



**The Great Indian Travel Bazaar 14-16 April, Jaipur
Survey on the present tourism scenario 2013**

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The 6th edition of the Great Indian Travel Bazaar 2013 will be organised at Jaipur. An initiative of the Ministry of Tourism, Government of India, Department of Tourism, Government of Rajasthan and FICCI. Indian Heritage Hotel Association (IHHA), Hotel and Restaurant Association of Rajasthan (HRAR) and Rajasthan Association of Tour Operators have offered the major support to GITB

The USP of GITB has always been exclusive focus on Inbound Tourism with structure, pre-scheduled meetings between foreign tour operators and the sellers of tourism products from India

Status as on April 8, 2013

1. Buyers and Sellers:

- 278 foreign buyers registered from 57 countries.
- 269 Indian Sellers registered as on date
- 254 stalls across 6 halls in the exhibition area.

2. State Govt:

- Gujarat (Theme State)
- Madhya Pradesh
- Karnataka
- Maharashtra
- Orissa
- Uttarakhand
- Himachal Pradesh
- Punjab Tourism
- Tamil Nadu

3. B2B MEETINGS: 7351 PRE SCHEDULED MEETINGS ARE FIXED BETWEEN BUYERS AND SELLERS as on date.

FICCI Survey on the present tourism scenario 2013

Background

In line with the cause of promoting tourism in India FICCI conducted a small survey to gauge the current mood of the industry, challenges faced so that FICCI along with the stakeholders of tourism can strive to take this sector to even greater heights.

480 respondents from the tourism industry of India offered their views in writing and some over phone. The Survey was conducted over the past 15 days and due responses from diverse stakeholders in tourism like hotels of all categories, Tour operators, Travel agents, Airlines, investors and tourism associations were taken

Highlights

The global economic situation continues to be difficult for the tourism industry in India and is under an extremely challenging macro environment. However the facets of the survey point out the resilience of the stakeholders and the tourism industry.

1. Fifty five percent of the respondents felt that there will be a moderate and forty five percent opined that there would be no **impact of the slowdown** over the next 6 months on tourism.
2. *The Union Budget 2013-14 had no impact on tourism.* However around 45% rated it to be negative. This obviously stems from the major unmet logical demands of the industry namely.
 - Declaration of tourism as an Industry
 - Export industry status
 - Inclusion of hotels as infrastructure.
3. It was indeed heartening to note that 46% of the respondents were confident of the *foreign tourist arrivals to go up in the coming 6 months.* It would not be out of place to mention here that the Hon'ble Union Minister of Tourism, Dr. K. Chiranjeevi placed on record that Foreign Tourist Arrivals in India have grown by 2.1% in the month of January and February 2013 and in during these two months, the Foreign Exchange Earnings from tourism rose by 19.8% in rupee terms and by 11.4% in dollar terms.
4. Majority of the respondents (37%) saw the *potential growth in inbound tourism in the Leisure segment. Business travel and Medical tourism came second with Adventure Tourism as the third.*
5. The survey outlined that *India's tourism should target the Middle Age Segment (35-50) to accelerate its growth.*

The above points 4&5 clearly outline the ingredients for a tourism strategy

6. *It was remarkable and extremely encouraging to note that 83% viewed that the current environment of safety and security for the foreign travellers in India as Totally Safe.* A very few number of respondents were still sceptical.

7. The respondents (75%) majorly felt that the airfare structure for foreign tourist movement in the country was expensive as compared to competing destinations. This must be noted as economy in connectivity is imperative for augmenting foreign tourist arrival.
8. It was positive to note that majority of the respondents (66%) found the hotel tariff to be expensive but not burdensome.
9. A food for thought for the tourism industry as majority (56%) of the respondents found the state of air connectivity to tourist destinations as satisfactory but could be better.
10. Hygiene and sanitation have been rated (91%) as very important for choosing India as a destination.
11. When asked which countries can India partner with for joint tourism programmes, the respondents listed in order of priority;
 1. China
 2. Sri Lanka
 3. Nepal
 4. Germany
 5. Australia
 6. Japan and Thailand (a tie)
 7. UK
12. At the end, the respondents were asked 'what is required for the growth of Inbound Tourism in India that is not being provided today by the stakeholders in tourism?'. The response listed were ;
 1. Neat and clean hotels in remote places
 2. Budget Hotels
 3. Last mile road connectivity catering to smooth and seamless travel
 4. Security and safety for tourists
 5. Visa on arrival for at least all western countries
 6. Better infrastructure in Tier II cities
 7. Knowledgeable guides
 8. Greater awareness on accessibility
 9. To look at new markets
 10. More thrust on promotion of India in mainland China and Latin American countries
 11. Promoting destinations collectively
 12. Recognizing tourism as an industry and grant it export industry status.

The Government of India needs to work towards meeting the critical demands of the tourism industry that contributes an estimated INR 94, 487 crore towards foreign exchange, around 6.4% to the GDP and 7.8% towards total employment.