mountain ranges in North India and the Hill Stations such as Shimla, Kulu, Manali, Ooty; the Paradise on Earth, Kashmir, the beautiful beaches at Goa and the backwaters of Kerala and much more is nothing but a feast for all nature lovers

**Pilgrimage tourism:** India has a very strong mythological background and is also known as the LAND OF GODS AND GODDESS. India being the most culturally developed country and the birthplace of many saints, poets and philosophers has marked growth in Pilgrimage Tourism since ancient times itself. Kedarnath, Badrinath, Amarnath, the Golden Temple at Amritsar, Dwarka, Dargahs and Masjids at Delhi and Ajmer, churches and temples at Goa are some of the common tourists' attractions pertaining to Pilgrimage tourism.

**Historical tourism:** India is a land which gave birth to many legendary rulers and warriors creating a glorious historical background. Every city or place in India has a story to tell about its history. The common tourists' attractions for the same include the Taj Mahal at Agra, the beautifully carved Ajanta Ellora and Khajuraho caves, the forts at Delhi, Rajasthan and Maharashtra, one of the oldest and historical cities of India "Madurai" and many more.



**Medical tourism:** Medical Tourism is an upcoming kind of tourism in India. Due to low cost and efficient medication facilities more number of people all over the world considers India to be a better option for medication purpose. The later part of the paper studies Medical Tourism.

**Ayurveda and yoga tourism:** Ayurveda may be regarded as the "Science of Life" which was developed long ago in 600 BC. India has witnessed an overall growth in tourist arrivals due to the upcoming; Ayurveda Tourism. The state of Kerala in South India is the popular destination of Ayurveda Tourism. The main focus of Indian Yoga is nothing but simple 'yogasanas' and meditation which rejuvenates one's mind, body and soul. There are many Ashrams in India encouraging Yoga Tourism. The mountain ranges of the Himalayas, Rishikesh, Kedarnath, Gangotri of northern India are some of the places where one can get eternal peace and satisfy their spiritual quest and are the perfect destinations for Yoga Tourism.

**Adventure tourism:** Due to its geographical diversity India is one of the finest places for Adventure Tourism. Mountaineering, skiing, trekking in the ranges of Himalayas, Camel safaris in Rajasthan, River rafting in the Ganges near Rishikesh, Rock climbing, Wind rafting and much more of an adventure for every adventure lover is bestowed by India upon its Tourists.

**Sports tourism:** Sports tourism refers to international travel either for viewing or participating in a sporting event. Examples include international sporting events such as the Olympics, world cup (soccer, rugby, and cricket), tennis, golf and Formula 1 Grand Prix.

**Wildlife tourism:** Wildlife tourism is the observation of wild (non-domestic) animals in their natural environment or in captivity. It includes activities such as photography, viewing and feeding of animals. This form of tourism offer tourists customized tour packages and safaris and is closely associated with eco-tourism and sustainable-tourism. Other minor forms of tourism include Slum tourism, Luxury tourism, Agritourism, Geo-tourism, culinary tourism and many more. Tourism is also a profitable industry for the following sectors: accommodation venues, tour guides, recreation, attractions, events and conferences, food and beverage, transportation and the travel trade.

#### TOURIST ATTRACTIONS IN INDIA:

India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colorful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism; snow, river and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centers of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, Ayurveda and natural health resorts and hill stations also attract tourists. The Indian handicrafts particularly, jewelry, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. It is estimated through survey that nearly forty per cent of the tourist expenditure on shopping is spent on such items. Despite the economic slowdown, medical tourism in India is the fastest growing segment of tourism industry, according to the market research report "Booming Medical Tourism in India". The report adds that India offers a great potential in the medical tourism industry. Factors such as low cost, scale and range of treatments provided in the country add to its attractiveness as a medical tourism destination.



Domestic tourism continued to grow at a double-digit rate in 2012. The growth was driven by rising numbers of people travelling across the country for pilgrimage, wildlife, sightseeing, photography and adventure sports holidays. Figure 1 shows the total contribution of travel and tourism to employment. Some of the other factors also include wider economic growth of the country, rising disposable incomes, formal employment with leave entitlement etc. Domestic tourism also witnessed growth due to increased marketing efforts through television commercials, tour operators and agents of various states highlighting the best tourism experiences on offer. Domestic tourism is expected to grow at a CAGR of 11% in the forecast period in terms of number of trips. The number of holiday takers overall is expected to increase at a CAGR of 5%, boosting domestic tourism. Additionally, disposable incomes will rise, enabling locals to take more trips annually. Furthermore, the weakness of the Indian rupee against the dollar and other currencies will encourage locals to take trips within the country, where their purchasing power will be stronger. (Over 30% Indian tourists are Gujarat's: Tourism ministry) Gujarat comes in ninth place when it comes to attracting tourists from other Indian states and it is nowhere among the top 10 with regards to foreign tourist visits. However, the state takes the top slot when it comes to travelling outside, be it within the country or to international locations, followed closely by Maharashtra. Both, Gujarat and Maharashtra are front runners for offering tourists to domestic and international circuits. Of the overall tourists from India visiting domestic as well as international destinations, nearly 30-40 per cent are from Gujarat. Considering this penchant of Gujarati's for travel, Gujarat Chief Minister Narendra Modi had said during his visit to West Bengal, "Gujarat was never a tourist destination, but Gujarati's are the best tourists." Apart from Gujarat and Maharashtra, Delhi and West Bengal send the highest number of tourists to various outside destinations. According to tourism ministry data, the number of outbound tourists from India to international destinations increased by 6.7 per cent to 14.92 million in 2012 over the previous year. The ministry data also states that the total number of domestic tourist visits in 2012 was 1.036 billion, that is to say over 1.036 billion domestic tourists travelled to different parts of the country during 2012, up from 850 million travelers in 2011.

Tourism is not only a growth engine but also an employment generator. According to the Economic Survey 2011-12, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world's total jobs directly and millions more indirectly through the multiplier effect as per the UN's World Tourism Organization (UNWTO). Completely skipping India because of so many incidents of rape and molestation that came to light last year," he said. The travel companies were hoping that because of the rupee depreciation, inbound tourism would get a major boost in 2013. Figure 2 shows the Plummeting growth of Foreign Tourist Travels. However, as challenges persist, most are now pinning their hopes on 2014. "In the last one year, inbound tourism has not grown to our expectations due to sluggish economic climate in source markets. We believe this will change and Indian tour operators will reap the benefits of this revival. Another factor that will help India is the depreciation of the rupee by 12 per cent, which will boost inbound tourism in the 2014-15 seasons," said Arup Sen, director (special projects), Cox & Kings. Figure 3 shows the

decreasing trend of GDP as compared to 2010-11. Foreign exchange earnings from tourism in 2013 grew 2.2 per cent to \$18.1 billion, compared to a growth of seven percent in the previous years.

Travel and tourism play an important role in India's economy; compared with other nations, India ranks 14th in the world in terms of its tourism sector's contribution to the GDP. At time of publication, the World Travel and Tourism Council predict India will sustain the fifth largest amount of growth in the tourism sector of any country. Tourism can offer direct and indirect aid to a nation's economy. Direct benefits include economic support for hotels, retail shops, transportation services, entertainment venues and attractions, while indirect benefits include government spending on related infrastructure, plus the domestic spending of Indians employed in the tourism sector. The share of Travel & Tourism spending or employment in the equivalent economy-wide concept in the published national income accounts or labour market statistics. Table 1 shows Travel & Tourism Total Contribution to GDP in 2014 of India. Visitor exports are compared with exports of all goods services Domestic Travel & Tourism spending is compared with GDP Government individual Travel & Tourism spending is compared with total government spending Internal Travel & Tourism consumption is compared with total internal consumption (i.e. total domestic spending plus total export). Table 2 shows Travel & Tourism Total Contribution to GDP in local currency units in 2014 in India. Leisure Travel & Tourism contribution to GDP is compared with total GDP Business Travel & Tourism contribution to GDP is compared with total GDP Travel & Tourism capital investment spending is compared with all fixed investment spending.

#### Impacts of tourism on the economy:

Tourism can bring many economic and social benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits. Tourism industry in India has several positive and negative impacts on the economy and society.

#### POSITIVE IMPACTS

1. **Generating Income and Employment:** Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.
2. **Source of Foreign Exchange Earnings:** Tourism is an important source of foreign exchange earnings in India. This has favorable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.
3. **Preservation of National Heritage and Environment:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc. would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them.



Likewise, tourism also helps in conserving the natural habitats of many endangered species.

4. **Developing Infrastructure:** Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.
5. **Promoting Peace and Stability:** The tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

#### NEGATIVE IMPACTS

1. **Undesirable Social and Cultural Change:** Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.
2. **Increase Tension and Hostility:** Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.
3. **Creating a Sense of Antipathy:** Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.
4. **Adverse Effects on Environment and Ecology:** One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilization of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.





Environmental degradation, (Pollution) due to tourism should be taken into consideration while promoting tourism. Eco-friendly tourism should be promoted. Wildlife environment should be taken into consideration while promoting tourism. Because Wildlife viewing puts stress on animals and has changed their behavioral patterns. Noise and commotion created by tourists have adverse effect on their behavioral pattern. Litter, impact on tourism should be taken into consideration while promoting tourism. Because the most common impact of tourism is litter, and its effect is almost instant. By employing local people to help clean it up, making their lives slightly easier and more comfortable. Aggressive advertisement campaigns on the tourist destinations should be made to attract more and more tourist. Airport procedures should be simplified. In nutshell if one wants to enjoy nature one must preserve it, otherwise all the exotic destinations will become extinct and the world will not be a beautiful place to live in. Eco friendly tourism should be promoted all over the world and if marvels of nature should be preserved, tourism should take into account the principle and process of sustainable consumption.

# THE ROLE OF TOURISM INVESTMENT IN SUPPORTING ECONOMIC DEVELOPMENT IN INDIA

## ABSTRACT

India's tourism is booming. Tourism contributed 6.6% of India's 2012 GDP. 7.7% of its jobs were funded by China. The sector will grow 7.9% yearly from 2013 to 2023. India's tourist industry will expand third-fastest in the next decade. Medical tourism in India is expected to reach \$95 billion by 2015. This article describes how innovation and value creation have made India a popular tourist destination. It highlighted how highly visitors are appreciated in India to enhance attitudes and behaviour toward foreign tourists. It compares foreign vs. domestic tourists and India's economic growth in tourism. The research demonstrates how government policies and support boosted India's tourism. Travel pays. Industry-segmented Tourism boosts national income, jobs, tax revenue, foreign exchange, and regional growth. Tourism is huge globally. Direct and indirect economic consequences. Indian tourism incorporates traditions, festivals, and sites.

## CLAIMS

1. Throughout the world, tourism brings money to cities and countries. Tourism also provides jobs for the local residents, further benefiting the destination. India has realized the profits available from this sector.
2. India is a country which witnesses a lot of diversity pertaining to its ecology, mythology, history, its geographical diversity in terms of mountains, planes and plateaus and also the medicinal diversity teaching us the Science of Life (Ayurveda).
3. India has a very strong mythological background and is also known as the LAND OF GODS AND GODDESS. India being the most culturally developed country and the birthplace of many saints, poets and philosophers has marked growth in Pilgrimage Tourism since ancient times itself
4. Sports tourism refers to international travel either for viewing or participating in a sporting event. Examples include international sporting events such as the Olympics, world cup (soccer, rugby, and cricket), tennis, golf and Formula 1 Grand Prix.
5. Wildlife tourism is the observation of wild (non-domestic) animals in their natural environment or in captivity. It includes activities such as photography, viewing and feeding of animals.
6. Generating Income and Employment: Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development.
7. The tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness.