

CONTRIBUTION OF DARK TOURISM IN INDIA'S GDP In context of 'Taj Mahal' and 'Cellular Jail'

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Abstract

The economy of India is described as a developing market economy. The Indian economy is the world's fifth-largest economy by nominal GDP (Gross Domestic Product). India ranked 142nd by GDP (nominal) and 119th by GDP (PPP) per capita in 2018 according to IMF. India's economy was the world's fastest growing major economy from 2014 to 2019, surpassing China. The long-term growth of the Indian economy can remain positive with investments, savings and its increasing integration into the global economy. By 2024 India can achieve \$5-Trillion economy mark if India grows at 12% nominal growth (8% is of GDP and 4% is of inflation). GDP rate of India can be achieved in many ways if proper investment, planning, and utilization of human resource is done. Different sectors contribute to the GDP growth, one of the biggest sector is Travel and Tourism. As per the India's contribution to its GDP, World Travel and Tourism Council (WTTC), coined India's travel and tourism sector as 7th rank in the world. This paper highlights a different way to increase India's GDP through Dark Tourism. Dark tourism which has been defined as when people travel to places which is associated with death and tragedy and they also have their backgrounds related to grief and black history. Dark Tourism has its spot in India due to its long history. Mostly people are curious to seek answers from the roads which are less travelled. Travelling has always been related to journey and exploring places but this type of tourism explains how human mind cannot be tamed. Two of the India's most famous dark tourism spots are 'Taj Mahal' and 'Cellular Jail'. Thousands and lakhs of tourists (domestic and international) visit these places. This brings in huge amount of revenue for the government, which indeed increases the GDP level and it will be a step forward to India's \$5-trillion economy dream. But there are many challenges to achieve such an aspirational growth target. For this all the economic growth levers are to be accelerated. This paper is the

generalised outlook on the contribution of dark tourism sector taking two most famous monuments of India as a prime example, challenges related with their contributions to GDP growth and suggestions to change this dream into reality.

Keywords: Indian, Economy, GDP, Dark tourism, Taj Mahal, Cellular Jail

Introduction

Tourism has been the focus of many studies and researches as it plays an important role in the economic development of a country. For sustainable development of many countries (developed and developing) have to give importance and certain position to tourism sector in their economy. Massive investment is done in tourism industry due to its contribution to the economy. Before 1960s tourism was considered as small-scale industry but after that period it converted into a largest industry in the world's economy with great potential of growth and development. When people travel as a tourist, they spend a large amount of money in tourist destination spots for buying products which includes accommodation, transportation, food and beverage, adventurous activity, trekking and many more. This generate revenue for the business and for the economy. The tourism businesses also generate revenue when they satisfy the visitor's needs which are relates with buying of goods and services. These revenues are later on invested in many ways and to buy other essential goods and services for the tourists. The expenses made by businesses related with tourism to satisfy the needs of visitors indirectly contribute to the economy. Tourism is not related with just travelling it is also related with buying of goods available over the destination. Tourism industry is the one of the biggest contributors to India's GDP. India with such a long history has many places which are related to dark tourism. This indeed contribute to the India's GDP so that the dream of becoming \$5 Trillion economy can be achieved by 2024.

Tourism in India

In India tourism contribute a huge portion in county's economy and its growing rapidly. Tourism generated ₹16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment according to the World Travel and Tourism Council they also included that, sector is predicted to grow at an annual rate of 6.9%

to ₹32.05 lakh crore (US\$460 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7–8 billion by 2020. Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, representing a growth of 15.6%. During 2018, arrivals through e-tourist visa increased 39.60 per cent year-on-year to

2.37 million. During May 2019, arrivals through e-tourist visa increased by 21.70 per cent year-on-year to 1.23 million.

Table 1: Foreign Tourist Arrivals In India (2013-2018) **Table 2:** Foreign exchange earnings from Tourism in India (2013-2018)

Year	Arrivals (millions)	% Change
2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.5
2016	8.80	4.5
2017	10.04	14.0
2018	10.56	5.20

Year	Earning (crores)	% Change
2013	107,671	14
2014	123,320	14.5
2015	135,193	8.8
2016	154,146	14.3
2017	177,874	15.4
2018	194,882	9.6

(Source: India Tourism Statistics at a Glance 2018, Foreign Tourist Inflow to India December 2018, Ministry of Tourism)

Table 1 and 2 shows the arrival of tourists in India from 2013 to 2018 and revenue earned from it. The number of tourists from 2013 to 2018 has rapidly increased and this resulted in the increase in the revenue earned by the government. This revenue contributes to the GDP of India.

According to the Travel and Tourism Competitiveness Report 2019 ranked India 34th out of 140 countries overall. India has been improving its ranking by 6 places over the 2017 report which was the greatest improvement among the top 25% of countries ranked. The report ranks the price competitiveness of India's tourism sector 13th out of 140 countries. As per the report, India has quite good air transport infrastructure which ranked 33rd and reasonable ground and port infrastructure which ranked 28th. The country also scores high on natural resources which ranked 14th, and cultural resources and business travel (ranked 8th).

Dark Tourism

Lennon and Foley (faculty of Department of Hospitality, Tourism & Leisure Management at Glasgow Caledonian University) gave the term 'Dark Tourism' in 1996. This term has been continued from 1996 to 2014, to be studied by many academician, authors of literature related to travel and tourism and still flourishing its importance in the society. Dark tourism is studied as Holocaust tourism and slavery-heritage tourism and so on. As Dark Tourism is a new word, so there is very less empirical research done on the

theory of the dark tourist. Dark tourism is associated with traditional history of European culture and influenced by Romanticism Christianity, Antiquarianism and many other cultures. The demand for dark tourism increased from mid-twentieth century. The experience with dark tourism has been increased with the passing years and interest of people to know about their culture and history. The Tourist sites which are associated with war has become a very large category of tourist attraction and historical place in the world. World War 2 sites and battlefields where thousands of people lost their lives has become one of the world's most visited dark tourism spot. Gettysburg, the site reviles about the bloodiest battles during American Civil War and now used as tourist attraction place. There has been an increase in the research and study of Dark Tourism due to its growing popularity.

	Name	Location
1.	Jallianwala Bagh	Amritsar
2.	Cellular Jail	Andaman and Nicobar Islands
3.	Gandhi Smriti	Delhi
4.	Skeleton Lake	Uttarakhand
5.	Taj Mahal	Agra
6.	India Gate	Delhi
7.	Humayun's Tomb	Delhi
8.	Memorial of Tan	Madhya Pradesh
9.	Qutbuddin Hajira	Gujarat

Dark Tourism in India

India is a vast country with rich heritage and history. There are many places which speak about their black history and now have become one of the dark tourism destinations. Tourists from different places visit these places for knowing about their dark past. Today tourists just do not visit place with scenic beauty but also to the places where they find huge hidden history.

Table 3: Dark Tourism Places in India

(Source: <https://timesofindia.indiatimes.com/travel/destinations/dark-tourism-in-india-walking-through-the-alleys-of-indias-dark-past/as66107504.cms>)

India has many places related to history and death, which is now served as a tourism spot. One such is Jallianwala Bagh, unfolds the story of the most brutal massacre during the British rule. The most famous monument of India, India Gate stands majestically as a symbol of sacrifice and dedication of Indian soldiers. The Humayun's Tomb is the tomb of the Mughal Emperor Humayun. It is declared a UNESCO

World Heritage Site in 1993. The Skeleton Lake also known as Roopkund is uninhabited and 200 skeletons of people were discovered near frozen lake which belonged to the 9th century Indian tribesmen who died due to hail storm.

Qutb-ud-din Muhammad Khan who was the tutor of Salim, son of Akbar, and he was also the Governor of Gujrat thrice between 1573 AD to 1583 AD. His tomb is built on high octagonal platform with smaller gates in Gujrat. These all famous monuments have death and misery associated with it, which has now become the tourist destination. And people enjoy travelling these destination as it reveals India's history. India has been ruled by Britishers for many years, there fight for freedom and sacrifice has created a history in the country. Places related with such history has become a place of utter interest of the tourists.

Pictures of Dark Tourism Spots in India

1. Jallianwala Bagh, Amritsar



2. Taj Mahal, Agra



source: Wikipedia source: Wikipedia

3. Gandhi Smriti, Delhi



Source: gandhismriti.gov.in

4. Skeleton Lake, Uttarakhand



Source: reddit.com

5. India Gate, New Delhi



Source: Wikipedia

6. Cellular Jail, Andaman



Source: Wikipedia

Taj Mahal – Contribution in India’s GDP

The Taj Mahal, 'Place or Position of the Crown', 'Crown of the Palaces' is an ivory-white marble mausoleum situated on the south bank of the Yamuna river in the Agra. It was built in 1632 by the Mughal emperor Shah Jahan (reigned from 1628 to 1658) to house the tomb of his favourite wife, Mumtaz Mahal; the tomb of Shah Jahan himself also houses in Taj Mahal. The tomb is the centrepiece of a 17-hectare (42-acre) complex, which includes a mosque and a guest house, and is set in formal gardens bounded on three sides by a crenulated wall.

For being "the jewel of Muslim art in India" the Taj Mahal was designated as a UNESCO World Heritage Site in 1983 and one of the most admired world's heritages. It was represented as an example of Mughal architecture during 17th century and symbolic of India's rich heritage, culture and history. About 7–8 million visitors a year are attracted towards Taj Mahal and it was a winner of the New7Wonders of the World (2000–2007) initiative in year 2007. The number of tourists crosses 60,000 to 70,000 per day during season or weekends as per Press Trust of India report. October, November and February are the months of the year when most of the tourist visit Taj Mahal due to winter season.

Table 4: Taj Mahal ticket rates

Entry Fee (Indian)	INR 50 (Additional INR 200 to see the main mausoleum)
Entry Fee (SAARC and BIMSTEC)	INR 540 (Additional INR 200 to see the main mausoleum)
Entry Fee (Foreigner)	INR 1100 (Additional INR 200 to see the main mausoleum)
Entry Below (Children Below Age 15)	Free

Source: www.yatra.com

The above table shows the rate of entry ticket per head in Taj Mahal. Special preference is given to Indian Tourists. Here BIMSTEC countries stands for Bangladesh, Nepal, Bhutan, Sri Lanka, Thailand and Myanmar and SAARC countries stands for Bangladesh, Nepal, Bhutan, Sri Lanka, Pakistan, Maldives and Afghanistan.

As per the Archaeological Survey of India (ASI) Taj Mahal earned Rs.119 crore from the sale of tickets in 2018. Officials also added that around 35% of total tickets sold for those under 15 years and were of 'zero value'. According to the information provided by the ASI officials, a revenue of Rs 4 crore was earned from online sale of tickets in 2018, the revenue from sale of tickets at counter was Rs114 crore, and another Rs.71.47 lakh was earned from sale of the Rs.200 extra ticket for the entry into main mausoleum. The revenue generated from Taj Mahal contribute to Indian GDP. This also brings in Foreign currency, as per the data with ASI 35,743 tickets for the main mausoleum were sold. The majority of 34,388 tickets were purchased by domestic tourist and 1,210 by foreigners and 144 tickets were brought by nationals of the SAARC countries.

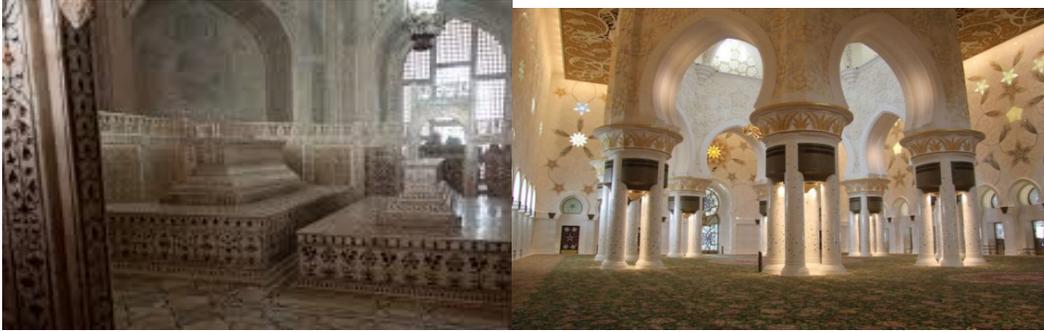
Table 5: No. of Visitors to Taj Mahal

Year	No. of visitors (In Lakhs)
2015	65.13
2016	65.00
2017	54.22
2018	60.94

Source: economictimes.indiatimes.com, times of India

As per the above data, there is increase and decrease in the number of visitors in Taj Mahal but the revenue earned has always been increased. The revenue generated from the sale of tickets is also used for the maintenance. Taj Mahal is the no.1 revenue generator monuments in India as per India Today new article. The introduction to see main mausoleum in December 2018, with ticket rate of Rs.200 has increased the amount of revenue generated which in turns increased the overall contribution of Taj Mahal in India's GDP.

Pictures of ‘Taj Mahal Mausoleum’



Source: www.perfectbuildingsblog.wordpress.com , www.flickr.com

Cellular Jail (The National Memorial), Andaman and Nicobar Islands

It is also known with the name of ‘Kala-Pani’ jail. It was constructed between 1896 and 1906. It is situated in Port Blair, the capital city of Andaman and Nicobar Islands. It was especially used by the British to banish political prisoners and serious threats to the British Raj. This archipelago was considered as the best place to punish freedom fighters. There was total of 80,000 political prisoners were prisoned by the British Raj and a very few of them managed to outlive. Cellular Jail was trial home to many freedom fighters who were big threat to British Raj. The most famous freedom fighters convicted in Cellular Jail were:

- Yogendra Shukla
- Vinayak Damodar Savarkar
- Batukeshwar Dutt
- Babarao Savarkar
- Sachindra Nath Sanyal
- Fazl-e-Haq Khairabadi,
- Bhai Parmanand
- Subodh Roy
- Trailokyanath Chakravarty

The jail had seven wings, but now there is only three wings. At the centre of these seven wings a tower is built to serve as the intersection and was used by guards to keep watch on the prisoners. The wings attached from the tower in straight lines looks much like spokes of a bicycle wheel. Huge crowd of tourists visit these islands to see the historical places and to admire the natural beauty of the place. In 2018 as many as 4,87,229 tourists, including 15,310 foreigners had visited these islands. Tourism is the growing sector of Andaman’s economy. The revenue generated from the tourism sector of these islands contribute a good portion in India’s GDP. Even government has put forward many initiatives to encourage tourism in

Andaman Islands. Many tourists visiting to these islands are attracted towards Cellular Jail to know about its history and admire its beautiful architecture.

Table 6: Entry Fees of the Sound and Light Show

S.no	Tourist Spot	Language	Rate (Adult)	Rate (Children)
1.	Cellular Jail Light & Sound	Hindi	Rs.150	Rs.75
2.	Cellular Jail Light & Sound	English	Rs.50	Rs.25

Source: Directorate of Art and Culture, Andaman & Nicobar Administration

Table 7: Entry Fees of the National Memorial Cellular Jail

S. No.		Rates
1	Entry Ticket a. Indians b. Foreigners	Rs.30 per head Rs.100 per head
2	Non-professional video and handy camera	Rs .200 per camera
3	Professional Video Camera	Rs.1000 per camera
4	Film Shooting in The Cellular Jail with prior permission	Rs.10,000 per day

The above table shows the detail structure of entry tickets in Cellular Jail for different particulars.

The revenue collected from the sale of tickets for the year 2015 is Rs.35,12,965, in 2016 Rs.82,66,340, in 2017 Rs.75,29,440 and in 2018 Rs.1,15,87,400. The revenue collected is used for the overall development of the Island which contribute to the National GDP. This amount is spent in infrastructure development, maintenance of the Cellular Jail and other investment which helps the economy of the Island to increase. From the data collected from the year 2015 to 2018, Rs.3,08,96,145 is earned from the National Monument Cellular Jail which is contributed in the economy which increases the GDP level. If proper infrastructural management and publicity is given to this place on an international scale as a proper Tourist hot spot, the revenue can be pushed far ahead dramatically by 2024.

Pictures of Cellular jail



Source: www.holidify.com



source: Wikipedia

Table 8: Details of Revenue Collection and Visitors at Cellular Jail for the year
2015, 2016, 2017

Table 9: sheet of 2018	Months	2015		2016		2017		Report year
		Visitors	Revenue	Visitors	Revenue	Visitors	Revenue	
	January	20843	319730	18895	578250	39330	1190100	
	February	18558	292705	19492	597130	33552	1014160	
	March	19571	299275	21190	656700	34182	1034260	
	April	16331	232560	20498	620340	29244	883320	
	May	16934	233530	20411	620330	27698	837740	
	June	10979	140880	15851	477530	20385	614950	
	July	8643	110580	11251	339930	11559	347370	
	August	9255	123075	7450	527300	3417	103110	
	September	9672	299360	21871	661930	48903	1504430	
	October	13223	407860	30029	913270			
	November	14227	437010	36736	1109280			
	December	20060	616400	37892	1164350			
	Total	178296	3512965	261506	8266340	248270	7529440	

Particulars	No. of entries
Ticket number	CJ/2018/1- CJ/2018/91721
No. of Entry Tickets	91720
Mainlanders	375843
Foreigners	2596
No. of Video Camera	02
No. of Handicam	253

No. of visitors in POS	90819
No. of visitors in cash	287613
Amount POS	2743850
Amount in Cash	8843550
Amount paid by Mainlanders in Entry Tickets	11275290
Amount paid by foreigner	259600
Amount paid for Camera Professional	2000
Amount paid for Handicam	50600
Grand Total	11587400

Source: Directorate of Art and Culture, Andaman & Nicobar Administration

Methodology

The general research strategy used in undertaking the research is use of both Primary data and Secondary data.

Primary Data

The method used in the collection of data about Revenue generated from Cellular Jail is through questionnaires and interviews.

Secondary Data

The detailed data about revenue generated from Tourism in India, places related to Dark Tourism, Taj Mahal, Cellular Jail and revenue earned from it by Government of India are collected from various journals, books, websites, government reports, newspapers and research reports.

Challenges

In order to achieve a goal of \$5- trillion economy in India by 2024, it will need India to grow at 12% GDP over the next 5 years. This can be done by accelerating the overall growth in the economy. In case of the Taj Mahal, there is a big challenge to protect its beauty. Archaeological Survey of India found that 1,167 polluting industries still function from the Taj Trapezium Zone (TTZ).

It was the clear violation of several of its orders and there was no authority to answer this issue. The state Government of Uttar Pradesh has filed the first draft report of a vision document on protection and preservation of the 17th century monuments. A special vision was documented in the draft in which roads to Yamuna riverfront was planned. This will help to reduce the traffic which will lead less emission of polluted gases and pedestrian along the roads will be build.

The Cellular Jail is situated in remote Andaman Islands, the mode of transportation is Airways or Seaways. During the season time, the air fare increases due to which many visitors and tourists hesitate to pay such a huge amount. This reduces the number of tourists to these Islands. The infrastructure facility is not updated to handle such a huge crowd of public. A proper focus has to be given for the maintenance and preservation of Cellular Jail. There is huge concern on the preservation of these monuments. Many unusual things are been written on the walls of Cellular Jail and Taj Mahal which deplete its beauty.

Suggestions

These are a few suggestions offered for the development of the Dark tourism as these are also the contributors to the India's GDP.

The first suggestion would be the introduction of the word 'Dark Tourism' in the country, as many people are unaware of this word in its proper sense.

There should be a clear-cut Dark Tourism policy and detailed planning suitable for these places has to build up. For these purposes a separate group of experts must be grouped together.

Special preference has to be given to the foreign visitors, as in Taj Mahal for a single foreign visitor entry fee is above Rs.1000, this can be reduced to Rs.700 to Rs.800 as to encourage the foreign visitors and increase foreign currency.

Maintenance, restoration and preservation of these historical monuments should be a top priority.

The 'zero-value' tickets can be removed and instead of this a ticket rate of Rs.20 to Rs.25 can be introduced. As in above data 35% of the tickets sold was under 15 years of age and of zero value.

The transportation to the remote Islands of the Andaman can be improved and stable Airfare rates can be implemented so it may attract as many as tourists to coming to the Islands.

Proper publicity about the historical monuments is needed to be put to grab the attention of tourists from around the world.

Conclusion

“Nothing in the world is worth having or worth doing unless it means effort, pain, difficulty...” lines said by Theodore Roosevelt. The dream of achieving \$5-trillion economy is effortful, painful and difficult but worth achieving. The revenue earned by just two monuments 'Taj Mahal' and 'Cellular Jail' contributes about Rs. 120,15,87,400 in the economy in 2018. These monuments are related with their dark history but are worth visiting. The contribution of these monuments and alike will boost the GDP level by 2024 if proper planning and investment is done. Taj Mahal and Cellular Jail are our National Monuments, it is the responsibility of our Government and local Administrations as well as all the citizens of India to protect, prevent and celebrate them.

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