

# Tourism Promotion in India

Dr Devendra Kumar Pandey

Professor, Amity Business School, Amity University Madhya Pradesh, Maharajpura Dang, Gwalior (MP)-474005 (India)

## ARTICLE DETAILS

### Article History

Published Online: 15 May 2019

### Keywords

Tourism, Tourism development, Atulya Bharat, Tourism marketing.

### \*Corresponding Author

Email: dkpandey[at]gwa.amity.edu

## ABSTRACT

India is a vast, diverse country with a rich cultural history and has been a preferred place for many great world personalities and tourists. Some of the visitors to India have given amazing remarks about cultural richness of India. The sector gives millions of direct and indirect employment and contributes to GDP as well. Due to this reason, Govt of India has decided to promote tourism sector directly. "Atulya Bharat" and "Atithi Deo Bhavah" campaigns were launched by Govt of India to make this sector sustainable. Budgetary support from the Govt side has helped this sector to grow.

## 1. Introduction

Tourism has always been a social event for any society. It is the basic human nature to explore the unexplored, visit places of Historical, Commercial, Religious places along with other places having rivers, mountains etc. This provides an opportunity to tourists to have new experiences, work, education and entertainment. On the other hand it also gives an opportunity to people to understand the values and to promote social, and religious interests. Tourism has developed economic conditions of many states in India. But there are many more dimensions of the Tourism. It also helps to understand the cultural diversity of different places and contributes for the economic development for smaller states such as Goa, Kerala etc.

India is a vast, diverse country with a rich cultural history and has been a preferred place for many great world personalities and tourists. Some of the visitors to India have given amazing remarks about cultural richness of India. Some of them are:

- **Mark Twain, American author** "India is the cradle of the human race, the birthplace of human speech, the mother of history, the grandmother of legend, and the great-grandmother of tradition. Our most valuable and most instructive materials in the history of man are treasured up in India only."
- **Max Mueller, German scholar** "If I were asked under what sky the human mind has most fully developed some of its choicest gifts, has most deeply pondered on the greatest problems of life, and has found solutions, I should point to India."
- **Romain Rolland, French scholar** "If there is one place on the face of earth where all the dreams of living men have found a home from the very earliest days when man began the dream of existence, it is India."

## 2. Tourism Promotion in India:

Govt of India has decided that tourism growth rate should increase rapidly. To achieve this objective, a central campaign

was started with theme "Atithi Deo Bhavah". The campaign was focused on Indian citizens and was aimed to develop respect for the tourists coming to India. They should be given secure atmosphere and should be received as our own guest. In Indian culture, guests are considered equivalent to the God. Likewise these tourists, if treated with respect and given secure atmosphere, they will carry a positive image about India and will recommend their fellow citizens to visit India. The word of mouth publicity are considered superior as compared to other modes because the endorsers, in most of the cases have already experienced the product/service and only after being satisfied, they recommend this product/service to others.

Before this campaign, one more popular and successful Tourism promotion campaign was "Atulya Bharat", launched in 2012. The campaign showcased the Wild life, the Himalayan terrain, yoga and ayurvedic assets of India. The campaign was launched in India as well as in foreign countries as well. This was probably the first mega campaign to promote Indian Tourism at international level. The campaign was successful in attracting the NRIs residing in other countries. All channels of media viz print, electronic media were used to promote this campaign.

## 3. Gujarat Tourism:

At state level, Gujarat tourism campaign has got tremendous attention by tourists, strategists and researchers in the area of tourism. Mr Amitabh Bacchhan, famous Indian film actor was engaged to promote this campaign. As brand ambassador of Gujarat Tourism, his punch lines "Kuchh din to gujaro Gujarat me" and "Khushbu Gujarat ki" have become most recalled punch lines of advertising industry.

Reason behind promoting tourism is that it provides direct and indirect employment as well. The contribution of tourism in GDP is 6.5% and it gives employment opportunity to around 4 crore individuals. To strengthen this sector, Govt directly promotes and monitors various tourism schemes.

Budget Outlay of Ministry of Tourism, Govt of India for Foreign Publicity and Promotion including Marketing Assistance was Rs 300.00 Crore for 2018 and Rs 454.24

Cre for 2019. Out of total Tourism promotion budget of Rs 2150 Crore, following are the major heads, where Ministry of Tourism has allocated funds (amount in Rs Crore):

**4. Budget Provision for 2018-19**

1. Swadesh Darshan – Special Tourist Circuits with explicit Themes: 1100.00
2. Overseas Promotion and Publicity including Market Development Assistance: 454.24
3. National Mission for Pilgrimage Rejuvenation and Spiritual Augmentation Drive: (PRASAD) 150.00
4. Domestic Promotion and Publicity including Hospitality: 135.00
5. Assistance to IHMs/ FCIs/IITTM/ NCHMT: 85.00
6. Assistance to Central Agencies for Infrastructure Development: 70.00
7. Capacity Building for Service Providers: 30.00
8. Computerization and Information Technology: 25.50

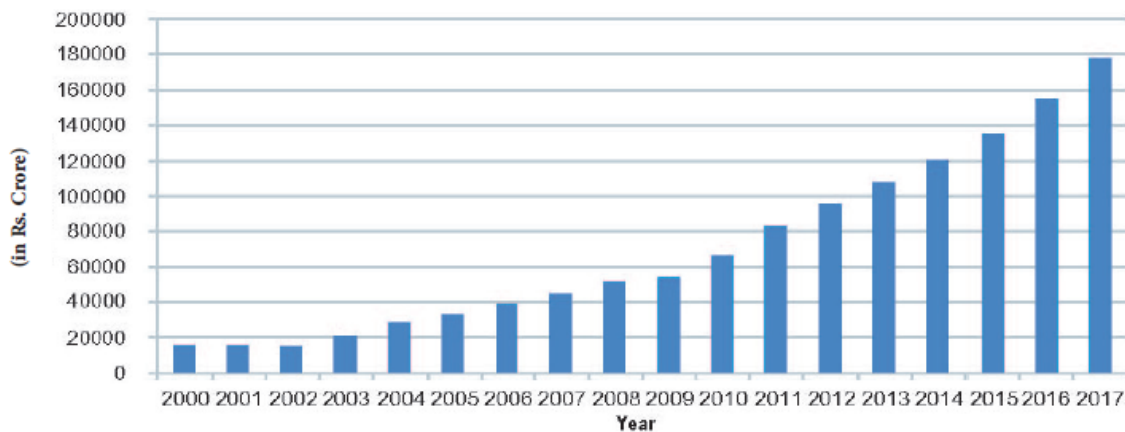
**Total – Provision Rs 2,150.00 Crore**

Due to concentrated efforts of Ministry of Tourism, Govt of India, in 2017, 10.04 Million Foreign Tourists visited India. This number was around 14% higher as compared to previous year. Moreover 1652.49 Million Domestic Tourists visited various parts of India. Though the numbers are high, growth rate with comparison to previous year is just 2.3%. Rs 1,77,874 Crore was the Foreign exchange earnings from tourists (15.4% annual growth rate).

So far India’s position in world tourism is concerned, India holds just 1.17% share of International Tourist arrivals and is ranked on 26<sup>th</sup> position in World tourist arrivals. India’s share in International Tourism earnings are 2.05%. These figures show that there is tremendous scope of growth in terms of foreign tourists. All stakeholders should make robust strategy to achieve this objective.

Figure 1 shows steady growth in terms of Foreign Exchange Earnings from Tourism. As compared to Rs 15,626 Crores in the year 2000, Foreign Exchange earning from tourism in the year 2017 was Rs 95,713 Crores.

Figure 1: Foreign Exchange Earnings from Tourism in India, 2000-2017

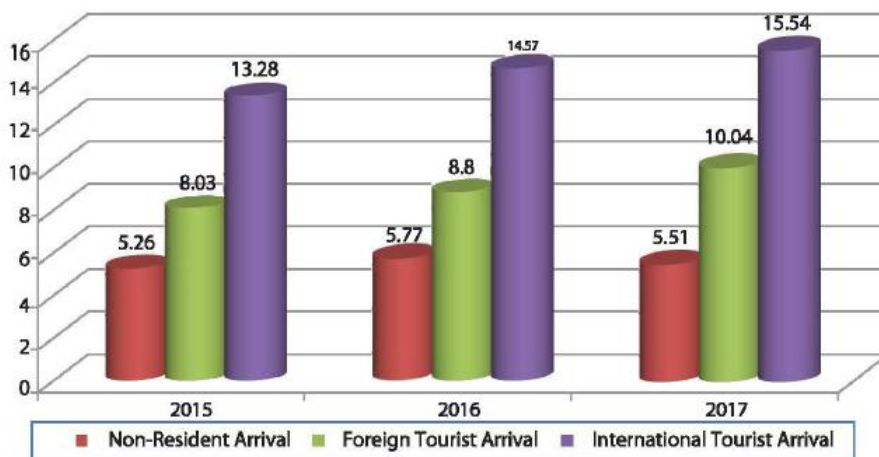


Source: India Tourism Statistics at a Glance, 2018

Figure 2 shows the steady growth in terms of Foreign tourist arrivals in India. As compared to 8.03 Million Foreign

tourist arrivals in the year 2015, 10.04 Millions Foreign tourists visited India in the year 2017.

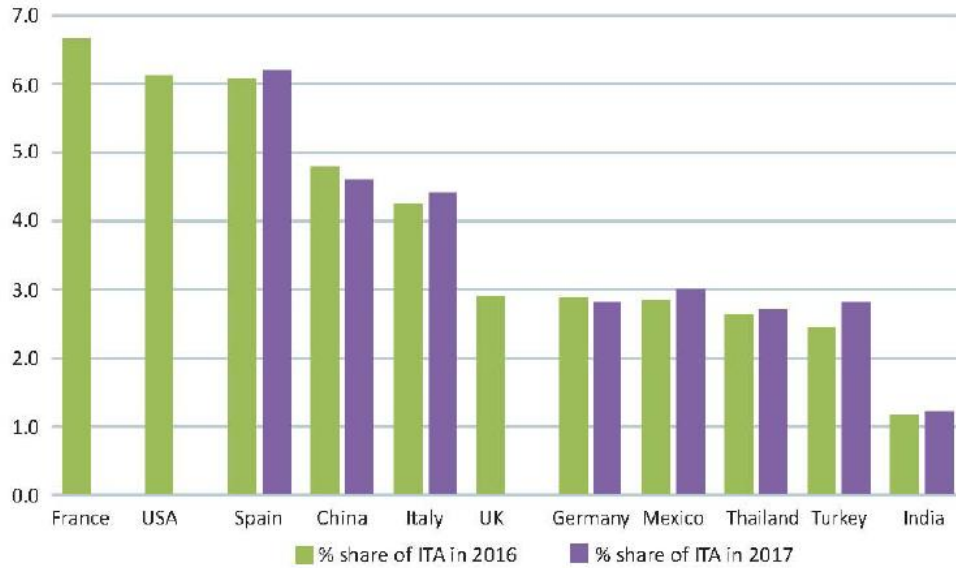
Figure 2: Inbound Tourism in India (Tourist numbers in Millions)



Source: India Tourism Statistics at a Glance, 2018

Figure 3 shows the Share of Major Countries of the World and India in ITA (International Tourist Arrivals) in 2016 and 2017. As per data India's share is just 1.2% in terms of ITA.

Figure 3: Share of Major Countries of the World and India in ITA (International Tourist Arrivals) in 2016 and 2017

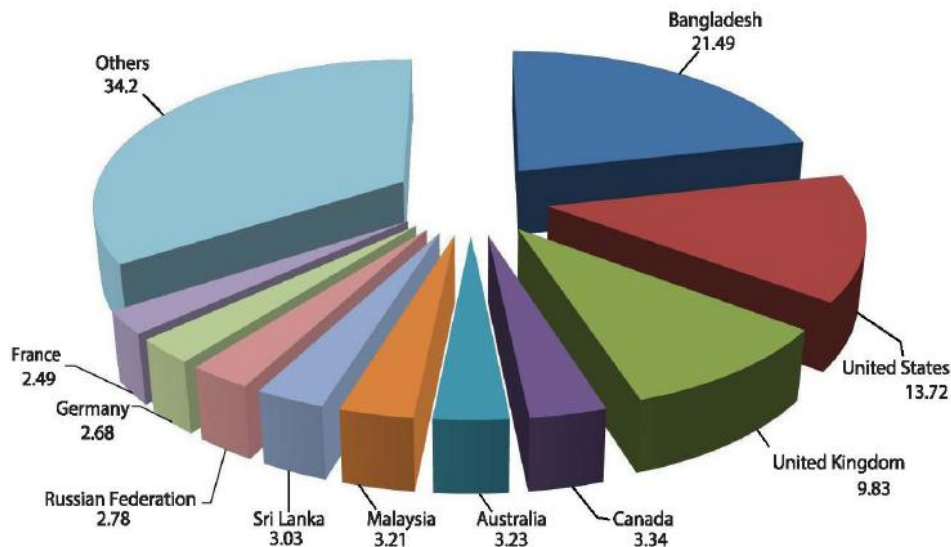


Source: India Tourism Statistics at a Glance, 2018

Figure 4 shows Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in India in 2017. Interestingly Bangladesh tops the list with 21.49% share followed by USA (13.72%), UK (9.83%). After this, countries like Canada,

Australia, Malaysia, Sri Lanka, Russia and Germany are at around 3% each. The figure shows that we need to promote Brand "Tourism India" in developed countries more strategically to get the higher share.

Figure 4: Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in India in 2017



Source: India Tourism Statistics at a Glance, 2018

5. Conclusion

The budgetary support and campaigns like "Atulya Bharat" and "Atithi Deo Bhavah" have given desired thrust to the tourism sector in India. The success will depend on the improvement of citizen's attitude towards foreign tourists visiting India. If they get positive and encouraging atmosphere, they will surely endorse and promote Indian Tourism among

their fellow citizens. Further we are not able to attract enough tourists from developed countries. Our marketing strategies should be to attract more and more tourists from developed countries. This will not only give impetus to tourism growth but also generate direct and indirect employment opportunities for the youth of India.

## References

1. <http://tourism.gov.in/overseas-marketing>, visited on 25 March 2019.
2. <http://tourism.gov.in/sites/default/files/Other/India%20Tourism%20Statistics%202018.pdf>, visited on 25 March 2019.
3. [http://tourism.gov.in/sites/default/files/Other/ITS\\_Glance\\_2018\\_Eng\\_Version\\_for\\_Mail.pdf](http://tourism.gov.in/sites/default/files/Other/ITS_Glance_2018_Eng_Version_for_Mail.pdf), visited on 25 March 2019.
4. <https://www.learnreligions.com/quotes-in-praise-of-india-1770404>, visited on 25 March 2019.