ABSTRACT

This paper mainly highlighted the Challenges and Opportunities of the Indian Tourism in the context of globalization. This tourism industry undoubtedly emerged as an instrument of rural employment generation as a labor intensive activity in a labor surplus economy, with its forward and backward linkages with a host sectors like transport, hospitality and education etc. Finally the paper also makes proper policy suggestion needed communication to promote and boosting tourism in India.

KEY WORDS: Compound Annual Growth rate (C.A.G.R), Foreign Exchange Earnings (FEE) Foreign Tourist Arrivals (FTA),Forward backward linkages