

Trend and Development in Indian Tourism

Soumyadeep Roy*

Abstract

This paper talks about the situation in India in the travel industry, the degree of approach in the travel industry, patterns and improvements in the tourism market, various battles in India and advances in new products. Chapters that rely on optional information for testing in government annual reports, chapters, websites, distributed and non-distributed archives. The appearance of travel and the development of foreign trade interests have been found to improve significantly. The Indian travel industry scenario had an emotional and concrete rate of development. The most important and obvious achievement through the existence of the travel industry was the establishment of the Indian Tourism Development Corporation (ITDC) in 1966. The National Tourism Development Policy, introduced in 2002, positions the travel industry as a major driver of financial development and sets the standard for preventing significant voluntary improvement in the travel industry. The layout of the travel industry contains seven major zones. Swagat (welcome), Soochna (information), Suvridha (facilitation), Suraksha (security), Sahyog (cooperation), Samrachna (infrastructure development), Safai (cleanliness). These have a detrimental influence on the travel industry's advancement. Public roadshows and mass media support in chapters, television and external media have attracted public attention to the Atithi Devo Bhavah program. An online home crusade was launched as part of an incredible Indian online campaign to boost the domestic travel industry. Improvements to new items, such as B. Travel industry golf, travel industry cruises, waterway cruises, skiing, paragliders, travel industry adventures such as mountain climbing, travel industry recovery, travel industry well-being, sustainable or ecotourism, Accessibility of the travel industry, etc. According to a survey, the travel industry is growing in the Indian market.

Keywords: National Tourism Policy, Foreign Tourism Arrival, and India Tourism Development Corporation (ITDC), Poll Tourism

INTRODUCTION

The travel sector is expanding at a rapid rate. The tourism sector was a big booster of the Indian economy in 2004-2005. In distant commerce, there was an emotional uptick. The arrival of international tourists has become increasingly extravagant. Visitors began to arrive from the United States, the United Kingdom, the Middle East, South Africa, Spain, France, and Portugal, among other places. The usual development rate of the travel sector in India is 13%, compared to 7% globally, demonstrating the importance of the travel industry to the Indian economy. Anyway, the Indian travel industry has a 0.52% share of the global travel industry and revenue is 0.89% of the world's revenue. The travel industry is a major donor of the Indian economy. The Indian economy is the second fastest growing economy in the world. With this economic development, the travel industry is also prospering. From 2002 to 2010, the global flow of vacationers increased from 2.58 million to 5.11 million. The emergence of travelers is increasing dramatically. It was 9% in 2013, but it was 4.3% in 2012. Foreign exchange revenue (FEE) from the travel industry was 105,836 chlores in 2013, an increase of 12.01%. In contrast, it was 21.77% in 2012. Part of the government's ongoing tourism support activities is to give the travel industry sector and motivators Firehouse status, private interests in the structure of income tax exemptions, conspiracy support, and reduced import obligations. Includes promotion. The inn and travel related industry has been declared to be an industry with a high need for external speculation, supporting up to 51 direct investments per penny of remote value in the program and 100% non-resident Indian speculation. And improve the standards associated with providing assistance. Includes travel specialists, visit managers and vacation managers. Rapidly, India's travel industry

* Assistant Professor-II, Amity School of Hospitality, Amity University, Kolkata, West Bengal, India.
Email: sroy2@kol.amity.edu

is a major untapped business that guarantees constant progress in long-distance trade, apart from providing the coveted boost for financial and social improvement across the country. It has potential. There have been significant improvements in the areas of increased seating restrictions, train and rail availability to major visitor destinations, and road coverage connecting major holiday hubs. The accounting firm has been reclassified for the convenience of visitors. From luxury resorts to paid visitor accommodation, there's something for everyone on any budget. Meanwhile, the flow of local tourists is expanding further, with Maharashtra in particular representing the largest number of residential tourists, for example 15.4 million in 2008. This administrative department has a bright future. India is also facing the problem of unemployment. This area of control of the travel industry creates huge businesses.

OBJECTIVES

The present study aims to achieve the following objectives:

- To recognise and analyse the paradigm alterations in the tourist sector over the past many years and how Indian trends have behaved.
- To assess the contribution of tourism to India's economic growth.
- To understand the impact of Incredible India campaign and effect of different tourism policies.

METHODOLOGY

The design used for this study was that of a descriptive research design which sought to examine, evaluate and assess the current trends in the tourism industry and also the role of tourism in economic development of India. Data was collected for this research using secondary sources. To accomplish the objective proposed in this work the author compiled tourism statistics from 2001 to 2020 with a goal of finding no of domestic and foreign tourist visits to India for this period.

The following databases were searched:

- Ministry of Tourism, Government of India and
- Indian statistics.

HISTORY OF INDIAN TOURISM

India is a country steeped in history and home to some of the world's most interesting civilizations. India is a South Asian country with New Delhi as its capital. The Constitutional Republic of India's government reflects a varied population of thousands of ethnic groups and the country's various languages. It has a population of approximately 1.2 billion people, making it the world's second-most populated country, according to the Population Reference Bureau (PRB). India was mainly self-contained when it was built some 9,000 years ago, and it became a cultural arena linked with Hinduism. This custom may be traced all the way back to the Indus culture. Other faiths, such as Buddhism and Jainism, have their origins in India, where Buddhism expanded throughout Asia and both religions are quite popular throughout the subcontinent. In addition to astronomy, fine art, architecture, mathematics, and music, India has established a vibrant intellectual life. Since its independence in 1947, the country has been praised for its economic growth. It has grown to become the world's seventh biggest country, and its location between mountains and the sea sets it apart from other Asian countries. From the Indian Ocean to snow-capped peaks and deserts in Rajasthan to the verdant forests of Kerala, India is a land of many extremes. India is one of the most popular tourist destinations in the world, attracting millions of visitors each year. These tourists are drawn to the area because of its natural beauty and cultural legacy. It also contains various historical landmarks, like as the Taj Mahal, Golden Temple, and Red Fort. With so much to offer, it's no wonder that tourism is one of the country's most important sources of revenue! In India, tourism has long been viewed as a key strategy for achieving socioeconomic development for the country's citizens. The tourist sector in India has been gradually growing in recent years. Not only that, but the tourism sector in India employs a large number of individuals from all over the world. There are several hotels, resorts, restaurants, and other amenities offered to visitors coming in India. It's no surprise that tourism is a significant source of foreign cash for India. The top body for the largest growth and promotion of Indian tourism is the Department of Tourism, Ministry of Civil Aviation, Government of

India. The Indian government has launched a variety of programmes and programmes to boost tourism. The Incredible India campaign, as well as a variety of scheduled events aimed at attracting international tourists, include the International Travel Mart, Destination India Exhibitions across the world, and Indian Cultural Festivals Abroad. India is a large country with many attractions. As a result, it's no wonder that millions of tourists visit India each year. From busy metropolis to calm countryside, the nation provides a diverse range of sights and sounds to appreciate. India is recognised for yoga and meditation in addition to its other tourism attractions. There is something fresh in every region of our nation, from the snow-capped Himalayas to the sunny beaches of Goa, from Assam's biodiversity to Kerala's biggest tea crop. Furthermore, with major cities like Mumbai, Bangalore, Chandigarh, and Delhi being so well connected by air, road, and rail networks from all over the world, getting about and exploring some of the city's attractions is simple. India's history may be divided into three key periods. The first phase is known as Ancient India, and it spans thousands of years, beginning when people first landed in India. This time span includes the Indus Valley Civilization (c. 3300-1300 BCE), which is regarded as one of the world's oldest civilizations and a forerunner of current Indian culture. A era in Indian history is viewed as stretching from the ancient period to the Mughal Empire in mediaeval India. This long period of time begins in the sixth century AD and concludes in 1526 with the establishment of the empire. Some historians say it began later and concluded earlier than these dates. India was likewise undergoing transition in the early twentieth century. The first nationalistic revolutionary movement in Bengal initiated the Indian independence struggle in 1857. The British Empire ruled India during this period, which lasted until 1947, when India attained freedom. India has a wealthy cultural heritage, pondered in its numerous population. The U.S.A.'s tradition has been fashioned through numerous outside and inner influences. Over the centuries, India has visible a extensive fusion of Hindus, Muslims, Jains, Sikhs and Buddhists. These religions are together called Indian religions as they originated in India. "Unity in diversity" – those are phrases that don't simply maintain which means however may be implemented to a rustic like India. From the time of Mauryas, Cholas and Mughals to the length of the British Empire, India has usually been well-known for its traditions and hospitality. Due to heat members of the family and a experience of celebration, India has a unique vicinity with inside the

international community. Its colourful tradition is an amalgamation of religions, festivals, food, arts, crafts and dance. The U. S. A. is colourful, eclectic, and draws many travelers for its tradition. Popularly called the land of God, the USP of India has the whole thing from tradition to values, customs and traditions that defines its beauty.

NATIONAL TOURISM POLICY AND INDIA'S USP

It turned into on October 30, 2001, withinside the Chief Ministers' Conference, that the Prime Minister of India Atal Bihari Vajpayee had stated: "Tourism is a primary engine of monetary boom in maximum elements of the sector... Tourism has super capability to create large-scale employment of various type from the maximum specialized to the unskilled... and anybody recognize the technology of large effective employment possibilities is what India desires the maximum." The destiny Tourism Policy of India has to consolidate India's aggressive strengths and sell USPs in which India presently outsmarts different nations of the sector. This turned into the primary run via for the reason that Independence that our policymakers had identified that journey enterprise may be a extensive economic motive force and commercial enterprise generator in India. The National Tourism Policy 2002 (which remains in power) in like way located the journey enterprise as a extensive motor of country's improvement. Travel and Tourism Industry contributed \$7.6 trillion to the global financial system recording 10.2 percentage of Global GDP and created 292 million occupations in 2016. For the sixth returned to returned year, improvement of the commercial enterprise has outflanked that of the global financial system, showing its versatility notwithstanding global geo-political vulnerability and economic instability. India's presentation has moreover been on similar lines. Today, the journey enterprise department in India contributes 7 percentage toward country wide GDP and produces 12.36 percentage work (on the spot and backhanded). Remote Tourists Arrivals (FTAs) are growing at a fantastic tempo of 15 percentage, defeating the mixed ordinary improvement tempo of seven percentage recorded the sector over. The excessive improvement tempo of FTAs has taken the out of doors change gaining stage to Rs. 1,75,000 crore (evaluated) in 2017. On the neighborhood the journey enterprise the front likewise India has recorded a notable improvement in the course of the maximum current

couple of years timing a improvement tempo of greater than thirteen percentage. Household tourist visits are relied upon to touch the 2 billion imprint earlier than the end of 2018. In spite of the truth that the acknowledgment of the primary activity of the journey enterprise section withinside the country's economic development has come fairly late, the acknowledgment of this fact withinside the Tourism Policy 2002 is presently paying profits. The saving grace is that the Draft Tourism Policy 2015, that's relied upon to show out at any factor withinside the close to destiny, because the New Tourism Policy of India, has moreover laid beneficent accentuation at the destiny activity of our journey enterprise section:

- By situating the journey enterprise as a want at the national, political and economic plan
- Developing and advancing the journey enterprise financially, socially, socially and ecologically, in a capable, maintainable and complete device In spite of the reality that the centrality of Sustainable Tourism turned into featured without precedent for the Tourism Policy 2002, which notion approximately manageability as a center value, the real push on developing the journey enterprise in India in a cost-effective manner figured withinside the Draft Tourism Policy 2015. The assertion of 2017 as 'Worldwide Year of Sustainable Tourism for Development' with the aid of using the UN, embraces this point. Practical the journey enterprise development for complete improvement in India have to be installed at the purpose of 'The journey enterprise for All'
- By advancing a framework for people' help withinside the journey enterprise development, advancing big name negative the journey enterprise and laying middle round maintainable community pastime adjusted to close by desires and belongings
- By spreading the journey enterprise normally to diverse unexplored regions and increasing the scope of the journey enterprise objects Because of the global endeavors toward bringing the concept of Responsible Tourism (RT) to the center level and showing of the fulfillment of Kerala Model, RT in India is slowly taking in addition roots and venturing into severa exceptional districts of the nation. India is presently assembling all companions to development withinside the course of using RT and making the journey enterprise an impetus for fine change. Essential association modifications and

mid-path revisions are, be that because it may, required to extend social, economic and ecological blessings to the close by networks with the aid of using retaining ordinary belongings, making sure legacy, assignment IEC techniques and pushing sensitisation battles. The destiny tactics want to put extra noteworthy accentuation on it and strengthen a manual, for making sure Responsible Tourism as a way of life and moreover symbolize the activity of all companions toward Responsible Tourism. To assure included development of the journey enterprise, India's reducing side Tourism Policy should be significantly decided with the aid of using the accompanying 'Three Key Pillars' (3Es), beneath the umbrella of Sustainable Tourism and Responsible Tourism:

- Economic – How to earnings and upload to the economic prosperity of the people and the nation? • Employment – How to apply the functionality of the journey enterprise in making enterprise openings?
- Environment – How to restrict harm prompted to the earth? The journey enterprise is an competitive section and on this manner, India desires to contend all round to place itself as one of the maximum-preferred purpose international locations. The coordinated development of the journey enterprise component in India withinside the path of the maximum current 4 years has visible India ascend from sixty fifth function to fortieth function (out of 136 international locations) withinside the Travel and Tourism Competitiveness Index (TTCI) Report 2017, dispensed with the aid of using the World Economic Forum (WEF). The WEF, biennially benchmarks the Travel and Tourism aggressiveness of global-wide economies on plenty of 14 columns and tactics (components) that empower development and depth of the location. An interior and out exam of India's exhibition in step with the 2017 launch of TTCI Report activates the accompanying perceptions:
- India has located excessive withinside the components Price Competitiveness; Cultural Resources and Business Travel; Natural Resources; Air Transport Infrastructure; International Openness and Ground and Port Infrastructure.
- India has scored low withinside the components ICT Readiness; Safety and Security; Prioritization of Travel and Tourism; Environmental Sustainability;

Tourist Service Infrastructure and Health and Hygiene.

- India's exhibition has been decrease than ordinary withinside the segments Business Environment and Human Resources and Labor Market The Futuristic Tourism Policy of India have to for that reason distinguish the components wherein India has now no longer gotten itself competitive and discern a manual and pastime have the desire to make an fulfillment in those columns. So also, the components wherein India has an unmistakable side over exceptional international locations have to be strengthened to extend and preserve India's higher hand. It might be superb digging in addition on a part of the flimsier columns, wherein India desires to incite new technique activities:
- Safety and Security of Tourists – To assure trouble loose information for visitors, an intensive National Strategy on Safety and Security of voyagers, including 'The journey enterprise Police' have to be created. Such a process will facilitate with current policing units in diverse states. Uncommon endeavors and crusades should be embraced to deal with the view of the people overseas approximately India.
- Tourism Infrastructure – India desires big Investments in constructing world-elegance the journey enterprise framework to fill the hollow amongst marketplace interest. While the Government spends its belongings on middle framework and open the journey enterprise basis, the destiny Tourism Policy of India have to fuse to be had sources to convey speculations, each from out of doors and family economic professionals into the journey enterprise basis and fill the existing and destiny hollow amongst request and deliver of the journey enterprise objects and administrations.
- Health and Hygiene – India located 104th out of 136 international locations on this column. As well-being and cleanliness affects journey and the journey enterprise location the maximum, the enterprise have to make the excellent of the 'Swachh Bharat' crusade.
- India's competitive first-class lies in its antiquated human development and the one-billion-in range populace; in its 4 world's maximum noteworthy religions; extraordinary ordinary and provincial

scene; legacy of antique beyond and cutting-edge structures; wealthy social respectable range with severa dialects, cooking styles, conventions, traditions, celebrations, music, move, expressions and specialties. India is moreover a global innovator in otherworldliness, well-being and yoga.

- India has 7500 km of seaside the front belt and large range of islands – Andaman and Nicobar and Lakshadweep. Water-primarily based totally the journey enterprise is one of the ability traits of India that may strengthen Cruise Tourism, development of islands because the journey enterprise spots at the traces of Maldives and Mauritius, Beach Tourism and Adventure Water Sports. With seventy three percentage of the Himalayan reaches, the Paradise on Earth (Jammu and Kashmir) and Unexplored Paradise (North-East district), Eco, Adventure and Golf Tourism are the sunrise sub-divisions of the journey enterprise in India.
- The liberal e-Visa device of the Government of India has opened entryways for enterprise and restorative voyagers who might now be capable of go to India with out infrequently lifting a finger thru e-Business and e-Medical visas. MICE Tourism and Medical Tourism are consequently in range columns wherein India is certain to be a global pioneer. The TTCI Report 2017 has moreover covered Price Competitiveness, International Openness and Air, Ground and Port Infrastructure to India's targeted first-class.
- The destiny Tourism Policy of India desires to merge India's formerly cited targeted traits and strengthen those Unique Selling Propositions (USPs) wherein India as of now defeats exceptional international locations on earth and wherein India can probably grow to be a global innovator soon. (Ref: *Destination Reporter India*)

TREND AND FEATURES OF TOURISM IN INDIA

Tourism enterprise in India is on a excellent growth on the moment. Tourism in India is essential for the U.S.A.'s financial increase. India has awesome ability to end up a chief worldwide traveller vacation spot and Indian tourism enterprise is exploiting this ability to the hilt.

Travel and tourism enterprise is the second one maximum forex earner for India and the authorities has given tour and tourism groups export residence status. The buoyancy withinside the Indian tourism enterprise may be attributed to numerous factors.

- 1) Firstly, the awesome increase of Indian economic system has ended in greater disposable earnings withinside the fingers of center class, thereby prompting an increasing number of big range of humans to put money into holidays overseas or at home.
- 2) In second, India is a booming IT hub and increasingly more humans are coming to India on enterprise trips.
- 3) In third, competitive marketing and marketing campaign “Incredible India” via way of means of Tourism Ministry has performed a chief position in converting the picture of India from that of the land of snake charmers to a warm and occurring vicinity and has sparked renewed hobby amongst overseas travellers. Travel and sixty eight tourism enterprise’s contribution to Indian enterprise is immense. Tourism is one of the important forex earners and contributes to the economic system circuitously via its linkages with different sectors like horticulture, agriculture, poultry, handicrafts and construction. Tourism enterprise additionally gives employment to tens of thousands and thousands of humans in India each without delay and circuitously via its linkage with different sectors of the economic system. According to an estimate general direct employment withinside the tourism region is round 20 million. Travel and tourism enterprise in India is marked via way of means of giant authorities presence. Each country has a tourism corporation, which runs a sequence of hotels/relaxation homes and operates package deal tours, whilst the primary authorities runs the India Tourism Development Corporation. The Travel and Tourism Competitiveness Report 2019 ranked India thirty fourth out of a hundred and forty international locations overall India is ranked sixty eighth a few of the international’s 139 maximum appealing locations and rankings very excessive on herbal resources (ranked eighth) and cultural resources (24th); with 30 international historical past webweb sites and sturdy innovative industries withinside the

U.S.A. India’s air shipping community is ranked 39th, the floor shipping infrastructure but stays underdeveloped (ranked 43rd). India is ranked first with reference to tourism air attendance. The promotional campaigns and advertising techniques to draw travelers stay average (ranked 53rd). The World Economic Forum take a look at states that India additionally blessings from exquisite rate competitiveness, ranked 6th overall, with low ticket taxes and airport prices at the side of low expenses withinside the economic system as a whole. These scores are primarily based totally at the Travel & Tourism Competitive Index (TTCI) 2011, which measures the different regulatory and enterprise associated issues. Moreover, India has been ranked the “quality U.S.A. logo for price for money” withinside the Country Brand Index (CBI) survey carried out via way of means of Future Brand, a main worldwide logo consultancy withinside the 12 months 2011. India additionally claimed the second one vicinity in CBI’s “quality U.S.A. logo for history”, in addition to seems a few of the pinnacle five withinside the quality U. S. A. logo for authenticity of artwork and lifestyle and the fourth quality new U.S. A. for enterprise. India made it to the listing of “growing stars” or the international locations which can be probable to end up main traveller locations withinside the subsequent 5 years, led via way of means of the United Arab Emirates, China and Vietnam.

India is a massive marketplace for tour and tourism. It gives a various portfolio of area of interest tourism products - cruises, journey, scientific, wellness, sports, MICE, eco-tourism, movie, rural and non secular tourism. India has been diagnosed as a vacation spot for religious tourism for home and global vacationers. In his Independence speech from Red Fort, Prime Minister Mr. Narendra Modi entreated humans to go to 15 home visitor locations in India through 2022 to sell tourism. India ranked 34 withinside the Travel & Tourism Competitiveness Report 2019 posted through the World Economic Forum. In WTTC’s Economic Impact 2019 document, India’s Travel & Tourism GDP contribution grew through 4.9%, which changed into the 0.33 maximum after China and Philippines. Additionally, the

document additionally highlights that among 2014 and 2019, India witnessed the most powerful increase within the range of jobs created (6.36 million), observed through China (5.47 million) and the Philippines (2.53 million). The Ministry of Tourism has created a coverage for improvement and promoting of caravan and caravan tenting parks. On January 25, 2021, Union Tourism and Culture Minister Mr. Prahlad Singh Patel introduced plan to increase an global-degree infrastructure in Kargil (Ladakh) to sell journey tourism and iciness sports. The Ministry of Road Transport and Highways has delivered a brand new scheme called 'All India Tourist Vehicles Authorisation and Permit Rules, 2021', wherein a visitor automobile operator can sign in on line for All India Tourist Authorisation/Permit. This allow may be issued inside 30 days of filing the application. The United Nations World Tourism Organisation decided on Pochampally in Telangana as one of the exceptional tourism villages in November 2021. From November 15, 2021, India allowed absolutely vaccinated overseas vacationers to go to India, which in flip will assist revive the Indian tour and hospitality region. In 2020, the tour & tourism enterprise's contribution to the GDP changed into US\$ 121.9 billion; that is anticipated to attain US\$ 512 billion through 2028. In India, the enterprise's direct contribution to the GDP is anticipated to report an annual increase price of 10.35 between 2019 and 2028. The tour marketplace in India is projected to attain US\$ 125 billion through FY27 from an envisioned US\$ 75 billion in FY20. The Indian airline tour marketplace changed into envisioned at ~US\$ 20 billion and is projected to double in length through FY27 because of enhancing airport infrastructure and developing get admission to to passports. There has been an boom within the call for for luxurious live amongst Indian consumers, because of growing purchaser spend. In line with this, key gamers are increasing their presence to cater to this call for. In October 2021, companies consisting of Accor and Wyndham Hotels and Resorts introduced to feature new resorts and homes in India to amplify footprint within the U.S.A. Accor, a French hospitality major, will amplify its India portfolio through including 9 extra resorts within the mid-scale and economic system classes, bringing the entire range of resorts to fifty four within the U.S.A. OYO estimates India to give a US\$ 26 billion possibilities through 2030. To similarly enhance its

function in India, in October 2021, the organization filed its draft pink herring prospectus (DRHP) for an preliminary public offering (IPO) of Rs. 8,430 crore (US\$ 1.2 billion) with the Securities and Exchange Board of India (SEBI). In 2020, the Indian tourism region accounted for 31.8 million jobs, which changed into 7.3% of the entire employment within the U.S.A. By 2029, it's miles anticipated to account for approximately fifty three million jobs. International Tourists arrival is anticipated to attain 30.five billion through 2028. e-Visa facility changed into provided to 171 international locations as of March 2021. The authorities delivered a scheme to enhance the tourism region through supplying one-month loose visitor visa to five lakh vacationers till March 31, 2022. In April 2021, the proportion proportion of FTAs changed into maximum from USA (26.85%), observed through Bangladesh (15.65%), Afghanistan (6.92%), UK (5.87%), Nepal (4.59%), Canada (4.27%), Iraq (2.99%), Portugal (2.40%), Germany (1.42%), Russian Fed (1.41%) Maldives (1.39%), France (1.33%), Sudan (1.21%), Korea (Rep.) (1.18%), and Australia (1.02%). In April 2021, the proportion proportion of FTAs in India changed into maximum at Bengaluru Airport (29.96%), observed through Mumbai Airport (17.48%), Ahmedabad Airport (15.72%), Delhi Airport (9.21%), Cochin Airport (4.91%), Chennai Airport (4.04%), Hyderabad Airport (3.34%), Lucknow Airport (2.40%), Bhavnagar Seaport (2.37%), Kolkata Airport (2.11%), Calicut Airport (1.41%), Amritsar Airport (1.35%), Kakinada Seaport (1.32%), Dabolim (Goa) (0.91%), Mangalore Airport (0.72%). Between January 2021 and April 2021, the range of FTAs changed into 376,083 compared to 2.35 million in January-April 2020 registering a poor increase of -84.0%. Under the Swadesh Darshan scheme, seventy seven initiatives were sanctioned of really well worth Rs. 6,035.70 crore (US\$ 863.60 million). The Ministry of Tourism has accredited sixteen initiatives for over Rs. 1,three hundred crore (US\$ 171.2 million) in India's North East beneath the "Swadesh Darshan" Scheme. The Ministry of Tourism released the NIDHI portal to recognize the geographical unfold of the hospitality region, its length, shape and current ability within the U.S.A. NIDHI will function a not unusualplace information repository for the Ministry of Tourism, State Departments of Tourism and Industry; this can allow the Central and State Governments to supply higher aid and

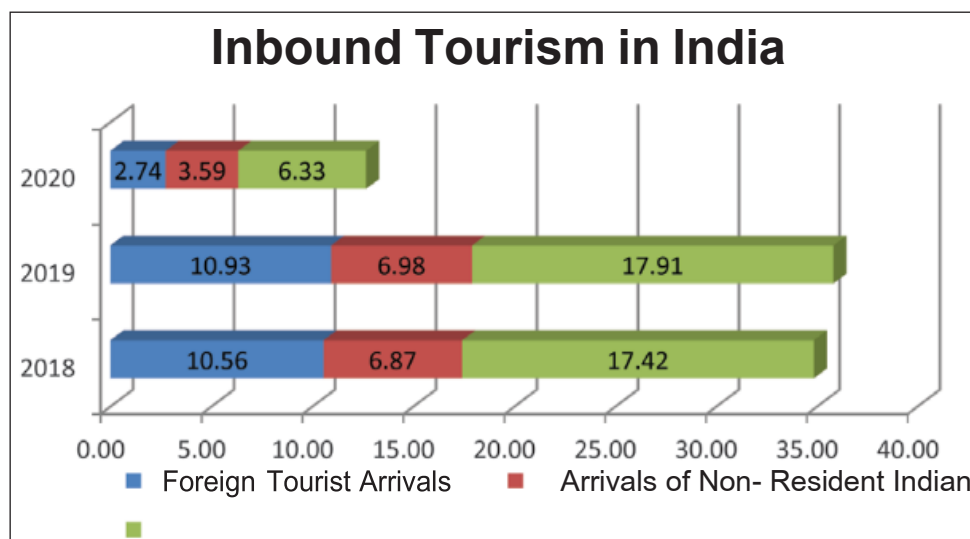
offerings which includes guidelines and techniques for the tourism region. As of December 31, 2020, 34,399 lodging devices were registered at the portal. The release of numerous branding and advertising tasks through the Government of India consisting of 'Incredible India!' and 'Athiti Devo Bhava' has furnished a targeted impetus to increase. The Indian Government has additionally launched a clean class of visa - the scientific visa or M-visa, to inspire scientific tourism within the U.S.A. The Government is operating to gain 1% proportion in world's global visitor arrivals through 2020 and 2% proportion through 2025. Amid the rest furnished through the authorities after the COVID lockdown, the Indian Association of Tour Operators (IATO) has entreated the authorities to finalise a roadmap for resumption of global flights and facilitate e-visas and visitor visas. The Indian Railway Catering and Tourism Corporation (IRCTC) runs a chain of Bharat Darshan visitor trains geared toward taking humans to diverse pilgrimages throughout the U.S.A. Subsequently in November end, India delivered a graded rest of its visa and tour regulations for extra classes of overseas nationals and Indian nationals. Post the pandemic crisis, the authorities plans to faucet into local tourism through starting doorways for South Asian U.S.A. vacationers. In November 2021, the Ministry of Tourism signed a Memorandum of Understanding (MoU) with Indian Railway Catering and Tourism Corporation to reinforce hospitality and tourism enterprise. The ministry has additionally signed an MoU with Easy My Trip, Cleartrip, Yatra.com, Make My Trip and Goibibo. In November 2021, the Indian authorities deliberate a convention to enhance movie tourism within the U.S.A. with an goal to set up home spots as desired filming locations. This circulate is anticipated to create jobs and enhance tourism within the U.S.A. The Government is likewise making critical efforts to enhance funding within the tourism region. In the lodge and tourism region, 100% FDI (Foreign Direct Investment) is permitted via the automated route. A five-yr tax vacation has been provided for 2-, 3- and 4-big name class resorts placed round UNESCO World Heritage web sites (besides Delhi and Mumbai). Government is making plans to enhance the tourism in India through leveraging at the lighthouses within the U.S.A. seventy one

lighthouses were diagnosed in India in an effort to be evolved as visitor spots. The lighthouses will characteristic museums, amphi-theatres, outside theatres, cafeterias, children's parks, green cottages and landscaping in step with its ability. India is frequently termed because the hotspot for bio-variety and its wealthy herbal background is unheard of in lots of ways. As of December 2020, the U.S.A. comprised ~104 country wide parks and 566 sanctuaries. The Government of India additionally introduced to increase 17 iconic visitor web sites in India into world-elegance locations as according to Union Budget 2019-20. Ministry of Tourism released DekhoApnaDesh webinar in April 2020 to offer facts on the numerous locations and the sheer intensity and expanse of the way of life and background of Incredible India. Until July 2021, ninety webinars were performed beneath the series. In October 2021, Prime Minister, Mr. Narendra Modi released the Kushinagar International Airport in Uttar Pradesh to enhance tourism. In July 2021, the ministry drafted a suggestion titled 'National Strategy and Roadmap for Medical and Wellness Tourism' and has asked hints and comments from numerous Central Ministries, all nation and UT governments and administrations in addition to enterprise companions to make the report extra comprehensive. In May 2021, the Union Minister of State (IC) for Tourism & Culture Mr. Prahlad Singh Patel participated within the G20 tourism ministers' assembly to collaborate with member international locations in protective tourism businesses, jobs and taking tasks to border coverage tips to aid the sustainable and resilient restoration of tour and tourism. Ministry of Tourism has delivered the Incredible India Tourist Facilitator (IITF) and Incredible India Tourist Guide (IITG) Certification Programme, geared toward developing an internet studying platform of well-educated visitor facilitators and publications throughout the U.S.A. The IITF idea is aimed to sell micro-tourism, i.e., tourism in much less explored regions of the U.S.A. As according to the Federation of Hotel & Restaurant Associations of India (FHRAI), in FY21, the Indian lodge enterprise has taken a success of >Rs. 1.30 lakh crore (US\$ 17.81 one billion) in sales because of effect of the COVID-19 pandemic. *(As per report from India Brand equity foundation)*

Inbound Tourism: Foreign Tourist Arrivals (FTAs), Arrivals of Non-Residents Indians (NRIs) and International Tourist Arrivals (ITAs) 2001-2020

Year	FTAs in India (in Million)	Percentage(%) Changeover Previous Year	NRIs Arrivals in India	Percentage (%) Changeover Previous Year	International Tourist Arrivals in India (in Million)	Percentage(%) Changeover Previous Year
2001	2.54	-4.2	-	-	-	-
2002	2.38	-6.0	-	-	-	-
2003	2.73	14.3	-	-	-	-
2004	3.46	26.8	-	-	-	-
2005	3.92	13.3	-	-	-	-
2006	4.45	13.5	-	-	-	-
2007	5.08	14.3	-	-	-	-
2008	5.28	4.0	-	-	-	-
2009	5.17	-2.2	-	-	-	-
2010	5.78	11.8	-	-	-	-
2011	6.31	9.2	-	-	-	-
2012	6.58	4.3	-	-	-	-
2013	6.97	5.9	-	-	-	-
2014	7.68	10.2	5.43	13.11	-	-
2015	8.03	4.5	5.74	5.7	13.76	5.0
2016	8.80	9.7	6.22	8.5	15.03	9.2
2017	10.04	14.0	6.77	8.8	16.81	11.8
2018	10.56	5.2	6.87	1.4	17.42	3.7
2019	10.93	3.5	6.98	1.7	17.91	2.8
2020	2.74	-74.9	3.59	-48.6	6.33	-64.7

Figures updated as in June 2021.



Source:(i) Bureau of Immigration, Govt. of India.

Month-Wise Foreign Tourist Arrivals in India, Jan 2019-June 2021

Month	Foreign Tourist Arrivals (FTAs) in India				
	2019	2020	2021 (P)	Percentage (%) Change	
				2020/19	2021/20
January	11,11,040	11,19,250	83,822	0.7	-92.5
February	10,90,516	10,18,440	99,640	-6.6	-90.2
March	9,78,236	3,28,304	1,23,179	-66.4	-62.5
April	7,74,651	2,820	69,442	-99.6	2362.5
May	6,15,136	3,764	13,307	-99.4	253.5
June	7,26,446	8,590	29,397	-98.8	242.2
July	8,18,125	12,655			
August	8,00,837	19,761			
September	7,51,513	28,167			
October	9,45,017	41,494			
November	10,92,440	70,977			
December	12,26,398	90,544			
Total (Jan-June)	52,96,025	24,81,168	4,18,787	-53.2@	-83.1@
Total (Jan-Dec)	1,09,30,355	27,44,766		-74.9	

Figures updated as in January- June 2021.

Source:(i) Bureau of Immigration, Govt. of India.

Month-wise estimates of Foreign Exchange Earnings (FEEs) in US \$ billion from Tourism in India, 2018-2020

Month	Foreign Exchange Earnings (in US \$ Billion)			Percentage (%) Change	
	2018 # 2	2019 #2	2020 #2	2019/18	2020/19
January	2.791	2.575	2.833	-7.7%	10.0%
February	2.76	2.521	2.551	-8.7%	1.2%
March	2.648	2.331	0.784	-12.0%	-66.4%
April	2.379	2.466	0.009	3.7%	-99.6%
May	1.889	1.983	0.012	5.0%	-99.4%
June	2.125	2.316	0.027	9.0%	-98.8%
July	2.468	2.646	0.041	7.2%	-98.5%
August	2.37	2.504	0.064	5.7%	-97.4%
September	2.101	2.359	0.094	12.3%	-96.0%
October	1.998	2.401	0.013	20.2%	-95.3%
November	2.302	2.777	0.190	20.6%	-93.2%
December	2.755	3.179	0.241	15.4%	-92.4%
Total (Jan-Dec)	28.586	30.058	6.959	5.1%	-76.8%

Source: Ministry of Tourism, Govt. of India.

Month-Eise Estimates of Foreign Exchange Earnings (FEEs), In Rs. Crore from Tourism in India, 2018-2020

Month	Foreign Exchange Earnings (in Rs. Crore)			Percentage (%) Change	
	2018 # 2	2019 # 2	2020 #2	2019/18	2020/19
January	17,755	18,205	20,200	2.5%	11.0%
February	17,757	17,959	18,241	1.1%	1.6%
March	17,222	16,214	5,830	-5.9%	-64.0%
April	15,620	17,134	71	9.7%	-99.6%
May	12,752	13,642	94	7.0%	-99.3%
June	14,398	16,083	208	11.7%	-98.7%
July	16,976	18,205	307	7.2%	-98.3%
August	16,492	17,867	479	8.3%	-97.3%
September	15,150	16,824	686	11.0%	-95.9%
October	14,701	17,057	831	16.0%	-95.1%
November	16,584	19,840	1,413	19.6%	-92.9%
December	19,474	22,631	1,776	16.2%	-92.2%
Total (Jan-Dec)	1,94,881	2,11,661	50,136	8.60%	-76.3%

Source: Ministry of Tourism, Govt. of India.

Number of Domestic Tourist Visits to All States/UTs in India, 2001-2020

Year	No. of Domestic Tourist Visits (in Million) to States/UTs	Percentage (%) Change over the Previous Year
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.04	7.0
2006	462.44	18.0
2007	526.70	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	1142.53	9.3
2014	1282.80	12.3
2015	1431.97	11.6
2016	1615.39	12.8
2017	1657.55	2.6
2018	1853.79	11.8
2019	2321.98	25.3
2020	610.22	-73.7

Source: State/Union territory tourism department.

Number of Foreign Tourist Visits to All States/UTs in India, 2001-2020

Year	No. of Foreign Tourist Visits (in Million) to States/UTs	Percentage (%) Change over the Previous Year
2001	5.44	-7.8
2002	5.16	-5.1
2003	6.71	30.1
2004	8.36	24.6
2005	9.95	19.0
2006	11.74	18.0
2007	13.26	12.9
2008	14.38	8.5
2009	14.37	-0.1
2010	17.91	24.6
2011	19.50	8.9
2012	18.26	-6.3
2013	19.95	9.2
2014	22.33	11.9
2015	23.33	4.4
2016	24.71	6.0
2017	26.89	8.8
2018	28.87	7.4
2019	31.41	8.8
2020	7.17	-77.2

Source: State/Union territory tourism department.

Tourist Attractions in India: India is rich in tourism potential across the country. It consists of hills, forests, mountains, rivers and seas. For tourists, India has two special attractions such as wildlife and a variety of ancient monuments. Remains and relics of prehistoric civilization, the temples, sculptures and sacred places associated with Buddha, the Hindu temples and caves of Ellora, Elephanta, Khajuraho, Khandagiri, Udagiri and Tanjore. The monuments, palaces and fortresses of Muslim rule: the exquisite The Tajmahal and the remnants of European rule such as the Portuguese forts and churches at Goa, Diu and Bandel and the British forts and residences at Chennai, Surat and Lucknow and the beautiful spots in the Himalayas are tourist attractions.

India is located in the southern part of Asia. The southern part of the country is a Peninsula. India is a country of diversity. It has a variety of physical properties. The country is roughly divided into five physical divisions. These are the Himalayan mountain ranges, the Indo-Gangetic Plains and the Brahmaputra Valley, the South-Central Indian Plateau and the Deccan Plateau, the Great Indian Desert and the Coastal Plains. The tourism authorities of India should organize the package and tour tourism in a great way to attract tourists to the Indian islands. This will provide jobs for the locals, improve their economy and provide the nation with much-needed foreign exchange. The tourism authorities have to take care of the water and electricity needs of the islands and additionally take care of the proper ecology of the small and isolated islands as they are affected by tourists. Everywhere the eager tourists take reef life forms as souvenirs (shells, shell jewelry and ornaments).

Incredible India—The Campaign

In actuality, since the travel industry is on a high in the 21st century and that there is a move of universal sightseers from created nations to the creating ones, the Indian economy utilized it. With the end goal of expedite center the rich multi social legacy and assorted variety enduring in India and to lay accentuation on a few viewpoints like the travel industry, foundation, regular assets, celebrations, authentic landmarks and so forth, the Government of India Ministry of Tourism instituted the idea of Incredible India. A Government of India activity, Incredible India is a universal showcasing effort to advance the travel industry in India in the year 2002 to the worldwide group of spectators. The then Joint Secretary

under the Union Ministry of Tourism, Amitabh Kant authoritatively marked and advanced the title Incredible India.

Listed underneath are the prime business goals of Incredible India:

- To advance India as the attractive goal among worldwide voyagers from the United States, Europe and Asia Pacific.
- To expand on the current Incredible India crusade.
- To pull in more guests to India.
- To connect with voyagers in a practical manner.

Incredible India embraced such a showcasing methodology, that not just contained the conventional advertising media blend yet additionally incorporated web based promoting with the end goal that the Ministry of Tourism could arrive at the rising number of individuals who look into their vacation goals on the web. The Ministry understood the requirement for an amazingly intuitive yet captivating effort to find out message maintenance as and when the voyagers would settle on the choices to visit their preferred global occasion goals, months before the real travel dates.

Coming up next is the rundown of items that were utilized to achieve this online crusade:

- MSN Homepage
- MSN Channels
- Windows Live Hotmail
- Microsoft Offers Solution Rich Media Ads
- Optimized Media Plan (For imaginative arrangement)
- Opt-in Hotmail Newsletters

The crusade promotions were run on the previously mentioned Travel, News and Entertainment channels. Service's choice to work with Microsoft Advertising for its ubiquity and worldwide arrive at empowered Incredible India to contact voyagers, while limiting the battle costs. Web based publicizing which involved beautiful rich media creatives to feature India's fascinating intrigue, produced significant level of enthusiasm among the focused on group of spectators accordingly in way baiting them to firmly think about India as their movement goal.

The online crusade which was run on advanced media stages exhibited the accompanying key outcomes:

- There was improved probability to consider India as the traveler goal for excursion by 19 rate focuses.
- 84 percent precision rate as far as movement chiefs' objective fragment was seen.
- 90 percent of the reaction test utilized the web for arranging relaxation travel.
- More than 75 percent of the reaction test apparent India as an alluring goal.

“We were aware of the need to go beyond traditional media, as the internet influences travel decision making in a significant way. The retention value of our traditional media was low due to ‘push advertising.’ It does not support the interaction that the internet can provide.”
-Leena Nandan, Joint Secretary, Government of India Ministry of Tourism.”

India got mind boggling reaction from the online battle to target global holidaymakers while limiting the crusade costs. Accordingly, the point of advancing India as the goal of decision and present India as a total traveler goal could be effectively cultivated through viable web based promoting procedures which involved running vivid and alluring advertisements, pamphlets and different messages imparted to the forthcoming global voyagers. (Ref: Digitalvidya blog)

Steps Taken by Government to Promote Tourism and Hospitality Sector

In 2020, the sector's overall contribution to India's GDP fell by 36.3% compared to 2019. The decline was mainly due to domestic and international travel restrictions, curfews and social distancing measures implemented by the Indian government. In 2020, the industry also recorded a 20th employment decline. In visitor spending, the decline was most notable in the international visitor segment, down 61%, or \$18.8 billion, from 2019. In the domestic visitor segment, the decrease was 30.7%, or \$42.9 billion. In order to boost the domestic travel and tourism sector, the Government of India has launched several programs from 2020 to 2021 through different ministries. camping parks. On January 25, 2021, the Union Minister for Tourism and Culture, Mr.Prahlad Singh Patel announced a plan to develop world-class infrastructure in Kargil, Ladakh to promote adventure tourism and winter sports. To support the travel and tourism sector, the Ministry of Road Transport and Highways has launched a new

program – All India Touring Vehicles. Authorization and Permit Rules, 2021. Through this scheme, a tour vehicle operator can obtain an “All India Tourist Authorization/Permit” online within 30 days of submitting an application. By 2028, the direct contribution of tourism and hospitality sector to GDP is expected to reach Rs. 12.68 billion and international tourist arrivals are expected to reach 30.5 billion by 2028. To support this growth, India offers eVisa facilities to 171 countries (as of March 2021). The program is administered by the Department of Tourism through the National Credit Guarantee Trustee Company Ltd (NCGTC). Under the program, more than 11,000 registered tour guides and other travel and tourism stakeholders receive financial support in the form of loans from various national and private banks. Working capital/personal loans are made available under this program to individuals working in the tourism sector. Taking responsibility and restarting (after being impacted due to COVID-19). The program includes 10,700 regional tour guides and 904 Travel and Tourism Actors (TTS) recognized by the Department of Tourism or state governments. The following incentives are included in the program: The eligible TTSA can get a loan of up to Rs.10 lakh. Licensed tour guides can get a credit of up to Rs.1 lakh. additional guarantees. The central government provides guarantees for these loans. Once visa issuance resumes, the Government of India will provide free visas to the first 5,000 tourists. The benefit of free visas is only available once per tourist and the program is valid until March 31, 2022 or until 500,000 visas are issued (whichever goal is reached before then). The program is expected to be a great attraction for short-term visitors (people who come for a month). The total financial impact of this plan would be Rs 1,000 crore and once the plan expires the regular visa application fees will apply.

CONCLUSION

To the end Indian the travel industry is developing with jumps and bonds and have an incredible potential to be create as a world class traveler goal. There is huge improvement in development of appearance of visitor and their Foreign exchange profit. The Directorate General of Tourism is a joined office of the service, has 20 field workplaces within the nation, 14 abroad workplaces. The abroad workplaces advance the market for Indian Tourism abroad. The household field offices are wellsprings of vacationer data. They are additionally answerable for

observing the advancement of usage of field extends in their particular wards. 'Atithi Devo Bhavah' (Visitor ought to be dealt with like God) a nation wide campaign targets sharpening key partners towards travelers, through a procedure of preparing and direction. With success of first online crusade, in this way a lot more battles have been propelled and site has been revamped to www.incredibleindia.org.

The travel and tourism sector is a major contributor to the Indian economy and the Government of India is taking proactive steps to help the industry overcome the challenges posed by COVID. The actions taken by the Government of India and the Ministry of Finance are expected to significantly assist stakeholders in the sector. These measures are expected to provide the necessary liquidity to support short-term operations. It will also support state-approved tour guides affected by the sector's current slowdown amid the pandemic and help the sector achieve the projected GDP contribution of Rs 12.68 trillion by 2028.

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