

INDIA

Indian Tourism Industry

By:-

Anamika Goswami

Poorvi Joshi

Rishabh Agrawal

IN WORD & IMAGE

PHOTOGRAPHS BY ERIC MEOLA



Tourism >>

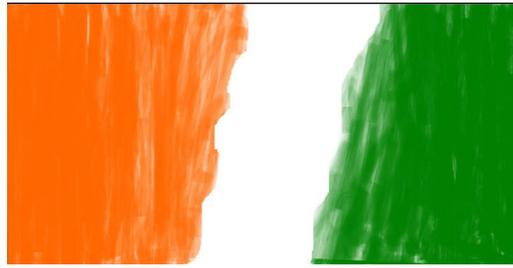
What is Tourism?

- ▶ **Tourism** is travel for recreational, leisure or business purposes.
- ▶ The World Tourism Organization defines **tourists** as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".



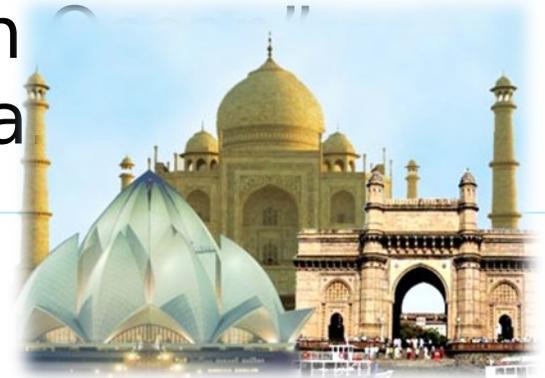


India >>



India is the land of myriad experiences and exotic locales. It is a world of resplendent colours and rich cultural locales, be it magnificent monuments, heritage temples or tombs. The Country's ancient cultural heritage is inextricably linked to its technology driven present existence. The co-existence of a number of religions and cultures, together with an awe-inspiring topography makes it the perfect place for a complete holiday experience.

- ▶ Conde Nast Traveller, UK in its Readers Travel Awards 2008 has ranked India among **the top 2 most favoured countries** in the world, consecutively for the second year.
- ▶ India received the award for the **leading destination** at the Asia World Travel Awards 2008-“Asia and Indian Ceremony, in Shanghai, China



TYPES OF TOURISM IN INDIA:



India- A Civilization Alive

- ▶ Adventure sports
- ▶ Cool Retreats
- ▶ Deserts
- ▶ Eco Tourism
- ▶ Luxury Trains
- ▶ Beaches
- ▶ Indian cuisine
- ▶ Mice
- ▶ Spirituality
- ▶ Royal Retreats
- ▶ Wellness-Yoga
Aayurveda
- ▶ Wild Life
- ▶ Heritage Sites



Heritage sites	Cultural Attractions	Beaches / Benchmarks	Health And Wellness	Wildlife Sancturaies/National Park
Ajanta Caves	Holi	Anjuna beach in Goa	Ayurveda	Corbett National Park
Ellora Caves	Dipawali	Kovalam beach at kerela	Yoga	Sariska National Park
Agra Fort	Pongal	Marina beach, Goa	Meditation	Ranthambore National Park
Taj Mahal	Kumbh Mela	Juhu beach at Mumbai	Shirodhara-Oil Therapies	Kajiranga National Park
Sun Temple, Konarak	Many famous temples	Baga beach at Goa	Panchkarma Therapies	Kanha National Park
Golden temple,Amritsar	Indian music and dances	Dona Paula beach , Goa	Steam Therapies	Gir National Park & Sanctuary
Group of Monuments at Khajuraho				Mudumalai Sanctuary

New Tourism Products

- ▶ **Monsoon magic** : focus from month of April to October.
- ▶ **Rural & village tourism** : the tourism industry is laying special focuses on infrastructural development in various rural destination in various rural destinations in India.
- ▶ **Medical tourism** :The Indian Healthcare Delivery is estimated at US \$ 18.7 billion.The industry is growing about 13% annually.
- ▶ **Wellness & spa tourism** : luxurious world class health spa's are mushrooming across the country.
- ▶ **Luxury tourism** : Palace on Wheels,Palaces of country e
- ▶ **Adventure tourism** : with emphasis on eco toursim.
- ▶ **MICE** : convention centres coming up in the metro cities.



Some Facts & Figures



- ▶ Foreign exchange earnings from tourists were up by more than **20% at** \$5730.86 **million** in 2005, up from \$4769 earned the previous year.
- ▶ According to the latest report of tourism industry, India's medical tourism has registered an annual growth rate of 25 per cent and is expected to touch the **\$2 billion** mark **by 2012**.

- ▶ According to **WORLD TOURISM ORGANISATION**, India will lead in **South Asia** with **8.9 million** arrival by year **2010**.
 - ▶ According to **TREVAL AND TOURISM**, 2nd **fastest(8.8%) tourism economy** in the world over **2005-2014**.
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Policies by Government of India

In the year 2002, the Government of India announced a New Tourism Policy to give boost to the tourism sector.

The policy is built around the 7-S Mantra:-

Swaagat (welcome)

Soochanaa (information)

Suvidhaa (facilitation)

Surakshaa (security)

Sahyog (cooperation)

Sanrachnaa (infrastructure) and

Safaai (cleanliness).

Some of the salient features of the Tourism Policy are:

- ▶ The policy proposes the inclusion of tourism in the concurrent list of the Constitution to enable both the central and state governments to participate in the development of the sector.
- ▶ No approval required for foreign equity of up to 51 per cent in tourism projects. NRI investment up to 100% allowed.



- ▶ Automatic approval for Technology agreements in the hotel industry, subject to the fulfillment of certain specified parameters.
 - ▶ Concession rates on customs duty of 25% for goods that are required for initial setting up, or for substantial expansion of hotels.
 - ▶ 50% of profits derived by hotels, travel agents and tour operators in foreign exchange are exempt from income tax. The remaining profits are also exempt if reinvested in a tourism related project.
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Current Situations

Impact of 26/11 on Indian tourism industry-

- ▶ The Mumbai terror attack has had an impact on the otherwise booming tourism industry. The tourism ministry is doing everything it can to save the sector from a nosedive.
- ▶ As India's tourism infrastructure develops, it could emerge as one of the biggest tourist attractions. "The world is just starting to re-discover India "

- ▶ India's tourism infrastructure is yet poor when compared to the 'best of the world' standards. Yet its diverse and fascinating history has led to the creation of a booming tourism industry. Foreign visitors presently spend more than US \$15.4 billion annually in India

Average length of stay in country

COUNTRY	NO. OF DAYS
India	31.2
Canada	5.22
Brazil	13.00
France	7.31
Hong Kong/China	3.38
Japan	8.80
Malaysia	5.50
Singapore	2.60
Spain	12.9
Thailand	8.4

Source:- World Tourism Organization

Facts to know..

- ▶ Tourists inflow from Australia -

In the last three years the tourist arrivals from Australia to India have almost doubled to a record figure of 1,00,000.

- ▶ Tourists inflow from Britain-

Every year about 3000,000 tourists from Britain visit India for both business as well as leisure.

▶ Tourists to India
spend more

Tourists to India spent \$ 372 on their visa cards in the year of 2005. This is a 25% rise from the year 2004 thereby, making India the fastest growing Asia -Pacific market for the International tourist spending

Fortunately, after a drop of about 10% in foreign tourist arrival between October 2008 and June 2009, the inbound tourist market is showing definite signs of revival.

- ▶ Leading Tourist destination

With nearly 140 three and two star hotels, Kerala has turned into a major hot spot for foreign tourists. However Tamil Nadu hold the second position in attracting foreign tourists.

- ▶ Employment generated by tourism in India

Tourism Industry provides employment to about 2 corers of people in India.



magic of immortals.

art of the roman.

daughter of moonlight.

wonder of the world.

heaven of mankind.

cure of the romantics.

a million glambles.

one incredible gaze.

Incredible India

INCREIBLE INDIA CAMPAIGN >>>

Destination Marketing!



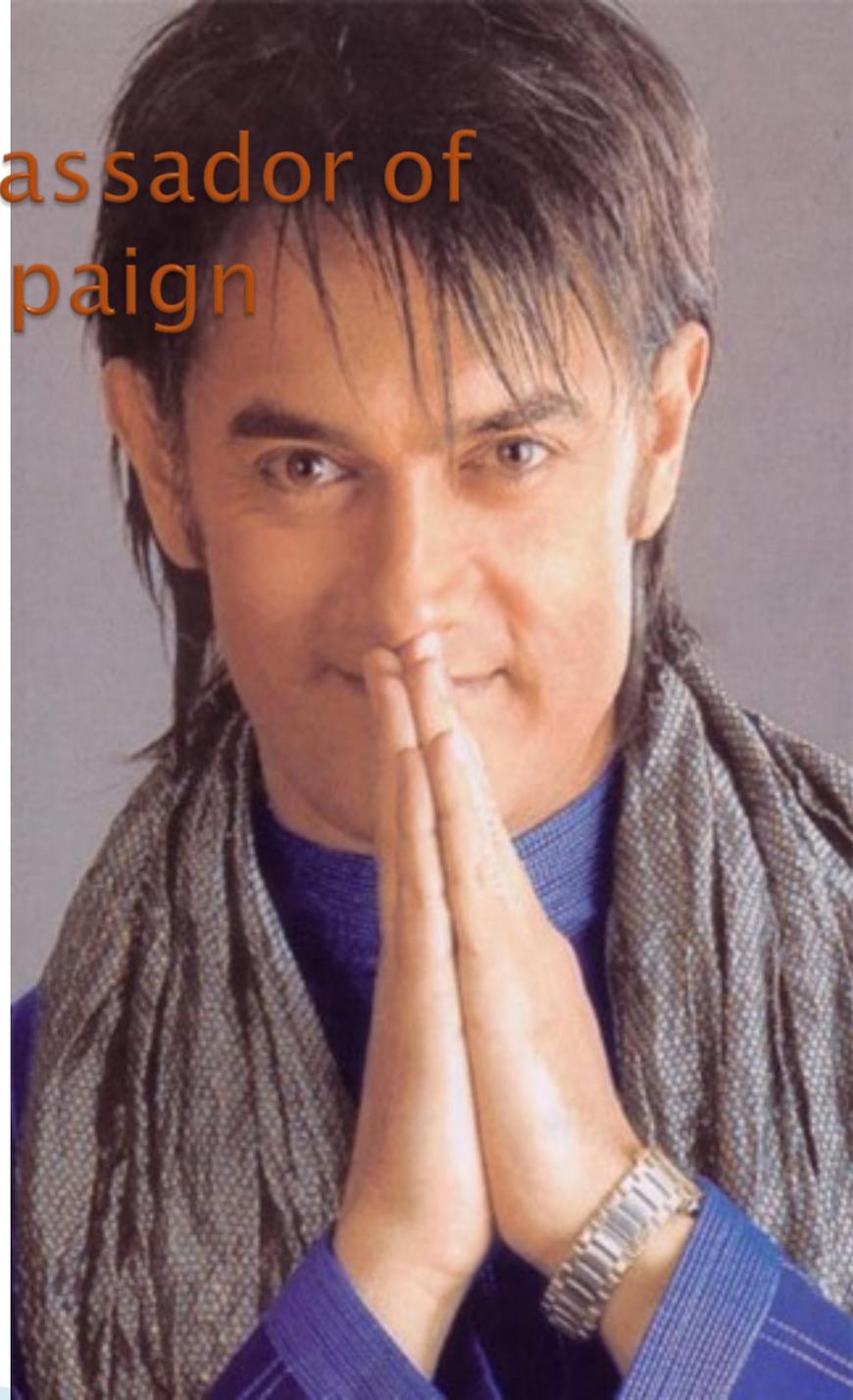
oneindia
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Amir Khan

Aamir Khan – The New Brand Ambassador of Incredible India Campaign

Union Ministry of Tourism has featured **Aamir Khan** as the brand ambassador for its immensely successful Incredible India campaign and spread the message of "Atithi Devo Bhava" (guest is god).



- ▶ Winner of 2005 PATA Grand Award in the Heritage category for its “Ajanta Ellora Conservation & Tourism Development project”.
 - ▶ Winner of 2005 PATA Gold Award in Print media category for its “Incredible Taj” ads.
 - ▶ Winner of 2004 PATA Gold Award for INCREDIBLE INDIA CAMPAIGN.
 - ▶ Travel & Leisure-HIGHEST RECALLED AD WORLD WIDE.
 - ▶ The Incredible India International Television Commercial for 2008 has recently won the Grand prix Award.
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Strengths



Weaknesses



Opportunities

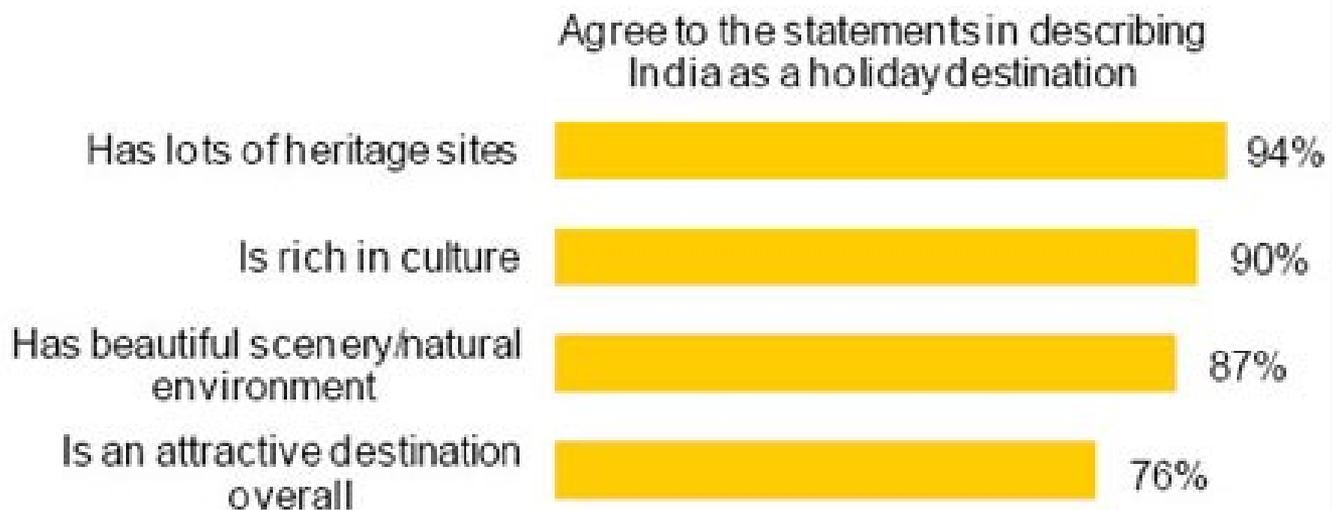
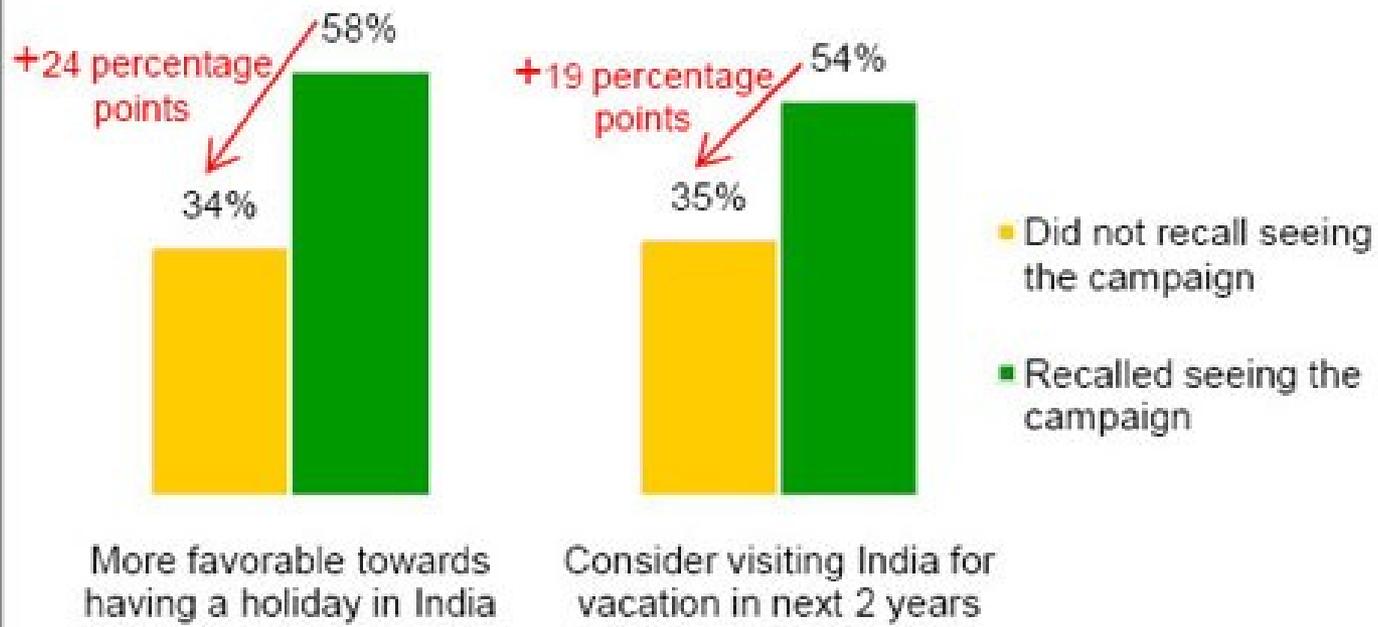


Threats



SWOT Analysis >>

The way to success!



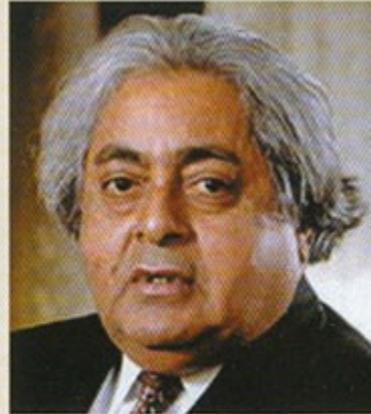
STRENGTH

1. Different Variants of tourism.
2. International cooperation.
3. Average length of stay.
4. Rich culture, heritage & colorful festivals.
5. Scenic beauty of the country attracts tourists from various parts of the world.
6. Terrain is ideally situated for adventure activities.
7. Well known Indian hospitality.

TOP FIVE PRIORITIES WITH RAM KOHLI, FOUNDER PRESIDENT OF IATO AND CHAIRMAN, CREATIVE TRAVELS INCLUDE RISING HOTEL PRICES, LACK OF ROOM AVAILABILITY AND INFRASTRUCTURE.

Rising hotel prices in India

The hotel prices in India are rising at unreasonable rates. No one denies



FOCUS**TOP5**

when it comes to the basic infrastructure needed to make India a successful tourist destination. We need to fix these areas faster than is being done now.

Taxation

It is becoming increasingly unprofitable to work in the travel industry. The skewed and illogical tax laws are creating a disincentive to growth. It seems that the finance ministry is bent on killing the goose that lays the golden eggs. There is no desire to understand our business models and international pressures to keep the destination competitive.

Infrastructure-related Issues are a Concern, **Ram Kohli**

that we had dropped the prices too low, but to ask for astronomical increases leaves a bad taste with the client. Price increases should be gradual and not provide a sense of price gauging.

Hotel room availability

The lack of hotel accommodation is another major concern. Demand and supply are at a major imbalance. We

have been through cycles like this before and so far the hospitality industry seems to be unable to predict trends and increase capacity to match that.

Basic infrastructure issues

We don't have decent bathrooms at monuments, we don't have enough luxury cars and buses, we don't have enough top-notch guides. These are just a few issues

Brand fatigue

The Incredible India campaign has been doing well over the past few years. But now, it may be time for the country to re-evaluate its marketing efforts and explore options to enhance the brand and give it a fresh perspective. **T3**

– Navin S Berry

WEAKNESSES

1. Inadequate infrastructure to match the expectation.
2. Restrictive airline policy of the GOVERNMENT of India.
3. Overcrowding of popular tourist centers.
4. Inadequate marketing & information channels of information.
5. Some places are inaccessible, specially in winter.
6. Lack of professional management.
7. Lack of basic amenities.

OPPORTUNITIES

1. Government of India is giving more attention to certain regions like North-East India.
2. Asian Development Bank is preparing a Sub-Regional Plan for Development of tourism in India.
3. Potential for private sector's investment in tourism projects.
4. Availability of high quality human resource.
5. Rapid growing middle-class.



Explosions rock Indian rail stations

Scores of people were killed and hundreds injured when eight bombs exploded over a span of 15 minutes at seven train stations Tuesday in Bombay, India.

Train station and time of explosion
All times local.

SOURCES: Mumbai Metropolitan Region Development Authority; Mumbai Metro System; Star News television



जयपुर में सीरियल ब्लास्ट

नौ धमाके ■ 75 मरे ■ 150 से ज्यादा घायल

प्रमुख संवाददाता/एजेंसियां जयपुर

राजधानी जयपुर में मंगलवार शाम 15 मिनट के अंतराल में एक के बाद एक नौ बम धमाकों में लगभग 75 लोगों मारे गए हैं, जबकि 150 से अधिक के घायल होने की सूचना है। मृतकों की संख्या बढ़ भी सकती है। सूत्रों के अनुसार आठ जिंदा बमों को निष्क्रिय किया गया। मुम्बई के विजय नामक एक संदिग्ध को गिरफ्तार किया गया है।

रिमोट कंट्रोल से संचालित बम साइकिलों में फिट किए गए थे। पुलिस महानिदेशक ए.एस. गिल ने बताया कि एक किमी. के बीच छह स्थानों पर नौ धमाके हुए। ये धमाके शाम 7.10 से 7.25 के बीच हुए। पहला धमाका माणक चौक पुलिस थाने के पास हुआ। इसके बाद 15 मिनट के बीच जीहरी बाजार स्थित हनुमान मन्दिर, जीहरी बाजार में ही नेशनल हैडलूम एम्पोरियम, त्रिपोलिया बाजार में सरगासूली, कोतवाली थाना, छोटी चौपड़ व हनुमान मन्दिर चांदपोल बाजार के पास एक के बाद एक धमाके हुए। चांदपोल बाजार में हनुमान मन्दिर व कोतवाली स्टेशन छोटी चौपड़ के निकट कुछ जिंदा बम निष्क्रिय किए गए हैं। अति. महानिदेशक ए.के.जैन के अनुसार सभी बम टाइम बम थे। उनमें चड़ियां फिट थीं और वे साइकिल में रखे हुए थे।

कोतवाली पुलिस स्टेशन के पास बम धमाके के एक प्रत्यक्षदर्शी रामबाबू के अनुसार पुलिस स्टेशन के बाहर पार्किंग के पास साइकिलों में बहारा कर देने वाली धमाकों की आवाज हुई। विस्फोट में पास में खड़े पांच पुलिसकर्मी जखमी हो गए। पुलिस के अनुसार विस्फोट काफी सोच-समझ कर किए गए थे। क्योंकि विस्फोट मन्दिरों के पास हुए। मंगलवार होने के कारण बड़ी संख्या में शहर से यहाँ बनत दर्शनों के लिए एकत्र होते हैं। शहर में पहली बार हुए इन सीरियल ब्लास्ट ने लोगों में दहशत भर दी।

- प्रधानमंत्री और राष्ट्रपति ने की घटना की भर्त्सना
- राजधानी दिल्ली समेत पूरे देश में हाई अलर्ट
- ब्लैक कैट कमांडो की टीम जयपुर पहुंची
- शिवराज पाटिल ने लिया राजस्थान मुख्य सचिव से ब्योरा
- अजमेर शरीफ के बाद राजस्थान में दूसरा हमला
- ऐतिहासिक हवा महल को कोई नुकसान नहीं
- मृतकों के परिवार वालों को पांच-पांच लाख मुआवजे की घोषणा



दिनेश चौधरी



7.10-7.25 बजे

पहला धमाका माणक चौक थाने के पास हुआ, इसके बाद जीहरी बाजार स्थित हनुमान मंदिर नेशनल हैडलूम के शोरूम त्रिपोलिया बाजार, कोतवाली थाना, छोटी चौपड़ और चांदपोल बाजार स्थित हनुमान मंदिर के पास एक के बाद एक आठ धमाके हुए

ब्लास्ट के पीछे कौन

हरकत उल अंसार जेहादी इस्लामी (हज्जी) के हाथ होने की आशंका

गुलाबी शहर ही क्यों

आतंकवादी अब छोटे और सॉफ्ट टारगेट को बना रहे हैं निशाना

त्वरित टिप्पणी

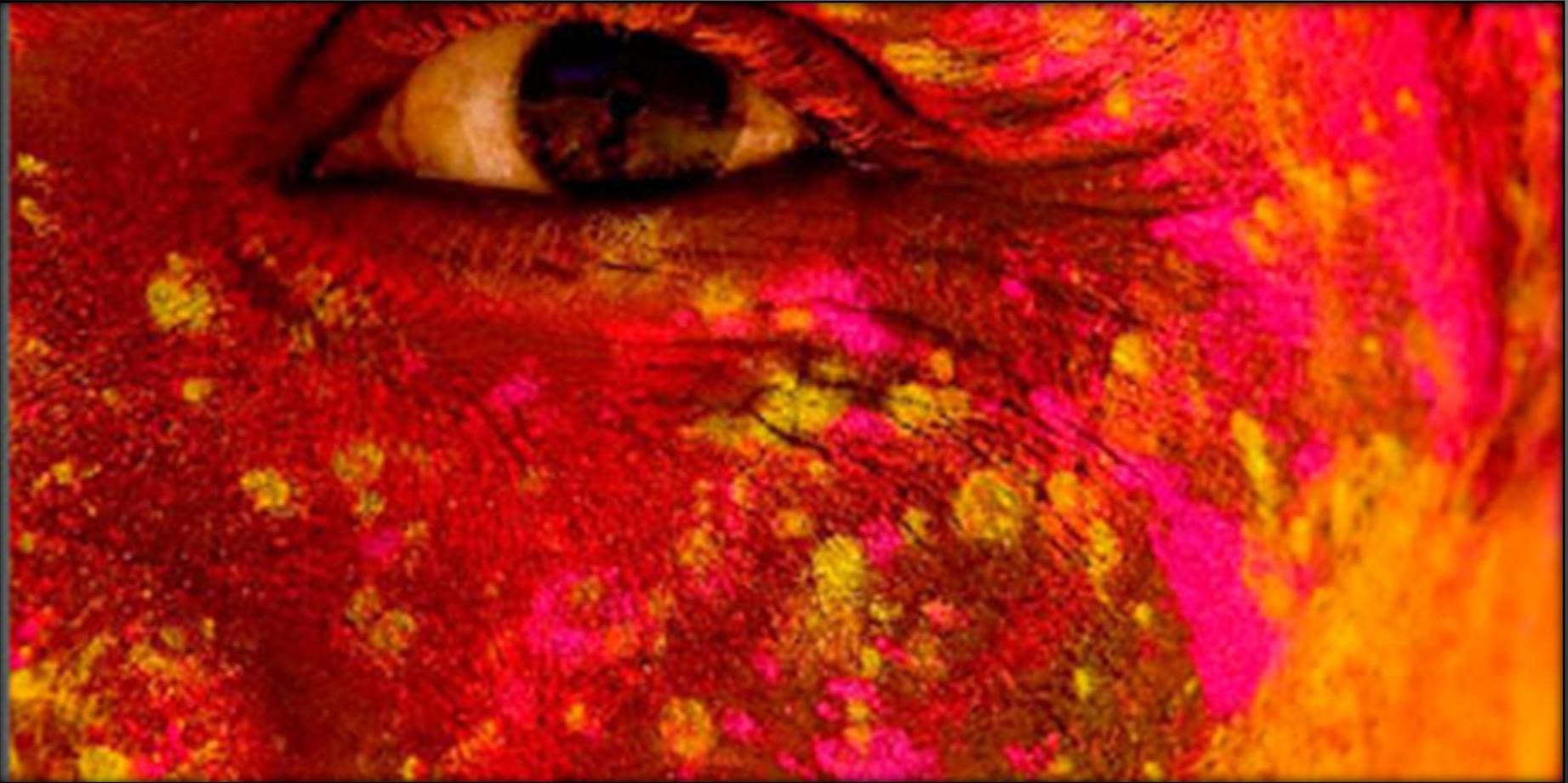
परमाणु परीक्षण के दस साल पूरा होने के भीके पर इन धमाकों का मकसद यह संदेश देना हो सकता है कि भारत के पास परमाणु शक्ति है, लेकिन वह आतंकवाद के खिलाफ लड़ाई में शक्तिहीन है

डी. रमन, आतंकवाद मामलों के विशेषज्ञ



THREATS

1. Terrorism is the major setback of the region.
2. Strong competition between states of India & abroad.
3. Disorganized tourism development.
4. Environmental factor also impose a threat.
5. Recession.
6. Inflation/Deflation.



Comparison in last years >>>

Arrival & FOREX earning estimates!

Foreign tourist arrivals and estimated Foreign Exchange Earnings during the years 1999-2008 and January-March 2009

Year	Foreign Tourist Arrivals (in nos.)	Percentage Change Over Previous Year	Estimated Foreign Exchange Earnings (Rs. in Crore)	Percentage Change Over Previous Year	Estimated Foreign Exchange (in Million US\$)	Percentage Change Over Year
1999	2481928	-	12951	-	3009	-
2000	2649378	6.7	15626	20.6	3460	15.0
2001	2537282	-4.2	15083	-3.5	3198	-7.6
2002	2384364	-6.0	15064	-0.1	3103	-3.0
2003	2726214	14.3	20729	37.6	4463	43.8
2004	3457477	26.8	27944	34.8	6170	38.2
2005	3918610	13.3	33123	18.5	7493	21.4
2006	4447167	13.5	39025*	17.8	8634	15.2
2007	5081504	14.3	44360*	13.7	10729	24.3
2008@	5366966	5.6	50730#	14.4	11747#	9.5
2009@ (Jan-Mar)	1460774	-13.8 **	13582#	-13.2**	2731#	-30.6**

Advance Estimates * Revised Estimates @ Provisional

** Percentage change of January-March 2009 over January-March 2008

THANK YOU

