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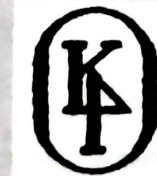
# FUNDAMENTALS OF TOURISM

(For B.Com. 3<sup>rd</sup> Semester Students of Mahatma Gandhi University)

**B.Com. Travel And Tourism Programme**

**DR. RADHIKA.P.C**

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# MODULE 1



## INTRODUCTION TO TOURISM INDUSTRY

Tourism industry is considered as the fastest growing industry in modern world. People used to travel for many reasons. They like to travel to distant parts of the world to see monuments, beaches, waterfalls, lakes, temples, churches, mosques, arts and culture, to taste new cuisine etc. Travel and Tourism is an important economic activity in most countries around the world. It provides direct economic impact to the host country and the industry has significant indirect and induced impacts. "The direct contribution of Travel and Tourism to GDP in 2018 was USD 2,750.7bn (3.2% of GDP). This is forecast to rise by 3.6% to USD 2,849.2bn in 2019. The total contribution of Travel and Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts) was USD 8,811.0bn in 2018 (10.4% of GDP) and is expected to grow by 3.6% to USD 9,126.7bn (10.4% of GDP) in 2019. Travel and Tourism is expected to have attracted

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