A Study of Contribution of Hospitality & Tourism Industry in Indian Economy

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Abstract

As per United Nations World Tourism Organization there has been a moderate but constant growth in the travel and tourism industry worldwide and India is not untouched by this. When there is a discussion about tourism industry on any platform, the discussion would be incomplete without the incorporation of hotel industry which is an integral part like heart to the human body.

Tourism is a leisure activity and in the present scenario when people move out they are a part of either inbound or outbound tourism. This tourist movement from one destination to the other enhances the graph of tourism, revenue and job opportunity which are interrelated. This paper not only focuses on how India is making its presence felt on the International tourism map but as well as the role of hotel & tourism industry in the Indian economy. The demand supply gap in India is a reality on ground zero which cannot be ignored. The Indian government E-visa for forty three nations is a step towards promoting India as a tourist hub. The paper also aims to seek those steps and measures being taken by the new government at the centre which will boost up the infrastructure and facilities in the hotel as well as tourism field and as a result more revenue would be generated. For the set objectives secondary data has been collected through newspapers, magazines, website, and research papers. After analyzing the facts and figures it can be said that the role of tourism in GDP contribution is getting large day by day.

Keywords: Tourism Industry, International Tourism, Hotel Industry, Revenue Generation

Introduction: Hospitality & Tourism Industry – A Major Revenue Generator

Tourism sector has become an important and a key industry in Indian Economy. According to the World Travel and Tourism Council, the tourism industry of India is likely to generate US $121.4 billion of economic activity by the end of 2015. Keeping up with the pace the hospitality industry is expected to generate US $ 24 billion in foreign exchange. The booming tourism industry will also bring a rapid growth in the hospitality sector by increasing the occupancy ratio as well as the average room rates. In Financial year 2013-2014 the occupancy ratio was 57% with an increase by 1% as compared to previous financial year. On the other hand a slight negative aspect was seen in terms of Average Room Rate decreasing by 3.4% over a period of one year due to supply pressures and general slowdown in the economy. Overall on the long run the future prospects for the hospitality business are positive from both business and leisure segment point of view as there is a lot of potential in terms of economic growth, increase in disable incomes and the burgeoning middle class.

Government of India has increased its budget of advertisement for activities like 'Incredible India' and 'Athithi Devo Bhava'- Visitors are like Gods, so that more and more inbound and international tourists choose India or places within India as their destination. The newly elected Government of India has clearly mentioned its intentions that tourism including hospitality sector will be given due weight age and importance. According to Cushman and Wakefield (C&W) report hospitality sector of India is expecting to witness a rapid growth in terms of refined infrastructure. On a rough count 4,304 new hotel rooms were expected to be available for guest use by the end of year 2014. Out of these 36% will be of mid-scale category, 13% in the upscale category, 17% in the budget room category, 13% in the upper scale category and 20% in the luxury category.

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Objectives of the Study

Out of many some facts and figures which are related to hotel industry have been analyzed and to do so certain objectives were down which are as follows:

1. To analyze the increase in the number of visitors as well as increase in the demand of rooms and beds.
2. To study the demand supply scenario of hotels in India.
3. To explore the role of tourism and hospitality industry in the revenue generation for Indian economy.

Review of Literature

According to Travel and Tourism Competitiveness Report 2016 FDI in tourism only contributes 1-2% of the total outward flows from largest source countries and a relatively smaller portion of inward FDI stocks for largest host countries. Annual report of year 2016 byXola (a consulting agency on tourism), states that the recent trends in the tourism financial flows highlighted the 'unglobalised' nature of FDI in tourism. There is relatively poor flow of funds internationally. Besides it also put the potential of increasing the flows in the near future by concentrating interest on this sector. A report by Robin Amster, November 2013, stated the six upcoming trends in tourism. It elaborated the concept of creative tourism and how 'consumption of experience' showcases the better status of individuals than mere holding of material goods. It also revealed the importance of both the senior citizen and the age group of eighteen years to thirty years as the 'big' consumers of the industry. Lastly the growth of multigenerational tourism and the impetus that luxury travel is gaining are both very important trends to be noticed. In the Euromintor's World Travel Market global trends report, India has been named as the travel social shake up. This means that the increased use of social media among the not-so-internet-friendly users of the country has given the ministry a base to expand the potential of tourism industry. All the major five star and above hotel have tapped this medium to their advantage. Need of the Study: In order to invest and boost the tourism sector, a proper scenario prevailing at present in India should be available. As of now nothing as such is available and one has to go through numerous resource materials to be able to understand the various plans and schemes of the government that could be taken to advantage. Highlights showcasing the Present Scenario of Tourism in India: Before entering into details of the discussion the prevailing situation of Indian tourism should be understood through the following statistics: The Travel & Tourism Competitiveness Report 2013 ranked India at the 65th position out of 144 countries. The report ranks the price competitiveness of India's tourism sector 20th out of 144 countries. It mentions that India has quite good air transport (ranked 39th), particularly given the country' stage of development, and reasonable ground transport infrastructure (ranked 42nd) As per the UNWTO World Tourism Barometer, December 2013, India's rank in the World Tourism Receipts during 2012 as 16th and rank in international tourist arrivals was 41. India ranked 7th among Asia and the Pacific Region in terms of tourism receipts during 2012. According to Impact of Tourism in Indian Economy by Dr.Viajayaragavan Dec. 2014 there has been a very positive growth in the past decade in the service industry healthy economic growth recorded in past few years, especially in the services industry. Higher disposable income and affordability have increased domestic leisure travel in India. Foreign tourist arrivals in India have also grown. However, the industry has shown signs of recovery in the first half of 2010. This is a clear indicator that the long-term prospects for the Indian travel and tourism industry are bright. According to Economic Impact of Tourism in India by Dr. John Matthai & Sharma 2014 development of tourist facilities was given a serious thought and a plan for the same was formulated in 1956 coinciding with the Second Five Year Plan. 'Tourism Section' in the Ministry of Transport was formed under 'Directorate of Tourism' in 1958. These were the major steps which the Government of India took in the 50's & 60's which formed the base of booming tourism sector in India.

Research Methodology

Research methodology is partly descriptive and partly exploratory. For this purpose fact, figures and information has been called by referring to of E-journals, UNWTO report, Ministry of Tourism, India, Annual report of various years, Travel and Tourism Competitiveness Annual Report from 2013 to 2016. The data which has been collected from Annual Report of Ministry of Tourism, India 2012, 2013, 2014, 2015, 2016 has been analyzed and tests of coefficient has been applied to see the relation between the variables of the data of different years.

Analysis and Discussion

The international travel and tourism industry continues to show steady growth according to the United Nations World Tourism Organization (UNWTO). In the year 2012 the tourist arrival worldwide was 1.035 million and in this India's share was 10%. This figure shot up to 1.057 million with an increase of about 5% by the end of year 2013. The positive sign for India is that its share in the International Tourism moved to 1.5% from 0.9% in the year 2012.

According to the World Travel and Tourism Council (WTTC) the tourism sectors contribution to the global economy continued to enhance in the fourth consecutive year and in the case of India it is for the third consecutive year starting from the year 2010. The economy contribution by the tourism sector either from direct or indirect activities was US $7 trillion in Gross Domestic Product (GDP) and 266 million jobs. In short Travel and Tourism sector accounts for 9.5% of global GDP, one in eleven jobs, 5% of investment and 55 of export.

When we look to the Indian scenario the picture is very pleasing as according to WTTC the total direct as well as indirect economy impact of the travel and tourism industry was US $128 billion by 2013, which means exactly 6.7% of the GDP and over 39.4 million jobs. According to the Statistics updated by the Ministry of Tourism, India the foreign tourist arrival in India has remained steady. Eventhough there has been a considerable slowdown in the growth rate in the year 2013, yet it is at par with the global scenario and can be expected to pick ever since the formation of new government at the centre and the economy getting stronger. India earned nearly about US $21.9 billion from its tourism sector experts. This comprises of 13% of all exports from the service sector.

Table 1 shows the number of foreign tourists arriving in India month wise. From the table it is clearly evident that there is an increase in the number of tourists arriving.

Table 1: Month-wise Foreign Tourist Arrivals (FTAs) in India, 2012-2014

Foreign Tourist Arrivals (FTAs) in India						
Month	*2012*	*2013*	*2014 (P)*	*Percentage(%) Change*		
				2013/2012	*2014/2013*	
January	681002	720321	719965	5.8	0.0	
February	681193	688569	737870	1.1	7.2	
March	606456	639530	668896	5.5	4.6	
April	447581	450580	504211	0.7	11.9	
May	374476	417453	420976	11.5	0.8	
June	433390	451223	491833	4.1	9.0	
July	485808	506427		4.2		
August	445632	486338		9.1		
September	411562	453561		10.2		
October	556488	598095		7.5		
November	701185	733923		4.7		
December	752972	821581		9.1		
Total	6577745	6967601	3543751	5.9		
Sub-Total (Jan-June)	3224098	3367676	3543751	4.5 @	5.2 @	

P: Provisional , @ Growth rate over January-June of previous year.

Source: (i) Bureau of Immigration, Govt. of India, for 2012 & 2013 (ii) Ministry of Tourism, Govt. of India for 2014.

The correlation between the tourist arrival of year 2012 & 2013 is 0.99 which depicts a very positive result in the increase of number of foreign tourist arrival.

Table 2 shows the earning in terms of Foreign Exchange Earning and the percentage change as compared to the previous year. It is clearly evident from the table that except a few exceptions there has been a very positive increase.

Table 2: Foreign Exchange Earnings (FEE), in US$ Million, from Tourism in India, 1997-2014

Year	*FEE from Tourism in India*	*Percentage (%) change over the previous year*
1997	2889	2.0
1998	2948	2.0
1999	3009	2.1
2000	3460	15.0
2001	3198	-7.6
2002	3103	-3.0
2003	4463	43.8
2004	6170	38.2
2005	7493	21.4
2006	8634	15.2
2007	10729	24.3
2008	11832	10.3
2009	11136	-5.9
2010	14193	27.5
2011	16564	16.7
2012	17737	7.1
2013#[2]	18445	4.0
Jan-June, 2014 #[1]	9334	**-0.8 @**

Advance estimates, @ Growth Rate over Jan-June, 2013

Ministry of tourism India

2011, 2012, 2013 &20

As shown in Table 1 & 2, the Annual Report of Indian Tourism Ministry, the number of foreign tourist arrival (FTA's) in India during the year 2013 was 6.97 million. This was about 5.9% higher as compared to FTA'S of 6.58 million during the year 2012. The year 2012 registered a growth of 4.3% as compared to year 2011.

The tourism sector produced foreign exchange earnings(FEEs) of US $18.445 billion by the mid of year 2013. In terms of Hospitality industry's performance in India, the rates occupancies and RevPar (Revenue Per Room) having not risen much due to increase in supply in the market, yet the picture is positive as global position of Indian tourism is on a steady growth after 2008.

Table 3 shows the number of Indian Nationals flying abroad for tourism related activities as well as the percentage change each year as compared to previous year.

Table 3: Number of Indian Nationals Departures (INDs) from India, 1997-2013

Year	*No. of Indian Nationals Departures (in Million)*	*Percentage (%) change over the previous year*
1997	3.73	7.6
1998	3.81	2.3
1999	4.11	8.0
2000	4.42	7.3
2001	4.56	3.4
2002	4.94	8.2
2003	5.35	8.3
2004	6.21	16.1
2005	7.18	15.6
2006	8.34	16.1
2007	9.78	17.3
2008	10.87	11.1
2009	11.07	1.8
2010	12.99	17.4
2011	13.99	7.7
2012	14.92	6.7
2013	16.63	11.4

Source:- Bureau of Immigration, Govt. of India

According to the figures mentioned in Table 3 one can analyze that there is a segment of Indian population which travels abroad for the tourism related activities. In a way it can be seen as a potential customer or client being lost. This is mainly because the cost of travelling to neighbouring countries of India is almost the same as one has to shell out for travelling within India by air. So if attractive packages can be offered to inbound tourists the potential customer would not be lost and moreover the revenue would add to Indian economy and more job opportunities would also be generated and eventually the contribution of tourism sector to Indian economy would enhance.

Table 4 shows the number of inbound tourist travelling across to various states each year along with the percentage change each year. Here as well the percentage change is very positive barring a few years.

Table 4: Number of Domestic Tourist Visits (DTVs) to all States/UTs in India, 1997-2013

Year	*No. of Domestic Tourist*	*Percentage (%) change over the previous year*
1997	159.88	14.1
1998	168.20	5.2
1999	190.67	13.4
2000	220.11	15.4
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.01	7.0
2006	462.32	17.9
2007	526.56	13.9
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1145.28	9.6

Source : State/ Union Territory Tourism Departments.

(P): Provisional, $-DTV figure of 2012 has been revise

As depicted in Table 4 that the number of inbound tourist is going on a higher side with each passing year. This is a very positive sign as one can see that even in year 2008 & 2009 when the entire world economy was hit by recession, the inbound tourist figure has gone high and it was one of the important factors for Indian economy not being adversely affected during the recession years.

Table 5 shows the number of inbound tourists visiting states across India and the percentage of each state.

Table 5: Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2013

Rank	*State/UT*	*Domestic Tourist Visit in 2013 (P)*	
		Number	*Percentage Share %*
1.	Tamil Nadu	244232487	21.3
2.	Uttar Pradesh	226531091	19.8
3.	Andhra Pradesh	152102150	13.3
4.	Karnataka	98010140	8.6
5.	Maharashtra	82700556	7.2
6.	Madhya Pradesh	63110709	5.5
7.	Rajasthan	30298150	2.6
8.	Gujarat	27412517	2.4
9.	West Bengal	25547300	2.2
10.	Chhattisgarh	22801031	2.0
Total of Top 10 States		972746131	84.9
Others		172534312	15.1
Total		1145280443	100.0

Source: State/ UT Tourism Departments.

(P): Provisional.

From Table 5 we can see that states like Uttar Pradesh and Chattisgarh which suffer from huge problems like low literacy rate, unemployment, lowest per capita income in the state, highest population density in the country, Maoist, women security and education. Even after such problems the two states are amongst the top ten states which are visited by inbound tourists and local population gets employment and local economy gets a boost. If the above mentioned problems are tackled one can imagine that the graph of inbound tourists would shoot up and the per capita income of the states would rise which would ultimately boost the Indian economy.

Table 6 shows the percentage share of top 10 states in terms of foreign tourist receipt in the year 2013.

Table 6: Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2013

Rank	*State/UT*	*Foreign Tourist Visit in 2013 (P)*	
		Number	*Percentage Share %*
1.	Maharashtra	4156343	20.8
2.	Tamil Nadu	3990490	20.0
3.	Delhi	2301395	11.5
4.	Uttar Pradesh	2054420	10.3
5.	Rajasthan	1437162	7.2
6.	West Bengal	1245230	6.2
7.	Kerala	858143	4.3
8.	Bihar	765835	3.8
9.	Karnataka	636378	3.2

Rank	*State/UT*	*Foreign Tourist Visit in 2013 (P)*	
		Number	*Percentage Share %*
10.	Goa	492322	2.5
Total of Top 10 States		17937718	89.9
Others		2013308	10.1
Total		19951026	100.0

Source: State/ UT Tourism Departments. (P): Provisional

Table 7 depicts the Indian share percentage in the Asia Pacific Region as well as across the world from year 1997 to year 2013. It also shows the rank of India in the Asia Pacific Region as the world.

Table 7: Share of India in International Tourist Arrivals in World and Asia & the Pacific Region, 1997-2013

Year	*International Tourist Arrivals (in million)*		*FTAs in India (in Million)*	*Percentage (%) share and rank of India in World*		*Percentage (%) share and rank of India in Asia and the Pacific*	
	World	*Asia and the Pacific*		*% Share*	*Rank*	*% Share*	*Rank*
1997	593.0	89.0	2.37	0.40	-	2.67	-
1998	611.0	88.3	2.36	0.39	47th	2.67	-
1999	633.8	97.6	2.48	0.39	46th	2.54	-
2000	683.3	109.3	2.65	0.39	50th	2.42	11th
2001	683.4	114.5	2.54	0.37	51st	2.22	12th
2002	703.2	123.4	2.38	0.34	54th	1.93	12th
2003	691.0	111.9	2.73	0.39	51st	2.44	11th
2004	762.0	143.4	3.46	0.45	44th	2.41	11th
2005	803.4	154.6	3.92	0.49	43rd	2.53	11th
2006	846.0	166.0	4.45	0.53	44th	2.68	11th
2007	894.0	182.0	5.08	0.57	41st	2.79	11th
2008	917.0	184.1	5.28	0.58	41st	2.87	11th
2009	883.0	181.1	5.17	0.59	41st	2.85	11th
2010	948.0	204.9	5.78	0.61	42nd	2.82	11th
2011	995.0	218.5	6.31	0.63	38th	2.89	9th
2012	1035.0	233.5	6.58	0.64	41st	2.82	11th
2013	1087.0 (P)	248.1(P)	6.97	0.64	42nd	2.81	11th

P: Provisional, - NA

Source:-(i) UNWTO Tourism Market Trends 2007 Edition, for the years upto 2005. (ii) UNWTO Barometer June 2010 for 2006 and January 2011 for 2007 (iii) UNWTO Tourism Highlights 2011 Edition for 2008 and 2012 Edition for 2009. (iv) UNWTO Barometer April 2014 for 2010, 2011, 2012 & 2013

Table 6 & 7 depict the number of foreign tourists visiting India as well as the share of India in the Asia Pacific Region and around the globe in terms of foreign tourist receipt and the position of India in world tourism arena. One can see that the rank of India has been constant over a decade but a positive sign is that there is a considerable increase in terms of foreign earning as well as employment in the sector.

Table 8 shows the percentage share of top ten countries and India in the year 2013 in terms of foreign tourist receipts. The table also shows the income of the respective countries.

Table 8: Share of Top 10 Countries of the World and India in International Tourism Receipts in 2013

Rank	*Country*	*International Tourist Receipts (P) (in US $ billion)*	*Percentage % Share*
1.	USA	139.6	12.04
2.	Spain	60.4	5.21
3.	France	56.1	4.84
4.	China	51.7	4.46
5.	Macao (China)	51.6	4.45
6.	Italy	43.9	3.79
7.	Thailand	42.1	3.63
8.	Germany	41.2	3.55
9.	United Kingdom	40.6	3.50
10.	Hong Kong(China)	38.9	3.36
Total of Top 10 Countries		566.1	48.83
India		18.4	1.59
Others		574.5	49.58
Total		1159.0	100.00

P: Provisional.

Source: UNWTO Barometer April 2014 and Ministry of Tourism (MOT)

Table 8 shows the share of top ten countries in the world in the tourism sector as well as the position of Indian and it is clearly visible that the share of India was less than 2% in the year 2013. Ministry of Tourism, India has set a goal that by the year 2018 the share of India would be more than 3%. Even countries like Singapore and Malaysia has a bigger share than India in the world tourism market.

Table 9 shows the number of approved hotels and the number of rooms available in India in the year 2013.

Table 9: Number of Approved Hotels and Availability of Hotel Rooms in the Country, as on 31st December, 2013

S. No.	*Category of Hotels*	*No. of Hotels (P)*	*No. of Rooms(P)*
1	One Star	86	2253
2	Two Star	122	3160
3	Three Star	634	26463
4	Four Star	114	8250
5	Five Star	86	10033
6	Five Star Deluxe	108	22173
7	Apartment Hotels	3	249
8	Time Share Resorts	1	31
9	Heritage Hotels	49	1394
10	Silver Bed & Breakfast Establishment	6	23
11	Unclassified	33	2829
	Total	1242	76858

Table 10 shows the number of approved tour operators approved by the Ministry of Tourism, India in the year 2013. The breakage is in the various categories of tourism.

Table 10: Number of Operators Approved by the Ministry of Tourism in the Country, as on 31st December, 2013

S.No.	*Operator*	*Nos.*
1	Travel Agent	288
2	Inbound Tour Operator	444
3	Tourist Transport Operator	131
4	Adventure Tour Operator	32
5	Domestic Tour Operator	76
	Total	971

Table 9 & 10 shows the number of star rated hotels as well as the number of approved tour operators in India. According to statistics of Ministry of Tourism, India there would be a shortage of 15% in the number of rooms available for tourists taking into consideration facts of year 2014. This shortage would rise when there are international events like Commonwealth Games or any other international sports events. Hence, we can say that more number of approved hotels and tour operators are needed to meet the demand in future which is a very positive sign for the Indian economy.

Comparision of Demand and Supply in Terms of Foreign and Domestic Tourist Arrival

According to the Annual Report of Indian Tourism Ministry, the number of foreign tourist arrival (FTA's) in India during the year 2013 was 6.97 million. This was about 5.9% higher as compared to FTA'S of 6.58 million during the year 2012. The year 2012 registered a growth of 4.3% as compared to year 2011.

The tourism sector produced foreign exchange earnings (FEEs) of US $18.445 billion. In terms of Hospitality industry's performance in India, the rates occupancies and RevPar (Revenue Per Room) having not risen much due to increase in supply in the market and the recession in the tourism environment. If we see the future, the gap between the demand and supply is very real and there is a desperate need within the budget and the mid market hotel in the country. Whether the tourist is an inbound or international, tourist safety is the first priority, either in budget or luxury category accommodation. Many domestic and international brands have made significant progress into this empty segment. Still there lies tremendous scope for these segments of hotels to bloom and occupy the empty space.

On an optimistic note the United Nations World Tourist Organization (UNWTO) expect the growth in the year 2017 at 6% in line with its long term forecast. If we analyze one year back picture where Indian rupee against a dollar was declining day by day it had a positive impact on the travel plan of foreign tourist coming to India due to depreciation of Indian currency, which meant they would have to spend less from their pocket.

The Foreign Exchange Earnings (FEEs) from tourism in rupee terms during 2016 were Rs. 1,55,650 with a growth rate of 15.1% as compared to FEE of Rs.1,35,193 crore during 2015 with a growth of 9.6% over 2014. The FEEs from tourism in US $ terms during 2016 were US $ 23, 146 million with a growth rate of 9.8% as compared to FEE of US$ 21,071 million during 2015 with a growth of 4.1% over 2014.

It is important to know the contribution of tourism in the total economy and the total jobs in the country. National Accounts (prepared every year by Ministry of Statistics & PI) measure the growth and contribution of various sectors like manufacturing, agriculture, services such as banking, transport, insurance, etc., while computing the GDP of the country. However, the System of National Accounts is not able to measure the growth and contribution of tourism in GDP. This is because tourism is not an industry in the way industry is defined in the System of National Accounts. Instead, tourism is a demand based concept defined not by its output but by its use. Industries defined in National Accounts, such as air transport, hotels & restaurants, etc. produce the same output irrespective of whether it is consumed by tourist or non-tourist. While the total output of these industries is captured by the National Accounts, it is only the consumption by tourists that defines the tourism economy, which is not readily available in the National Accounts. To assess the specific contribution of tourism, the need for a Tourism Satellite Account (TSA) thus arises. The 1st Tourism Satellite Account for India (TSAI) for the reference year 2002-03 was prepared in the year 2006. The 2nd TSAI was prepared in 2012 for the reference year 2009-10.

Findings of the Research

1. With the increase in the tourism activities whether inbound or outbound has led to the growth and expansion of the hotel industry. There were altogether 1.242 approved hotels which add up to a total of 76,858 rooms as on 31st December 2013.
2. Though there were many hiccups and fluctuations still the share of India in international Tourism Receipts rose from US $442.8 billion in the year 1997 to US $ 1159.0 in the year 2013.
3. Sports events like IPL, Commonwealth game; ICC Cricket World Cup provides an opportunity for expansion to tourism and hospitality industry.
4. Slowly but steadily the number of foreign Tourist Arrival (FTA's) in India has shot up from 2.37 million to 6.97 million in the year 2013.
5. As there is lot of potential for budget tourists the government of Indian in collaboration with the private sector has given encouragement to budget category hotels like Ginger, Lemon Tree etc.
6. The Foreign Exchange Earnings (FEEs) from tourism in US $ terms during 2016 were US $ 23, 146 million with a growth rate of 9.8% as compared to FEE of US$ 21,071 million during 2015 with a growth of 4.1% over 2014.

Challenges in the Near Future

Hospitality is expanding due to factors like more and more tourists are travelling from one destination to the other. This fact cannot be denied that India's share in international tourism is less than 2% but the figures over the past 10 years reveal a positive story and if, efforts are well channelized that day is not far when India will have a major share of the International tourism.

In addition there is a concern about sustainable tourism across the globe as well as safety of the guests and their belongings especially women travelling alone. As India as a tourist destination is yet to earn an image of a safe tourist destination at the international level. The central as well as the state governments need to work together and discover new tourist destinations so that the pressure on the ecological existence of the current tourist places can be released and sustainable tourism can be carried out.

Conclusion

Though, there is a lot to be done and India needs to pull up its socks and focus in the field of infrastructural development which matches with the international level. There is no shortage of tourist attraction spots across India but the accessibility of these spots remains a major concern which leads to unsatisfied tourist. If an unsatisfied tourist returns he will take a bad image about the country as well as his bad experience will force him not to return and at the same time he will share knight mare with other people known to him and ultimately others will also be discouraged to choose India as their vacation destination. With the entry of international chains the competition as well as the standard of the service has risen up which is a positive sign and this competition will get intense with the passage of time.

The good sign is that the current government is taking lot of forward steps in the field of tourism, recently the centre minister Mr. Mahesh Sharma has been given the Independent charge of Ministry of Tourism, India with different key result areas and High Tec action plan.

For greater visibility of "Incredible India", outdoor advertising campaigns including advertising at airports and on buses / trams, hoardings & billboards have been undertaken at prominent places in the important cities including Finland, Denmark, Paris, Barcelona, London, Los Angeles, Vancouver, Toronto, Venice, Moscow, Tokyo, Busan, Seoul, Sendai, Korea, Nagoya, Kyoto, Roppongi, Taipei City, Osaka, Taiwan, Daegu, Singapore, Rome, Milan, Thailand, Malaysia, Abu Dhabi, Sydney, Canberra, Perth, Melbourne, Adelaide, Brisbane etc.

Under the Market Development Assistance Scheme, the Ministry of Torism provides financial support to approved tourism service providers (i.e. hoteliers, travel agents, tour operators, tourist transport operators, etc.).

One of the important elements of the Marketing Strategy and Plan of Tourism Ministry is the Hospitality Programme, under which this Ministry invites Travel Writers, Journalists, Photographers, Film / TV Teams, Travel agents and Tour Operators, Agencies promoting Incentive / Convention Travel, Opinion Makers / Dignitaries / Celebrities / Speakers and Door Prize / Contest Winners, through the India tourism offices overseas, to effectively project India as an attractive multidimensional tourist destination offering a vast range of attractions. These invited guests are able to get first hand information / knowledge of the Indian tourism product during their familiarization tours. These guests were also invited to cover important events in India, including the Global Exhibition on Services (GESINDIA), Global MICE Travel Mart, 2nd International Day of Yoga, Kerala Travel Market, 5th International Buddhist Conclave, 9th Convention India Conclave and International Tourism Mart at Imphal, Manipur etc. in the year 2016.

Other schemes started by the Government of India like Visa on Arrival being extended to over 55 countries in the year 2016 will help to boost the revenue in terms of Foreign Excange Earning and take the share of India in International Tourist Market share over 3% by the end of 2017.

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