

THE IMPORTANCE OF TOURISM

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Annotation: In this article I will talk about and explain how tourism adds economic (and non-economic) value to a country and why does it have so much importance for every country. Why every country looks at tourism not just as attracting tourists but as a platform which supports economic growth and complete development. Why it is now gaining recognition and importance as an indicator towards and a barometer of not just growth & development but also social-economic factors.

Key words: Country`s brand, growth contributor, complete development, individual activity, types of travelling, consumer population, aspect of tourism, sustainable basis, commercial activity.

Importance of tourism arises from the numerous benefits and advantages it brings to any host country. But real importance of tourism comes from its nature and how it is defined & structured. And this is what we will explain here. Tourism contributes towards complete growth and development of a country: one, by bringing numerous economic values & benefits; and, second, helping in build country's brand value, image & identity. Tourism industry goes beyond attractive destinations, to being an important economic growth contributor.

Why Tourism is Important

Tourism industry is important for the benefits it brings and due to its role as a commercial activity that creates demand and growth for many more industries. Tourism not only contributes towards more economic activities but also generates more employment, revenues and play a significant role in development of the country.

Tourism first creates demand as an activity and then fulfills that demand as a group of industries. Tourism is an individual activity of traveling and visiting places. It has created and promoted different styles or types of travelling, and travelers. We call these travelers as tourists who visit different tourist places and destinations. These tourists want to and they travel to places and make those places more popular. This way they bring earning opportunities. They also encourage development of those places, the nearby places and in fact the whole country or region to facilitate growing tourist activities. This makes tourists important for a country. Their role and significance increases as they are also one of the best brand ambassadors for any country. Tourists come from different countries and carry back image and perception about your country with them and share it with many more. Tourism is also a commercial activity because the whole tourism process involves consumption of services and products. Hence tourists become highly important as they are growth drivers and brand ambassadors. This highlights the importance of tourists and significance of their roles for economies and countries.

Tourism adds to the consumer population of a country who for a short period of time do almost all of the things and consumes most of the service and products which a country's native population or consumers do. They are tourists. Tourism in simple words grows the overall demand in a country's economy on a sustainable basis.

There are 5 importance of tourism industry. These are also the advantages of tourism and are actually its 5 basic characteristics which signifies the tourism importance for economies, for countries & their societies, and also at the global scale. Due to these 5 factors only tourism creates demand, fulfills that demand, increases consumption, and brings growth and development to countries and economies.

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