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Since ancient times, travel and tourism have played an important role in Indian culture and tradition. The Indian tourism sector is a multimillion-dollar business and India's most dynamic tertiary activity. India's tourist industry's potential and performance must be evaluated in light of the country's socio-economic circumstances. A focus on innovation and providing value for visitors is discussed in this article as a way for India to become a prominent tourist destination across the globe. A major objective of this campaign was to alter Indians' attitudes and behaviors toward foreign visitors by emphasizing the importance of guests in Indian culture going back thousands of years. Additionally, it looks at how India's economic development affects tourism, factors that contribute to economic growth, and the contribution of the tourist sector to India's gross domestic product (GDP).

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