



## Indian Tourism Market: An Overview of Emerging Trends and Development

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### Abstract

The Paper discusses the Indian tourism scenario to the extent of tourism policy, trends and development in tourism market, various campaigns and new product development in India. Paper based on secondary data to probe into the Government annual reports, newspapers, websites, published and non-published documents. It found that there is significant improvement in growth of tourist arrival and Foreign exchange earnings. There was a dramatic and appreciable growth rate for Indian tourism Scenario. The first public milestone in the history of tourism was the creation of the Indian Tourism Development Corporation (ITDC), in 1966. National Tourism Development Policy, 2002 introduced with the principles of positioning tourism as a major engine of economic growth and that removes the large exercise of unplanned tourism development. Tourism policy highlights seven key areas viz. Swagat (Welcome), Soochna (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachna (Infrastructure Development), and Safai (Cleanliness) that would provide the thirst to tourism development. Public Road Shows and mass media communication in newspapers, Television, and outdoors media create general awareness about the Atithi Devo Bhavah program. Under the Incredible India Online Campaign, a domestic online campaign was launched to promote tourism within the country. New product development such as Golf tourism, Cruise tourism, river cruise, adventure tourism like skiing, paragliding and mountaineering, medical tourism, wellness tourism, Sustainable or Eco tourism, Accessible tourism etc. Recently Poll tourism is emerges in Indian market.

**Key Word:** National Tourism Policy, Foreign Tourism Arrival, and India Tourism Development Corporation (ITDC), Poll Tourism.

### Introduction

The growth of tourism is at a very quick pace the year 2004-2005 show tourism as major contributors to Indian Economy. There was a dramatic increase in foreign exchange. There is an excessive growth on the arrival of foreign tourist. Tourist started coming from USA, UK, Middle East, South Africa, Spain, France, and Portugal etc. It is observed that average growth rate of tourism in India is 13% as compared to growth rate in the world as 7% which shows the importance of tourism industry for the Indian economy. However, the tourism industry in India has a share of 0.52% of world tourism and the receipts as 0.89% of the world receipts. Tourism is a major contributor in India's economy. Indian economy is second fastest growing economy in the world. With growth of this economy, tourism industry is also prospering. In 2002 to 2010, the international tourist flow has increased from 2.58 million to 5.11 million. There is dramatic increase in foreign tourist arrival. In 2013 it was 9% as compared to the 4.3% in 2012. Foreign Exchange Earning (FEE) from tourism in 2013 were Rs. 105836 crore with a growth of 12.01%, as compared to the FEE of Rs. 94487 crore with a growth of 21.77% in 2012. Some of the recent initiatives taken by the Government to boost tourism include grant of export house status to the tourism sector and incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy, and reduced import duty. The hotel and tourism-related industry has been declared a high priority industry for foreign investment, which entails automatic approval of direct investment up to 51 per cent of foreign equity and allowing 100 per cent non-resident Indian investment and simplifying rules regarding the grant of approval to travel agents, tour operators, and tourist transport operators. Briefly, Indian tourism has huge untapped potential for generating employment and ensuring a steady flow of foreign exchange besides giving a much-needed boost to the country's overall economic and social development. There have been significant improvements in the spheres of increasing air seat capacity, trains and railway connectivity to important tourist destinations, four-lining of roads connecting important tourist centers. Accommodation facilities have been redefined for the convenience of the visitors. Right from luxury resorts to paying guest accommodations, there is something for everybody, to suit every pocket.

On the other hand domestic tourist flow is also increasing particularly Maharashtra accounts for the largest number of domestic tourist i.e. 15.4 million in 2008-09. There is bright future to grow in this service sector. India is also facing the problem of unemployment. This tourism service sector generates large employment.

### History of Indian Tourism

In the earlier days soon after independence, Indian Government did not pay much attention to tourism. Worldwide, the numbers of international tourists were limited and among those tourists, there were only few who considered going too far away places like India. The first public milestone in the history of tourism was the creation of the Indian Tourism Development Corporation (ITDC), in 1966. This federal organization was meant to develop tourist infrastructure and services. At state level, similar Corporations were established. Their budgets were small and the scales of their operations were limited. Moreover, the tourist services they offered were generally considered substandard and indifferent.

Both the Tourism Development Corporations (TDCs and the ITDC especially) and private entrepreneurs set up luxury hotels in the metropolitan at international entry and exit points. These hotels accommodated foreign visitors as well as the local elite, who patronized such hotels throughout the year. In some local tourist centers in the vicinity of main entry points (e.g. Jaipur and Agra) such hotels were established. Most of the present Indian tourist destinations were developed through a slow process which started with the arrival of 'adventurous' tourists and their interaction with local communities.

Tourism development was a largely unplanned exercise in India. This held true for different states to different degrees. In Kerala, Jammu and Kashmir, Goa and Himachal Pradesh tourism was much more consistently incorporated into state (five year) plans than in other states, even relatively early on - in the 1970s. At that time, these states already attracted a relatively large share of India's international tourists and were to become India's main tourist states and 'models for tourism development' (Singh, 2001). Still, even in these states, tourism was largely left to the private sector and to a comparatively unrestricted market. While there have been slight modifications in policy, this basic condition hasn't changed.

## National Tourism Policy 2002

The objective of tourism development in the country was presented in the parliament in 1982. However, tourism development was formulated in the closed economy with rigid licensing procedures. The policy also did not lay adequate emphasis on domestic tourism and product development was necessary. In the Chief Minister's Conference which was held on October 30, 2001, then the Prime Minister of India, Shri Atal Bihari Vajpayee had stated that tourism is a major engine of economic growth in most of the part of world. Several countries had transferred their economies using the tourism as a base. It has great capacity to create large scale employment of diverse kind-from the most specialized to the unskilled. As all of us know that generation of massive productive employment opportunities India needed the most. After this incidence, the ministry of tourism had prepared a draft of 'National Tourism Development Policy' with the objective of positioning tourism as a major engine of economic growth so that direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner.

This policy based on following principles

1. Fact should be taken into account of last four decades or so, a tourism revolution has been sweeping the world. India must change the strategies as well as the techniques and tools of tourism development of implementation.
2. Government has to provide a legislative framework to regulate tourism trade and industry, ensure safety and security of the tourists and create basic infrastructure and health care facilities.
3. Relationship between tourism and culture assets should be recognized and provides for improvement and environmental up gradation of the protected monuments.
4. Effective linkage and co-ordination should be established within the civil, aviation, environment and forest, railways and home department.
5. Development should be managed by ensuring that tourism acts as smokeless industry and ecological footprints as soft as possible. Neither over exploitation of natural resources permitted nor the carrying capacity of tourist-site ignored.
6. Greater emphasis laid on eco-tourism and it should be broader than nature tourism. It should help in removing poverty, unemployment, enhancing of status of women, preserving culture and heritage, encourage tribal and local crafts.
7. Special thrust should be on rural tourism and tourism in small settlements where sizable assets of cultural and natural wealth exist.
8. Due importance should be given to domestic tourism especially pilgrimage and should design infrastructure that can serve international tourism.
9. A new class of young tourists, opt for adventure and distant destinations, in hills, caves and forests, is emerging. This class is not looking for 5 star accommodations but only for simple and clean places to stay. The requirements of this class of tourists should be met and guest tourism encouraged through Panchayat and local bodies and associations.
10. Special attractions like Yoga, Siddha, and Indian cuisine should be made sue of and effectively encouraged.
11. Tourist industry and travel agents should persuade to adopt voluntarily a code of ethics.
12. State policy should be earmarked to act as a tourist policy.
13. At the international level India should play a dynamic role and make its presence. Its unique cultural values and spiritual heritage should be projected with dignity and elevation.
14. Civic administration and good governance must be attended.

Broadly the National Tourism policy can be described as follows

1. Position tourism as an engine of economic growth.
2. Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism.
3. Focus on domestic tourism as a major driver at tourism growth.
4. Position India a global brand to take advantage of the bargaining global travel trade and the vast untapped potential of India as a tourist destination.
5. Acknowledge the critical role of private sector with government working as a pro-active facilitator and catalyst.
6. Create and develop integrated tourism circuits based on India's unique civilization, heritage and culture in partnership with states, private sector and other agencies.
7. Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually, elevated and 'feel India from within'

The policy document has taken into consideration seven key areas that would provide the thrust to tourism development. These are Swagat (Welcome), Soochna (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachna (Infrastructure Development), and Safai (Cleanliness).

The India's Vision for the development of the tourism sector was to

“Achieve a superior quality of life for India's people through Tourism which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation”. To achieve overall vision five key objectives was set to achieve.

- a. Positioning and maintaining tourism development as a national priority activity
- b. Enhancing and maintaining the competitiveness of India as a tourist destination
- c. Improving India's existing tourism products and expanding these to meet new market requirements
- d. Creation of world class infrastructure and
- e. Developing sustained and effective marketing plans and programmes.

### **New Era in Indian Tourism**

Incredible India', a multi-pronged promotional campaign launched by the Department of Tourism. Incredible India was conceptualized in 2002 by V. Sunil (while he was Creative Director, O&M Delhi) and Amitabh Kant, Joint Secretary, Ministry of Tourism. The campaign began in the middle of the tourism crisis in 2002 when hotel occupancy rates were down to 20 per cent. At that time, all outlays used to be divided into 18 foreign offices. Some offices called it “Spiritual India”; some called it “Cultural India”, and some, “Unbelievable India”.

It focuses on the diversity of India as a holiday destination ‘with something for everyone’, from beaches to mountains, world heritage sites to cultural fairs and safaris to holistic holidays.

The ‘Incredible India’ campaign was built around the brand proposition of “India as a path to ananda” (wellness, bliss and contentment - in Sanskrit).

First, online campaign was undertaken by Ministry of Tourism during the period of March 2002 – April 2002. The campaign resulted in more than 13 million hits to the website per month. A response mechanism was devised to create a dialogue with the users [contactus@tourismofindia.com](mailto:contactus@tourismofindia.com) was made popular through online campaign and website. With success of first online campaign, subsequently many more campaigns have been launched and website has been revamped to [www.incredibleindia.org](http://www.incredibleindia.org).

Marketing Strategies like DVD advertisement insert and digital brochure insert in ZDNet India's Technology magazine. Direct marketing adopted as Incredible India post cards inserts along with tickets to all those who purchased railways ticket from Indian railways website.

The promotion campaign introduced by the department of Tourism, Government of India, onwards 2002 along with distinct efforts are as follows.

#### **Campaign 2002-03**

The first marketing initiative of its kind, Incredible India was conceptualized in 2002. The primary objective of this branding exercise was to create a distinctive identity for the country. This resulted in the iconic “Incredible India” logo, where the exclamation mark that formed the ‘I’ of India was used to great effect across all communications. The campaign successfully established India as a high-end tourist destination, generating a 16% increase in tourist traffic in the first year. In 2003, Condé Nast Traveler selected India as one of the top ten preferred destinations for the sensitive traveler.

#### **Campaign 2003-04**

India's focus was on ‘spiritual India’. Body, mind and soul are a big thing for tourist (opting for India as a destination) and people would come for this. So the spiritual theme was the main aspect. The new ads were different, very stylish and young in nature, unusual with a generous usage of graphics, and more like campaigns for a sports brand. "In January 2004, Lonely Planet conducted a survey in 134 countries to select the world's favorite destination for individual travelers. India was ranked among the top five. The 2003-04 campaign went on to win many prestigious awards, including Gold at Pacific Asia Travel Association (PATA) and the Bombay Ad Club.

#### **Campaign 2004-05**

Kerala's strategy was attributed to the focused marketing and strong networking with trade, tourism and travel in selected market. International Management Group has appointed to promote Uttaranchal and market the tourist attractions in overseas market. Gujarat proposed ‘Event based Tourism’ i.e. Festivals which was extremely successful among Non Residents Indians (NRI) especially Gujarati. Slogan ‘Go Goa 365 days on holidays’ had become known brand throughout the world. Audio-Visual presentation of Karnataka as a part of Marketing presentation made. ‘Discover Karnataka’ innovative series of cultural event designed to promote tourism in Karnataka. A mobile museum cum information centre cum souvenir shop was unique marketing strategy for Andhra Pradesh tourism. Under the slogan of ‘Bangla Dekho’ West Bengal was promoted aggressively. In tourism promotion Literature and Publication Karnataka won the best literature on tourism promotion award from government of India. Goa installed 11 Information touch screen Kiosk at prominent places. Tamilnadu established Youth Hostels with the object of low budget tourism. Bed and Breakfast was developed in Maharashtra. The Institute of Hotel Management and Catering Technology and Applied Nutrition in Bangalore had won the National Tourism Award-2003 for best educational institution. Maharashtra Tourism Development Corporation had provided training and paid stipend to grass root level workers in tourism. Uttaranchal government had imparted training in adventure sports to local youth. Indian government proposed to have separate ‘Tourist Police’ for the safety and security of domestic as well as international tourists. The tourism sector's performance

was exceptionally high during 2004. It was 19% rise in tourist arrival and 32.9% in earning of foreign exchange compared to 2003

### **Campaign 2006-07**

The print and outdoor executions combined spectacular images. The Pacific Asian Travel Association (PATA) Grand Awards were presented to outstanding entries in four principal categories: Marketing; Education and Training; Environment; and Heritage and Culture. The campaign went on to win the PATA Grand Award 2007 for Marketing, and was one of only four 'best of show' Grand Awards out of a total of 339 entries from 132 organizations. In 2006-2007, spend Rs. 235/- crore on publicity and marketing in domestic and overseas markets.

In March 2007, the global brand campaign (an evolution of the 'Incredible' theme, which was unprecedented in terms of quality and scale) was extended to the International Tourisms Bourse (ITB) Berlin – the world's largest travel and tourism show – where India was participating as the Partner Country. The campaign used the entire city as a canvas - covering it with large billboards, branding on taxis and buses, vibrant graphic art and 3D installations. Mammoth billboards and banners with tongue-in-cheek messages and headlines boldly announced the presence of India at ITB. Posters inside the Berlin-Schönefeld International Airport's arrival lounge, Billboard at Zoofenster/Joachimstaler Straße, Incredible India branded taxis, National Geographic staged a special India-themed exhibition at ITB, A indoor poster announcing the food festival. India was a three-month long campaign designed to showcase India's accelerating economy and ever-evolving culture. It was organized from July to September 2007 in London. As part of the campaign, Outdoor panels in 150 bus shelters featured images of India that corresponded to the names of famous London Underground stations, creating a dramatic and amusing contrast. This special campaign was designed to attract a global film crowd at the International Film Festival at Cannes. Large outdoor posters showed off India's diverse and picturesque locales- from the golden beaches of Kerala to the Tiger reserves of Madhya Pradesh - with cinematographic-themed headlines such as 'Location for Hire' in French. Posters that present the sand sculpture of the Taj Mahal by Sudarshan Patnaik at Port Authority Bus Station, An Incredible India branded bus.

### **Campaign 2007-8**

India has been unanimously elected as the chairman of Executive Council of the United Nation World Tourism Organization (UNWTO) for one year. India received World Travel Awards in three categories viz. leading destination marketing awards for Incredible India Campaign, Asia Leading destination, Asia's leading Tourist and Convention bureau and like. Successful international campaign launched through leading electronic and print media showcasing India's rich and diverse heritage and tourist attractions. Four major print and Television campaign in international market Asia Pacific, Europe, America and Global online campaign were also launched. During this year initiative was taken to bring rural tourism artisan to a national platform through Delhi Haat, India International Trade Fair, Delhi and Toshali National Craft Mela, Bhuvaneshwar. Rural Tourism site Aranmula got PATA award. Ministry promoted Indian health care services and invited investment into India as new emerging health care centre. Indian Institute of Skiing and mountaineering conducted five water skiing courses at Gulmarg with the assistance of Ministry of Tourism. Government also decided to grant long term tourist visa 5 year duration with multiple entry. Tourist police force has been deployed to help the tourist in the selected area. Another programme launched "Earn While You Learn" introduced, to encourage student voluntary to fill the gap of human resource. Skill development programme have been introduced in IITs in collaboration with Ministry of Labour and Employment, Government of India.

### **Campaign 2008-09**

The India Tourism 2008 campaign was based on the experiences of those who came to visit India as tourists and stayed back to make India their home. The creative idea employed a simple device that stated their country of birth, followed by text that said 'Motherland: India'.

'Atithi Devo Bhavah' (Guest should be treated like God)', a nationwide campaign aims at sensitizing key stakeholders towards tourists, through a process of training and orientation. It also re-instills a sense of responsibility towards tourists and re-enforces the confidence of foreign tourist towards India as a preferred holiday destination. There were seven points of Atithi Devo Bhavah Program of hospitality and training. These points are originated in Hindi an international language of India. The meaning in English is given in bracket.

1. Samvedan Sheelta (Sensitization) - sensitize the various sections of the tourism industry about how each of citizen contribute for the growth of the tourism industry and how would benefit from it.
2. Prashikshan (Training and Induction) - This involves explaining the needs and expectation of the tourist, how they should respond and behave in order to satisfy their needs and meet those expectations.
3. Perna (Motivation) - This is motivation to participate in this program through various measures e.g. awards for the best worker in the segment.
4. Pramani Karan (Certification) - Certification to ensure standards shall be done at an appropriate stage in the training program.
5. Pratipushti (Feedback) - Feedback shall be obtained from tourists about the Service they have received and the experience they had, in order to improve the training program on a continuous basis.
6. Samanya Bodh (General Awareness) - The mass media communication campaign would be undertaken to create general awareness among the public about the necessity and the benefits of the Atithi Devo Bhavah program.
7. Swamitwa (Ownership) - Adopt the Atithi Devo Bhavah movement as your own, fellow Indians, for many livelihoods is dependent on tourism.

Training was divided into two categories at one level covers taxi drives, tourist guides and baggage handlers and porters and at second level covers the tour operators, shop owners or staff, hotel staff, immigration and customs officials.

As well as organized Public Road Shows to get their active participation and mass media communication in newspapers, Television, and outdoors to create general awareness about the Atithi Devo Bhavah program.

The Atithi Devo Bhavah Charter is as follows

1. Hygiene and Cleanliness – It cover all areas, right from vehicles like taxis, the personal hygiene and cleanliness of the person providing the service, to the cleanliness of the monuments or places of tourist interest.
2. Conduct and Behaviour - The person concerned e.g. the taxi driver and hotel employee shall behave in a courteous and polite manner towards tourists.
3. Integrity and Honesty- The person providing service to the foreign tourists should be honest.
4. Safety and Security- The tourists' safety and security is top priority

### **Campaign 2009-10**

During this year tourism in India had come into its own as a brand – India Tourism. There had been several innovative approaches in the Ministry's policy in 2009-10. There were creation of niche tourism products like heliport tourism<sup>i</sup>, medical tourism, wellness tourism, adventure tourism, cruise tourism and caravan tourism. A major step had been taken like issue the guidelines of Tourism in India like five-year tax holiday to promote the growth of new hotels; hotels would get credit at relaxed norms and Reserve Bank of India delinked credit for hotel projects from Commercial Real Estate. External Commercial Borrowings had been relaxed by the Ministry of Finance to solve the problem of liquidity being faced by the hotel industry due to economic slowdown. Innovative curriculum was put in place for training of youth to meet the requirements of skilled human resource.

### **Campaign 2010-11**

During the Year 2010, Ministry of Tourism released Social Awareness Campaigns on, Radio and outdoor media with the objective of sensitizing the masses and stakeholders about the importance of tourism. Campaigns on Radio and Television were released to promote Delhi as a tourist destination in the backdrop of Commonwealth Games, 2010. Campaigns were released in print and electronic media in various international source markets to project India as a holistic destination. Ministry of Tourism organized a workshop on 'Promotion of Golf Tourism in January 2011 to evolve a road map for formulating strategies for development and promotion of golf tourism in India. Another workshop on Wellness Tourism was organized by the Ministry in February 2011 with the aim of positioning India as the leading destination for wellness tourism. For cooperation with other countries in the tourism sector, Ministry of Tourism held high-level bilateral discussions with Syria, Mexico, Cyprus, Peru, Sri Lanka, Trinidad & Tobago and Indonesia. Indian delegations have participated in the 88th and 89<sup>th</sup> Sessions of Executive Council of United Nation World Tourism Organization (UNWTO) which was held in Puerto Iguazu, Argentina in June 2010 and Kish Island, Iran in October, 2010 respectively, 4<sup>th</sup> meeting of SAARC Working Group on Tourism, 3<sup>rd</sup> meeting of the SAARC Tourism Ministers held in Kathmandu, Nepal in January, 2011 and 6th India- ASEAN Tourism Working Group meeting held in Phnom Penh, Cambodia in January, 2011.

Ministry of Tourism commenced its International Television Campaign (2009-10 – Extended to 2010-11) for Europe and Americas region, which finished in the first half of the 2010-11. In December, 2010, the Ministry launched its International Television Campaign 2010-11 - Europe. Leading Television Channels of pan-regional reach are part of the Media Plan of the Ministry. Under the Incredible India Online Campaign a domestic online campaign was launched in the month of August-September, 2010 to promote tourism within the country. Central Financial Assistance provided by the Ministry to the State Governments and Union Territories for development of Information Technology infrastructure and computerization. The Ministry of Tourism produced India Map, Brochure and Delhi city maps for distribution during the Commonwealth Games held at Delhi in October, 2010. Thematic posters to promote various tourism products and destinations of India were produced by the Ministry. The Ministry also produced an 'Incredible India' promotional calendar for the year 2011. Radio Jingles were produced for the promotion of Delhi as a destination during Commonwealth Games 2010 in the domestic as well as International markets. Two Television commercials along with two radio spots were produced on Social Awareness themes. The commercials featured Shri Aamir Khan, noted film actor and social activist. The Ministry produced 5 regional creative for release in the domestic markets. The Ministry of Tourism also released advertisements in the domestic in-flight magazines in addition to ad-hoc advertisements in various magazines.

India's Remarkable achievements- PATA Grand Award 2010 : Heritage Category - Rural Tourism Project - A Case Study of Hodka Village<sup>ii</sup>, PATA Gold Award 2010 : Marketing – Primary Government Destination - Eco Tourism,<sup>iii</sup> PATA Gold Award 2010 : Marketing Media - Travel Advertisement Print Media –Mahatma Gandhi Creative, India has been voted as the 7th best destination in the world in the Conde Nast Readers' Travel Awards 2010, World Travel Award 2010 for "World's Leading Destination Marketing Campaign 2010", Asian Guild Award 2010 recognizing the "contribution made by the Incredible India campaign in creating awareness about India among Britishers and British Asians living in UK", Global Traveler Award 2010 : India has been voted as the "Best International Tourism Destination" by readers of the Global Traveler Magazine, USA.

India tourism offices overseas have participated in the major international Travel Fairs and Exhibitions. These include Arabian Travel Market (ATM) in Dubai, PATA Travel Mart in Macau, and World Expo 2010 in Shanghai, China International Travel Mart in Shanghai, ITB – Asia in Singapore, World Travel Market (WTM) in London, IMEX in Frankfurt, FITUR in Madrid and ITB in Berlin. India tourism, Beijing was awarded the "Best Tourism Promotion Award" at the World, Travel Fair in Shanghai. India tourism, Tokyo was awarded the "Best Booth Operation Award" at the Korea World Travel Fair and the "Best Tourism Promotion Award" at the Busan International Tourism Fair in South Korea.

Tourist publications have been printed in foreign languages, by the overseas offices, to meet the requirements of the markets under their jurisdiction. These include Mandarin, Cantonese, Arabic, French, Spanish, Portuguese, German, Russian, Hungarian, Romanian, Polish, Croatian, Japanese, Korean, Taiwanese, Norwegian, Finnish and Swedish.

### Campaign 2011-12

The Ministry has launched a scheme for development of nationally and internationally important destinations and circuits through mega projects. 53 mega projects have been identified, out of which 35 projects have already been sanctioned. The mega projects are a judicious mix of cultures, heritages, and spiritual and eco tourism in order to give tourist holistic perspectives. More than 50% of the Ministry's expenditure on plan schemes is incurred for development of quality tourism infrastructure at tourist destination and circuits spread throughout the country. Ministry of Tourism organized an All India workshop on 2011 to evolve strategies for launching a campaign Clean India with aim to create collective mindsets of hygiene and cleanliness through persuasion, education, sensitization, training, demonstration and regulation.

### Campaign 2012-13

<sup>iv</sup>Ministry of Tourism has taken initiative of identifying, diversifying, developing and promoting niche products of the tourism industry. The efforts are undertaken to overcome the aspect of seasonality and to promote India as a 365 days destination, attract tourists with specific interest and to ensure repeat visits for the unique products in which India has comparative advantage. New products added in due course. The Ministry of tourism has constituted committees for the promotion of Golf Tourism and Wellness Tourism. Guidelines have also been formulated by the Ministry to support Golf, Polo, Medical and Wellness Tourism.

<sup>v</sup>The Ministry of tourism identified film tourism as niche tourism segment and has announced several initiatives for promoting film tourism through film shot in India. The Ministry Information and Broadcasting and Ministry of Tourism signed MOU on 16<sup>th</sup> Feb 2013 with expectation to enhance reach Incredible India through cinema, develop synergy between tourism and film and provide platform for enabling partnership between India and global film industry.

### Facts and Figures of Tourism in India

There are new product development such as Golf tourism in Indian Himalayan ranges(Raniket, Masoori) in 2011, Cruise tourism consists Ocean cruise at Cochin port, river cruise at Andhra Pradesh and West Bengal, adventure tourism like skiing, paragliding and mountaineering in Gulmarg, medical tourism, wellness tourism, Sustainable or Eco tourism, Accessible tourism etc.

Table 1:-Foreign Tourist Arrival in India since 2000 to 2013

Sr.	Year	Foreign Tourist Arrival(in millions)	% of change over previous year
1.	2000	2.65	6.7
2.	2001	2.54	-4.2
3.	2002	2.38	-6.0
4.	2003	2.73	14.3
5.	2004	3.46	26.8
6.	2005	3.92	13.3
7.	2006	4.45	13.5
8.	2007	5.08	14.3
9.	2008	5.28	4.0
10.	2009	5.17	-2.2
11.	2010	5.78	11.8
12.	2011	6.31	9.2
13.	2012	6.58	4.3
14.	2013	6.82	9

Source:<http://www.tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/Ministry%20of%20tourism%20English%202013.pdf> on 18/03/2014 at 7:51pm.

Table 1 highlights the foreign tourist flow in India. The percentage of change over previous year is increasing consistently except few years i.e. 2001, 2002 and 2009. There was a marvelous jump in the tourist arrival in 2004, the percentage increase by 26.8% as compared to year 2003. Tourist arrival fall down by 2.2% in the year 2009 due to global slowdown, terrorist activities, swine flu, etc., Tourist arrival rose to 91% in 2013.

Table 2:-Following table shows the Foreign Exchange Earning through Tourism in India since 2000 to 2013. Foreign Exchange Earning in India

Sr.	Year	Foreign Exchange Earning (Rs. in crores)	% of change over previous year
1.	2000	15626	20.6
2.	2001	15083	-3.5
3.	2002	15064	-0.1
4.	2003	20727	37.6
5.	2004	27944	34.8
6.	2005	33123	18.5
7.	2006	39025	17.8
8.	2007	44360	13.7
9.	2008	50730	14.4
10.	2009	54960	8.3
11.	2010	64889	18.1
12.	2011	77591	19.6
13.	2012	94487	21.77
14.	2013	105836	12.01

Source:<http://www.tourism.gov.in/TourismDivision/AboutDivision.aspx?Name=Market%20Research%20and%20Statistics> accessed on 29 August, 2012, 11:19pm  
<http://www.travelandtourworld.com/news/article/indian-foreign-exchange-earning-tourists/> on 18/03/2014 at 10:02 pm.

Table 2 shows the Amount of Foreign Exchange Earning (FEE) earned by India through Tourism since 2000 to 2012. The rate of FEE is increasing over the period except few years. In 2003 and 2004 foreign exchange earning was on higher point i.e. 37.6% and 34.8% respectively. Since tourist arrival was also rose by 14.3% in 2003 and 26.8% in 2004 table 1. This achievement was the reward of Incredible Campaign and effective implementation of New Tourism Policy 2002. Foreign Exchange Earnings rose to 18.1% in 2010, 21.77% in 2012 is the appreciable growth rate and in 2013 it was 12.01% for Indian tourism Scenario.

Table 3: Domestic Tourism Growth in India since 2006 to 2013.

Sr.	Year	Tourist visits(in millions)	% of change in previous year
1.	2006	462	17.8
2.	2007	527	14.06
3.	2008	562.9	6.9
4.	2009	650	15.5
5.	2010	740	13.85
6.	2011	850.86	13.8
7.	2012	NA	10
8.	2013	NA	10

Source:<http://www.tourism.gov.in/TourismDivision/AboutDivision.aspx?Name=Market%20Research%20and%20Statistics>, 29 August, 2012, 11:19pm  
[https://www.google.co.in/search?q=india+tourism+development+corporation&oq=India+tourism&aqs=chrome..69i57j0l5.9561j0j8&sourceid=chrome&espv=210&es\\_sm=93&ie=UTF-8#q=india+tourism+statistics+2013+pdf](https://www.google.co.in/search?q=india+tourism+development+corporation&oq=India+tourism&aqs=chrome..69i57j0l5.9561j0j8&sourceid=chrome&espv=210&es_sm=93&ie=UTF-8#q=india+tourism+statistics+2013+pdf) on 18/03/2014 at 7:51pm.

Table 3 depicts growth rate is almost uniform growth of domestic tourism except in 2008. In this year the growth rate recorded is 6.9% which was very less as compared to 2007 i.e. 14.06 and 2009 i.e. 15.5% that may be due to recession. In the 2011 the growth rate is nearly same as 13.8% compared to 2010. However, the growth rate of domestic arrival remains same in 2013 and 2012.

Table 4: Share of Top 10 Countries of the World and India in International Tourist Arrival in 2012

Rank	Country	International Tourist Arrival (in million)	% if Share
1.	France	83.0	8.02
2.	USA	NA	-
3.	China	57.7	5.57
4.	Spain	57.7	5.57
5.	Italy	46.4	4.48
6.	Turkey	35.7	3.45
7.	Germany	30.4	2.94
8.	UK	29.3	2.83
9.	Russia	25.7	2.48
10.	Malaysia	25.0	2.42
Total of 10 Countries		390.9	37.76
	India	6.6	0.64
	Others	637.5	61.60
Total		1035.0	100.00

Source:

<http://www.tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/Ministry%20of%20tourism%20English%202013.pdf> on 18/03/2013 at 11.06pm

Table 4 indicates the France contribution in international tourist arrival is high i.e. 8.02%, followed by China and Spain 5.57% each. However India's contribution is 0.64% which is very meager share in international tourist arrival in 2012.

Table 5: Share of Top 10 Countries of the World and India in International Tourist Receipts in 2012

Sr.	Name of Country	International Tourism Receipts (in US\$ billions)	Percentage Share
1.	USA	128.6	11.96
2.	Spain	55.9	5.20
3.	France	53.7	5.00
4.	China	50.0	4.65
5.	Italy	41.2	3.83
6.	Macao(China)	NA	-
7.	Germany	38.1	3.54
8.	U.K.	36.4	3.39
9.	Hong Kong	31.7	2.95
10.	Australia	31.5	2.93
Total of 10 Countries		467.1	43.45
11	India	17.7	1.61
12	Others	590.2	54.94
Total		1075.0	100.00

Source:

<http://www.tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/Ministry%20of%20tourism%20English%202013.pdf> on 18/03/2013 at 11.06pm

NA- Not Available,

Table 5 depicts that USA earned highest receipts from international tourism i.e. 11.96% among top ten countries in the world whereas India earned a very meager share 1.61% from international tourism. The total of top ten countries earnings from international tourism is amount to 43.45%. Indeed, there is much scope for developing nations to learn from top ten countries about marketing of tourism at international level.

Table 6: Top 10 Source Countries for Foreign Tourist Arrival in India 2012

Sr.	Name of Country	International Tourist Arrival (in millions)	Percentage Share
1.	USA	1040	15.81
2.	UK	0.788	11.98
3.	Bangladesh	0.487	7.40
4.	Srilank	0.297	4.52
5.	Canada	0.256	3.89
6.	Germany	0.256	3.88
7.	France	0.241	3.66
8.	Japan	0.220	3.34
9.	Australia	0.202	3.07
10.	Malaysia	0.196	2.98
Total of 10 Countries		3982	60.53
11	Others	2.595	39.47
Total		6.577	100.00

Source:

<http://www.tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/Ministry%20of%20tourism%20English%202013.pdf> on 18/03/2013 at 11.06pm

Table 6 highlights the share of top 10 source countries for foreign tourist arrival. In India like USA, UK, Bangladesh, Srilank and Canada have highest share in tourist arrival. These countries are much ahead compared to other countries in foreign tourist arrival in India. Least share was from Malaysia i.e. 2.98%.

### Role and Functions of Government of India in Tourism

Ministry of Tourism of the Government of India as the nodal agency formulates national policies and programmes for the development and promotion of tourism sector in the country. In performing this role the ministry coordinates the activities of various other central government ministries, state government, union territories and the private sector representatives, the union minister for tourism and culture, Government of India heads the ministry. The Secretary of tourism is also the ex- officio; Director General of Tourism provides the executive direction to the ministry. The Directorate General of Tourism is an attached office of the ministry, has 20 field offices within the country, 14 overseas offices. The overseas offices promote the market for Indian Tourism abroad. The domestic field offices are sources of tourist information. They are also responsible for monitoring the progress of implementation of field projects in their respective jurisdictions.

India Tourism Development Corporation (ITDC) is the only public sector undertaking under the charge of Ministry of Tourism, Government of India. The Ministry is also in charge of following autonomous institution.

1. Indian Institute of Tourism and Travel Management.
2. National Council for Hotel Management and Catering Technology and the Institute of Hotel Management.

There is one advisory committee to advise the Government for various tourism related policy and give movement for development and promotion of tourism in the country, the government constituted a National Tourism Advisory Council headed by Union Minister for Tourism and Culture, including the members representative of ministries of Government of India, Secretary to Tourism, Finance secretary, Principal Adviser (Tourism) Planning Commission, Culture Secretary, Urban Development Secretary, Foreign Secretary, Experts in the field of Travel and Tourism Management, President of Associations of Federation of Indian Chambers of Commerce and Industry, PHP Chamber of Commerce and Industry, Associated Chamber of Commerce and Industry of India, Confederation of Indian Industry Travel Agents Association of India, Indian Association of Tour Operators, Federation of Hotel and Restaurants Association of India, Hotel Association of India, Experience India Society, Ministry Secretary of tourism of various states/UTS(Union Territories) could be invited as special invitees as and when necessary. Member Secretary- Additional Director General Tourism, Ministry of Tourism Government of India.

### Recent Tourism Initiatives in India

#### Poll Tourism

<sup>vi</sup>Being the largest Indian democracy in the world has its own benefits. To make the most of the coming Lok Sabha elections, city-based Akshar Travels has come up with special packages for foreign tourists to help them experience the poll fervour. Akshar Travels and chairman of the Gujarat Tourism Development Society, has signed an agreement with about 60 tour operators across the country, as well as some in Paris, Amsterdam, Dubai, Abu Dhabi, London, Beijing, Tokyo, etc, to promote the cause of what he calls “poll tourism”.

“Poll tourism packages at ITB Berlin (International Tourism -Börse Berlin), a leading travel and tourism conference attended by tour operators, hoteliers and people from the hospitality sector from about 100 countries. They received about 800 enquiries for the election tourism package. London, Ukraine, Beijing, Singapore and parts of France accounted for most of these enquiries.”.

A typical poll tourism package, priced between \$1,200 and \$1,800 a person for a six-night-seven-day trip (including food, stay, transportation and a few activities) combines visits to major tourist attractions in India with attending political rallies, interacting with political leaders and soaking in the election fever. For instance, under a Delhi-Agra-Jaipur package, a tourist could visit various sites in the capital, attend political rallies and spend evenings interacting with representatives of political parties. They also approached the Election Commission of India to seek approval for foreign tourists to visit poll booths. However, it hasn't secured an approval so far.

Hoping to see about 2,000 visitors opting for packages, especially from regions like Egypt and the Gulf, where many are not familiar with a democratic process of electing leaders. Witnessing huge turnouts at political rallies, banners, hoardings and huge cut-outs of political leaders in the South; the entire experience of an Indian election is a once-in-a-lifetime one for many foreigners.”

Travel agency has designed such packages at an individual level, not with the help of any ministry. So far, most enquiries relate to the Delhi-Agra-Jaipur circuit. The circuits decided upon popular tourist ones like Delhi-Agra-Jaipur, Delhi-Bikaner-Jaisalmer-Jodhpur, Ahmedabad-Rajkot-Gondal, Dwarka-Porbandar-Sasan-Gir, Lucknow-Ayodhya-Varanasi, Delhi-Shimla-Manali-Chandigarh, Mathura-Agra-Haridwar-Rishikesh-Delhi, Cochin-Munnar-Thekkady, Guwahati-Kaziranga-Shillong and Gangtok-Lachen-Peling. Thus, this kind of Tourism product development is the commencement to exploit the available resources for the growth and development of tourism in India.

## Conclusion

To the conclusion Indian tourism is growing with leaps and bounds and have a great potential to be developed as a world class tourist destination. There is significant improvement in growth of arrival of tourist and their Foreign exchange earnings. The Directorate General of Tourism is an attached office of the ministry, has 20 field offices within the country, 14 overseas offices. The overseas offices promote the market for Indian Tourism abroad. The domestic field offices are sources of tourist information. They are also responsible for monitoring the progress of implementation of field projects in their respective jurisdictions. ‘Atithi Devo Bhavah’ (Guest should be treated like God), a nationwide campaign aims at sensitizing key stakeholders towards tourists, through a process of training and orientation. With success of first online campaign, subsequently many more campaigns have been launched and website has been revamped to [www.incredibleindia.org](http://www.incredibleindia.org).

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## End Notes

- <sup>i</sup> Heliport tourism is a destination in hilly and remote areas of the country
- <sup>ii</sup> Rural tourism project at Hodka village in the Kutch district of Gujarat.
- <sup>iii</sup> Eco Tourism refers to responsible travel to natural areas for conservation of environment and wellbeing of local people.
- <sup>iv</sup> <http://www.tourism.gov.in/Pages/AnnualReportArc.aspx>, accessed on 18/03/2014 at 11:46pm.
- <sup>v</sup> <http://www.tourism.gov.in/> on 18/03/2014 at 8:05pm.
- <sup>vi</sup> [http://www.business-standard.com/article/elections-2014/poll-tourism-now-foreigners-can-go-for-election-tourism-packages-for-1-200-114031200520\\_1.html](http://www.business-standard.com/article/elections-2014/poll-tourism-now-foreigners-can-go-for-election-tourism-packages-for-1-200-114031200520_1.html), accessed on 18/03/2014 at 11:51pm.