

ROLE OF TOURISM INDUSTRY IN EMPLOYMENT GENERATION IN GUJARAT: A GEOGRAPHIC ASSESSMENT

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ABSTRACT

Gujarat's tourism industry is one of the most diverse products on the global scene. To develop and promote tourism as an 'Engine of economic growth' and to bring Gujarat on the national and international tourist map, tourism shall be considered as an important economic activity for overall sustainable economic growth & ensuring employment generation. As the State is growing rapidly in tourism sector, there is good chance for the development of employment generation opportunity. Tourism sector is having highest employment potential industry with approximately 90 jobs creation per Rs.10 lacs investment. With exploring large investment potential and by attracting large investment in the sector, large employment opportunity shall be created. Infrastructure is an important determinant for economic development & State thus offers a high scope for profuse employment generation & related activities in the form of accommodation projects, food oriented projects, amusement parks and water sports, etc.

As per the latest annual report of the Union Ministry of Labour and Employment, Gujarat provided jobs through the exchanges to 2.14-lakh people during 2009, as against that to 3.09-lakh in the entire country and the maximum percentage goes to tourism industry. Now the State Government has decided to develop eight tourism-hubs for an all-round growth of tourism sector in Gujarat, which would definitely increase more employment opportunities. This paper highlights the role of tourism industry in boosting employment and to search major areas where one can look for more opportunities. The Government is also trying to encourage service-oriented projects like travel operation, tour operation, transport operation, etc. The practical approach of the government of Gujarat in the form of strategic planning and consistent and positive policy initiatives has been a major boom for the employment sector.

KEYWORDS: Tourism, Development, Employment, Eco-Tourism