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India Inbound Tourism

Unlocking the Opportunity



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FOREWORD

Travel & Tourism sector outpaced the global economic growth for the eighth consecutive year in 2018 and grew at 3.9% during the year – higher the global GDP growth of 3.2%. The sector contributed USD 8.8 trillion to the global economy and accounted for 319 million jobs, equivalent to one in every ten jobs. The scale of growth and importance of the sector is also evident from the fact that one in five of all new jobs created in the world over the last five years has been in travel & tourism.

The sector has also been an integral part of India's growth story, accounting for 9.2% of India's GDP and 42.7 million jobs in 2018. Diverse portfolio of tourism offerings including traditional and emerging themes of tourism, including Nature-based, Heritage & Cultural, Religious, Adventure, Medical & Wellness, MICE and Wedding, among others have been a key attraction for domestic and foreign tourists. Strong domestic demand and economic growth, price competitive offerings, infrastructure development, and emergence of new destinations and niche tourism products will continue to drive the growth of the industry in the near future.

The Government has been actively working towards tapping plethora of opportunities available in the sector to actualize its true potential. Several initiatives such as rapid implementation of *Swadesh Darshan* and PRASHAD schemes, E-Visa for citizens from 166 countries for visit to India through 28 international airports and 5 sea airports and Adventure Tourism Guidelines, among others coupled with promotional activities such as Incredible India 2.0 campaign and India Tourism Mart 2018 have immensely benefited the sector.

Going forward, there is a greater need for the Government and the private sector to collaborate for successful conceptualization and implementation of developmental initiatives for the sector. The industry has to collectively work with the Government towards thematic development of the destinations and skilling of local communities. There is also a need for intervention in conservation and promotion of our natural resources, heritage and traditional arts & culture. Technology can be a key enabler and play a critical role in unprecedented growth of the sector.

I am pleased to present the FICCI – YES BANK Knowledge Report 'India Inbound Tourism: Unlocking the Opportunity' which highlights the current scenario and key themes shaping inbound tourism in India. The report also showcases the initiatives being undertaken by the Central & State Governments and provides key recommendations for India to become a Preferred Tourism Destination globally.

Sincerely,



Dr. Jyotsna Suri
Past President, FICCI;
Chairperson, FICCI Tourism Committee & CMD, The Lalit Suri Hospitality Group



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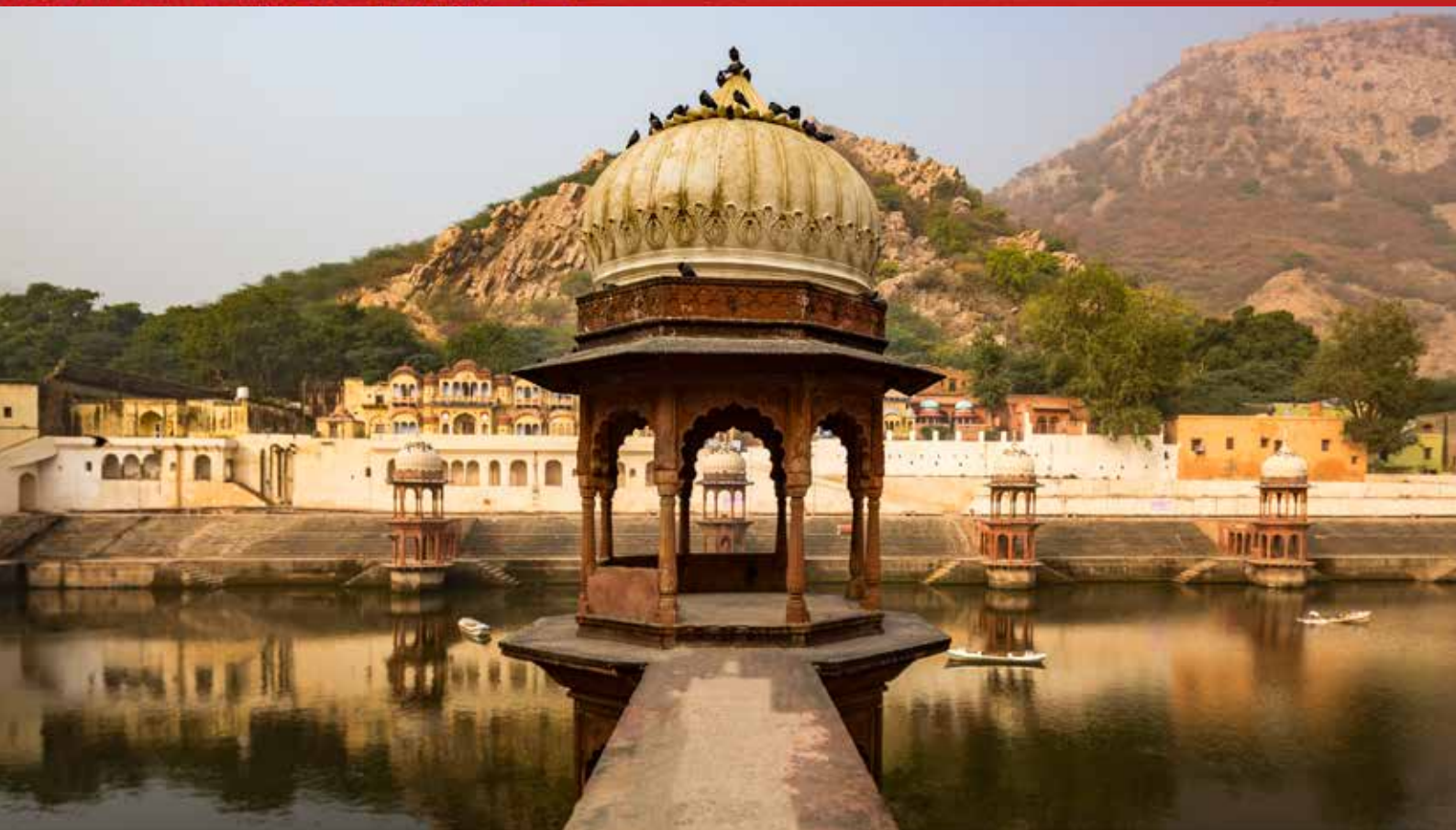
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Executive Summary





Executive Summary

Tourism has emerged as one of the key enablers of growth worldwide. The sector significantly contributes towards socio-economic progress through employment generation, foreign exchange earnings and infrastructure development. In 2018, the sector continued its upward growth trend and outperformed the global economic growth. While the global economy grew at 3.2% in 2018, travel & tourism witnessed a growth of 3.9% - higher than sectors such as construction, retail & wholesale, and healthcare. The contribution of tourism to global GDP was USD 2.75 trillion, accounting for 10.4% of the global GDP. One in five of all new jobs created across the world during the last 5 years have been in tourism with nearly 319 million people working directly or indirectly in the sector.

India has emerged as tourism powerhouse over the recent years and is the 8th largest country in terms of contribution to travel & tourism GDP. In 2018, the sector generated USD 247.3 billion and was the source of livelihood generation for 42.7 million people. Foreign Tourist Arrivals crossed the 10 million milestone in 2017 and the growth trend is expected to continue over the coming years. However, consumption by domestic tourists remains the key strength of the sector in India, much stronger than the global average. The segment is expected to grow further with growing disposable income, increasing inclination towards traveling across age groups and emergence of new destinations as well as new themes of tourism. India also follows the global trend in terms of higher spending on leisure tourism as compared to business spending.

The top 10 source countries accounted for 65.80% of the total inbound tourist flows in 2017, which includes Bangladesh, United States, United Kingdom, Canada and Australia. Foreign tourist arrivals from most of the top source countries grew during the last few years. China, the largest market for outbound tourism, however witnessed a marginal dip. The introduction of E-Visa has led to a strong surge in Foreign Tourist Arrivals since its launch in September, 2014. This scheme has been extended to citizens from 166 countries for visit to India through 28 international airports and 5 sea airports. In 2018, 2.37 million foreign tourists availed the E-Visa facility which represents 39.4% increase over 2017.



The Government of India has recently been focusing upon fast-track infrastructure development and promoting tourism digitally. Sustained efforts have led to a jump of 25 places in World Economic Forum Travel & Tourism Competitiveness Index ranking between 2013 and 2017. Infrastructure development for various thematic segments across the country has received a significant boost through the Swadesh Darshan and PRASHAD schemes. Further, initiatives such as 24x7 Tourist Helpline in 12 international languages, Swachh Paryatan Mobile App, launch of Adventure Tourism Guidelines, among others have positively impacted the sector. The Government has been actively engaging on the publicity & promotion front as well and has launched the Incredible India 2.0 campaign with market specific content and advertising. Efforts of the Ministry of Tourism have been complemented by progressive initiatives by other ministries, such as UDAN scheme by the Ministry of Civil Aviation, tourist trains by the Ministry of Railways, Sagarmala project and development of lighthouses by the Ministry of Shipping, among others.

Traditional themes of culture & heritage, religious and nature-based Tourism are still the frontrunners shaping the inbound tourism landscape in India. Rich history & vibrant culture, deeply entrenched faith in religion and unparalleled diversity in natural resources present a distinct advantage to India. The country is widely recognized for these unique offerings which also come at a very competitive price. While these segment remain popular among domestic as well as foreign tourists, India is gradually also gaining popularity in some emerging segments of tourism. Availability of medical experts offering specialty treatment, advanced equipment and low cost have positioned India as a preferred medical tourism destination in several international markets. Further, India is also home to ancient medical and wellness practices of AYUSH. Adventure tourism is another rapidly growing segment which has a tremendous potential based on the diverse natural landscape on offer in India. With growing number of travel aggregators, startups and travel operators offerings unique and adventurous experience, and increasing interest among the youth and urban dwellers for adventurous getaways, the segment is expected to witness exponential growth. India has been a late entrant in the MICE Tourism segment. However, the country is in the process of upgrading its MICE infrastructure. The sector is poised to benefit from strong economic growth and growing emergence of India on the global & regional business map.

Rapid growth in India's Travel & Tourism sector over the recent years, significant jump in international rankings, and rise in the Travel & Tourism GDP are testimony of India's enormous potential in the sector. However, there is a much greater opportunity available which can propel India among the top ranked tourism destinations in the world. In order to achieve India's ambitious growth targets and make India a Tourism Superpower, coordinated and concerted efforts on multiple fronts will be required. Key recommendations include:

1. **Tourism Competitiveness Index/ Ease of Doing Business (EoDB) Rankings for States/ UTs**
2. **Creation of National Tourism Authority & Advisory Council**
3. **Incentivize Private Sector Participation**
4. **Rationalizing GST for Hotels**
5. **Land Bank Repository**
6. **Greater Coordination at State level**



7. **Upgrading Government-owned Infrastructure through Private Sector Participation**
8. **Industry-oriented Skill Development**
9. **Supporting Small Enterprises**
10. **Leveraging Social Media to Boost Inbound Tourism**
11. **Technology Penetration in Tourism Sector**
12. **Combined VISA Option**
13. **Focus on Source Markets**
14. **Focus on North East India**





Travel & Tourism: Overview 1



1. Travel & Tourism: Overview

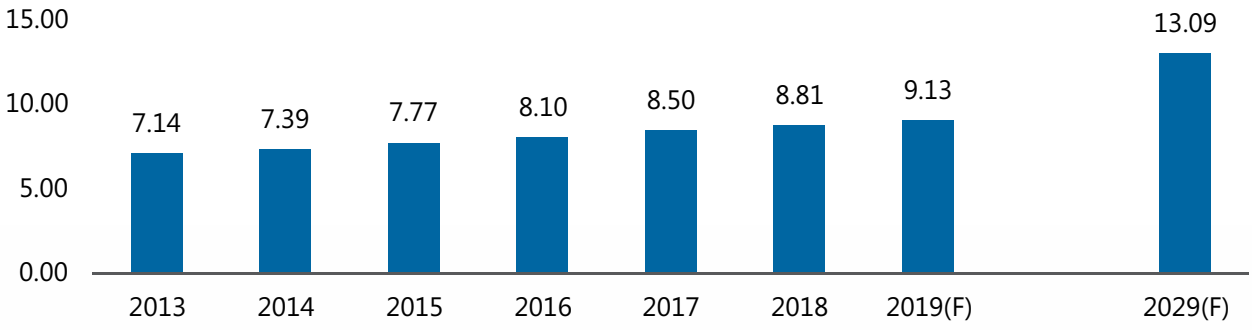
Tourism sector has emerged as one of the key services sector enabling growth worldwide. It has significantly contributed towards socio-economic progress through employment generation, foreign exchange earnings and infrastructure development. The sector has multiplier impact on several other services of economy and the direct contribution together with its indirect and induced contribution forms one of the most critical pillars supporting the global economy.

1.1 Global Tourism Scenario

The global tourism sector has witnessed robust growth in 2018, outperforming the global economic growth for eighth consecutive year. While the global economy grew at 3.2% in 2018, travel & tourism witnessed a growth of 3.9% - higher than sectors such as construction, retail & wholesale, and healthcare.

In 2018, direct contribution of Tourism was USD 2.75 trillion whereas the total contribution was pegged at USD 8.81 trillion, accounting for 10.4% of the global GDP.

Figure 1: Total Contribution of Tourism to Global GDP (USD trillion)



Source: WTTC Travel & Tourism Economic Impact 2019 World

The sector accounted for 10.0% of employment, supporting nearly 319 million jobs, globally. Over the last 5 years, one in five of all new jobs created across the world has been in tourism.

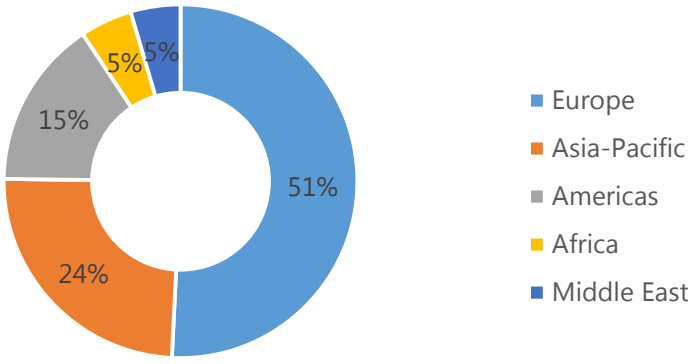
Global Tourism: Key Indicators						
Indicator		2018		2019 (F)	2029 (F)	
		Value	% Share Globally	Value	Value	% Share Globally
Contribution to GDP (USD trillion)	Direct	2.75	3.2%	2.85	4.07	3.5%
	Total	8.81	10.4%	9.13	13.09	11.5%
Contribution to Employment (million)	Direct	122.89	3.8%	125.60	154.06	2.1%
	Total	318.81	10.0%	328.21	420.66	11.7%

Source: WTTC Travel & Tourism Economic Impact 2019

Europe accounts for the largest GDP share, contributing USD 2.2 trillion to the economy followed by North East Asia and North America at USD 2.1 trillion and 1.9 trillion respectively. South East Asia emerged as the fastest growing market, witnessing a growth of 7.2% led by strong growth in India[1].

In 2018, International Tourist Arrivals increased 6% to reach 1.4 billion globally. As per UNWTO 2010 forecasts, this figure was expected to achieve in 2020. However, the strong growth in the sector beats the estimates by a margin of 2 years. Europe accounts for more than half of the international tourist arrivals followed by Asia and the Pacific. The growth in international tourist arrivals is expected to be 3-4% in 2019[2].

Figure 2: International Tourist Arrivals by Geography 2018



Source: UNWTO World Tourism Barometer

Visitor exports also witnessed growth led by strong growth in international tourist arrivals. In 2018, visitor exports generated worldwide have been estimated to be USD 1.64 trillion. This is expected to grow by 4% in 2019 and 3.8% pa to reach USD 2.48 trillion by 2029.

[1] *WTTC Travel & Tourism Economic Impact 2019*

[2] *UNWTO World Tourism Barometer*

A large share of Tourism spending is attributed to domestic travel spending. In 2018, domestic spending share stood at 71.2% globally. Among the top 15 largest travel & tourism economies, only Thailand and Spain had share of international travel spending higher than domestic spending, at 80.2% and 55.2% respectively. Further, leisure spending accounted for 78.5%, significantly higher than business travel.

Figure 3: Travel & Tourism Contribution to GDP by Segment 2018



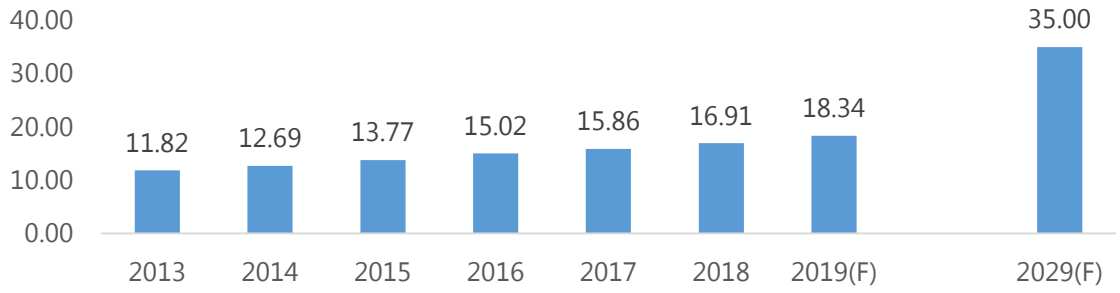
Source: WTTC Travel & Tourism Economic Impact 2019

The sector attracted capital investment of USD 940.9 billion in 2018, accounting for 4.4% of the total capital investment globally. The investment is expected to reach USD 1,489.5 billion by 2029[3].

1.2 Travel & Tourism in India

India is the 8th largest country in terms of contribution to travel & tourism GDP. The sector generated USD 247.3 billion (INR 16.91 trillion) in 2018, growing 6.7% during the year and accounting for 9.2% of the total economy. The country is largest market in South Asia and has been the key driver for growth of the sector in the region.[4] In 2019, the sector expected to grow by 8.5% to contribute INR 18.34 trillion to the economy and account for 9.3% of the GDP. Further by 2029, it is forecast to grow at 6.7% p.a to reach INR 35 trillion and taking its share to 9.6% of GDP[5].

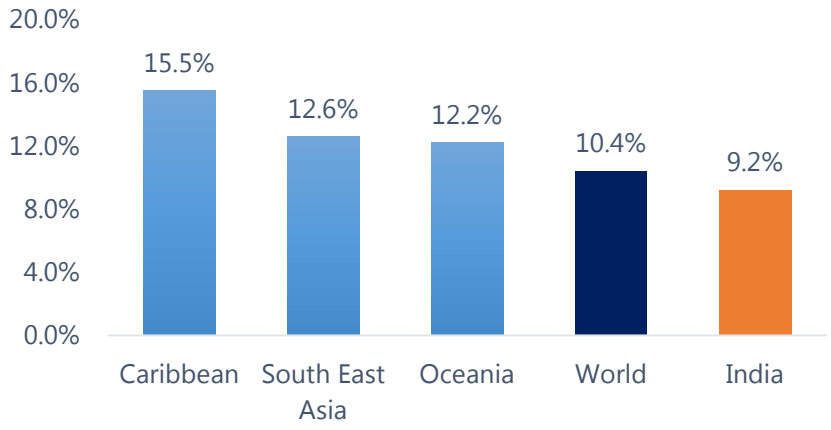
Figure 4: Travel & Tourism Total Contribution to India's GDP (INR trillion)



However, there is tremendous potential to upscale the sector as the its contribution to India's GDP remains lower than the contribution of in the sector to the world economy. In some of the advanced tourism regions, particularly in countries such as Greece, New Zealand, Philippines and Thailand, amongst others, the sector contributes more than 15% to their respective GDPs. Therefore, there is upward potential for tourism to increase its share in India's GDP in line with other regions.

[3] *WTTC Travel & Tourism Economic Impact 2019*
[4] *WTTC India Annual Research 2019*
[5] *WTTC India Annual Research*

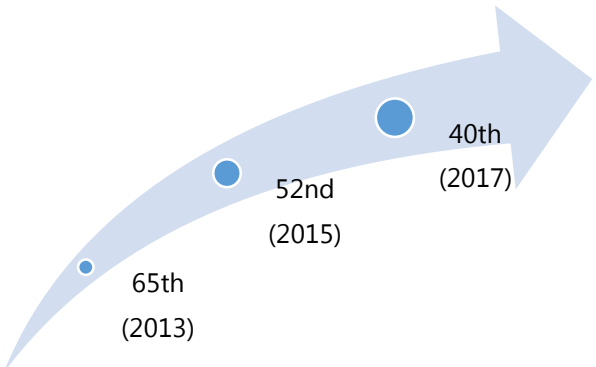
Figure 5: Travel & Tourism Total Contribution to GDP (share in %)



Source: WTTC Travel & Tourism Economic Impact 2019 World

The country has seen significant jump in the Travel & Tourism Competitiveness ranking by the World Economic Forum, rising from 65th position in 2013 to 40th in 2017 making India one the most improved nations. India excels on parameters such as natural resources (24th), cultural resources and business travel (9th) and price competitiveness (10th). Further, e-Visa initiative has helped India climb up 14 places in the International Openness parameter to 55th position. Certain other parameters, although have seen improvement, which negatively impact India's rank are business environment (89th), health and hygiene (104th), ICT readiness (112th), safety and security (114th), human resources and labor market (87th) and tourist service infrastructure (110th)[6].

Figure 6: India's Rank in WEF Travel & Tourism Competitiveness Index



India has also emerged a tourism powerhouse in WTTC Travel & Tourism Power and Performance Report 2018. India has been ranked 3rd in Travel & Tourism Countries Power Ranking which are based on 4 key indicators: total travel & tourism GDP, foreign visitor spending (visitor exports), domestic spending, and travel & tourism capital investment[7].

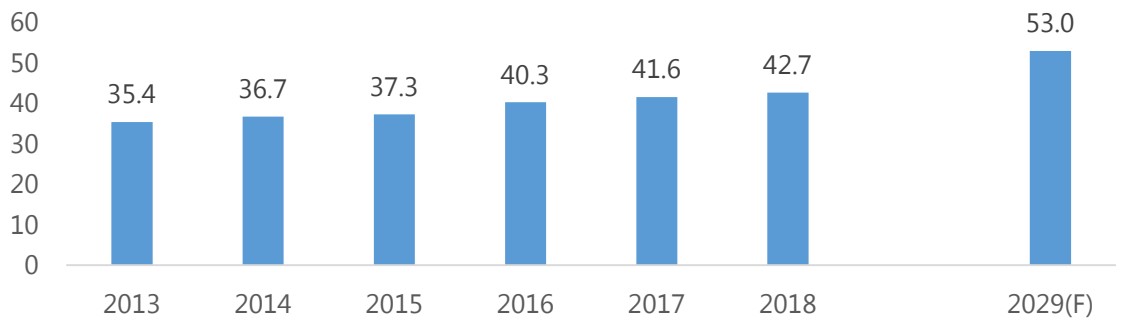
[6] *World Economic Forum Travel & Tourism Competitiveness Report, 2017*

[7] *WTTC Travel & Tourism Power and Performance Report 2018*

Travel & Tourism Parameter Growth 2011-17 (Absolute)	Rank	Value (USD bn)
Contribution to GDP	3	173.9
Visitor Export /FEE	8	10.5
Domestic Spending	3	62.0
Capital Investment	3	10.8

The sector has been a key source of employment as well, directly accounting for 26.7 million jobs in 2018. Further, the total jobs from indirect and induced activity stood at 42.7 million[8]. The number is estimated to reach 43.7 million in 2019, accounting for 8.1% of the total employment in the country. By 2029, the sector is expected to provide employment to nearly 53 million people, directly and indirectly[9].

Figure 7: Total Contribution to Employment (in million)



Source: WTTC India Annual Research 2019

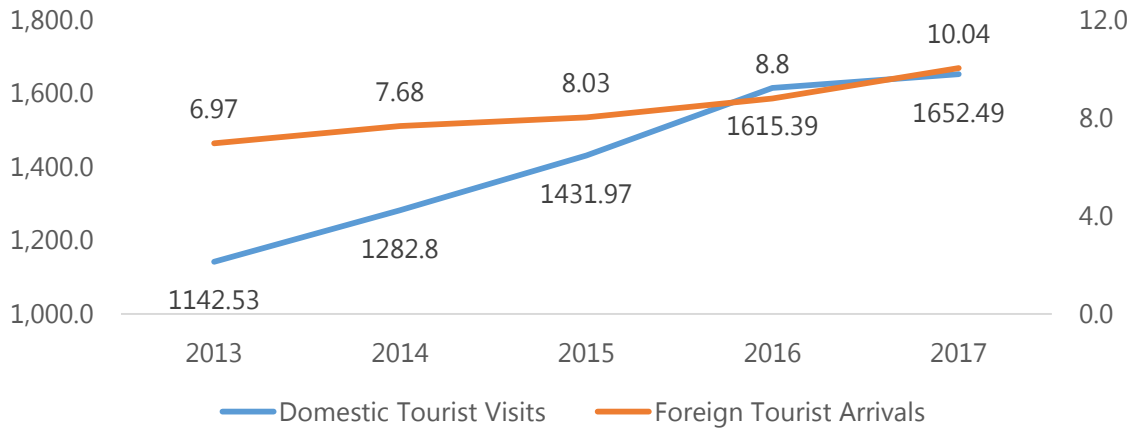
Tourism in India has traditionally been driven by domestic visitors. Major share of tourist footfall and tourism spending can be attributed to domestic travelers. The overall number of tourist is on the rise in India. In 2017, total number of domestic tourist visits (DTVs) to states and Union Territories stood at 1652.5 million, registering a growth of 2.3% over 2016. Foreign tourist arrivals (FTAs) crossed the 10 million milestone in 2017 with a total of 10.04 million tourists visiting India, registering a growth of 14% over 2016. During Jan-Nov 2018, the FTA was 9.37 million, registering a growth of 5.6% over the same period in 2017. However, India still has a considerably small share of FTAs in world's International Tourists arrivals, accounting for nearly 0.76% in 2017. The Government of India has set a target of increasing this share to 1% by 2020 and 2% by 2025[10].

[8] *WTTC India Annual Research 2019*

[9] *WTTC India Annual Research 2019*

[10] *India Tourism Statistics At A Glance – 2018, Ministry of Tourism, Government of India*

Figure 8: Tourist Arrivals in India (in million)

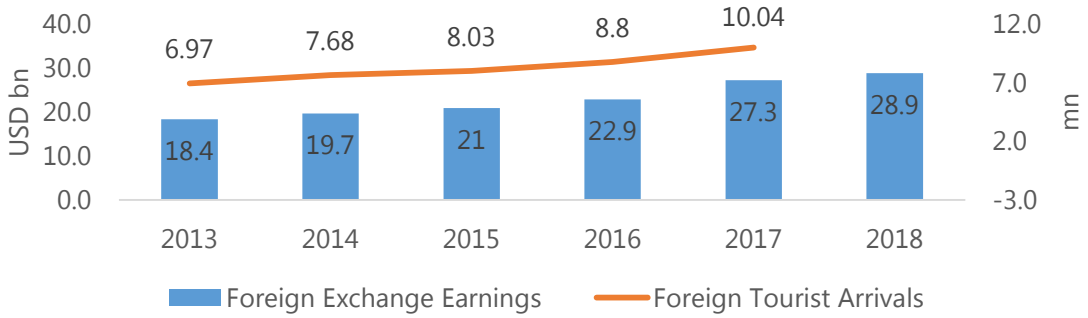


Source: India Tourism Statistics At A Glance – 2018, Ministry of Tourism, Government of India

The sector has also emerged as 3rd largest foreign exchange earner for the country[11]. In 2018, Foreign Exchange Earnings (FEE) from tourism stood at USD 28.9 billion (INR 1.97 trillion) which accounted for 5.4% of the total exports. The contribution is further expected to increase by 6.8% in 2019 and rise by 5.6% p.a. by 2029 to reach INR 3.63 trillion. However, India ranks 14th in terms of absolute FEE and 122nd in terms of share of visitor exports in total export.

India is also the 3rd largest globally in terms of investment in travel & tourism with an investment of USD 45.7 billion (INR 3.12 trillion) in 2018, accounting for 5.9% of national investment. This is expected to increase by 9.4% in 2019 to INR 3.42 trillion, and further rise by 7.4% p.a. till 2029, taking the share in national investment to 6.1%

Figure 9: Foreign Exchange Earnings from Tourism in India

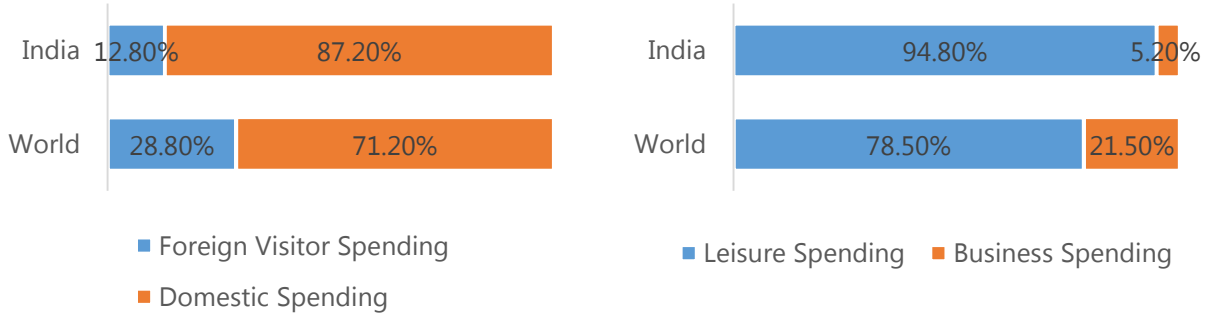


Source: Ministry of Tourism, Government of India

Leisure spending dominates the tourism spending and is much higher than the world average. Similarly, spend by domestic tourists is much higher than the spending by foreign tourists.

[11] *WTTC India Annual Research 2019*

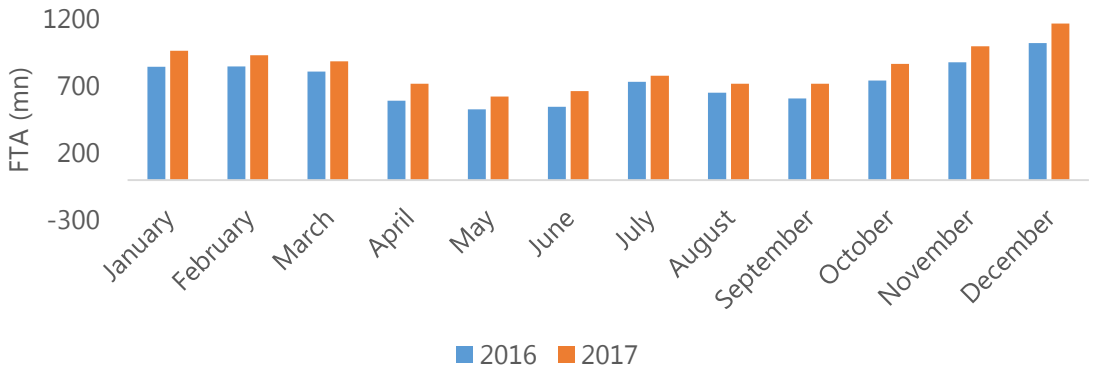
Figure 10: Travel & Tourism Contribution to GDP by Segment 2018



Source: WTTC India Annual Research 2019; WTTC Travel & Tourism Economic Impact 2019

FTAs exhibit a seasonal trend and fewer foreign tourists visit India during the peak summer months due to high temperatures in most part of the country. The spell continues in monsoons as well and the FTA activity majorly picks with the onset of the winter season.

Figure 11: Seasonality in Foreign Tourist Arrival



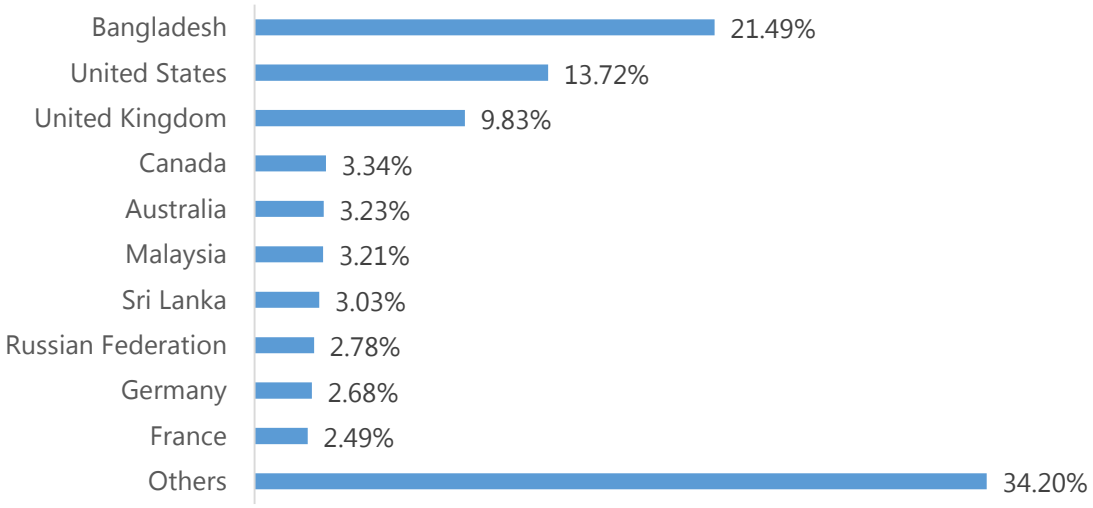
Source: Ministry of Tourism, Government of India

1.3 India Inbound Tourism: Source Countries

The top 10 source countries accounted for 65.80% of the total inbound tourist flows in 2017 according to Bureau of Immigration, Government of India. Bangladesh (21.49%), United States (13.72%) & United Kingdom (9.83%) were the top 3.



Figure 12: Percentage Share of Top 10 Countries for FTAs in India - 2017



1.3.1Demand Analysis of Foreign Tourist Arrivals[12]

Foreign Tourist Arrivals from India's top 10 source countries *(excluding citizens of Bangladesh)* grew at a CAGR of 5.24% during 2013-17 with the US and the UK being the two largest source markets. Australia was the market where India witnessed highest CAGR of 10.31% followed by Malaysia during 2013-17.

Russia reported the strongest growth in 2017, with 22.46% growth over the previous year and 2.78 lakhs tourist arrivals, followed by Australia at 10.43%. Among the top 10 markets, China was the only market that witnessed marginal dip of tourist arrivals over the previous year indicating a need to adopt focused strategy to tap this important market which accounts for one fifth of tourism receipts worldwide with US$ 258 billion in 2017[13]. For instance, Australia has developed China 2020 strategic plan to boost inbound tourist arrivals from China through various interventions[14]. Australia further entered into an Open Skies agreement with China to boost air capacity between the countries[15].

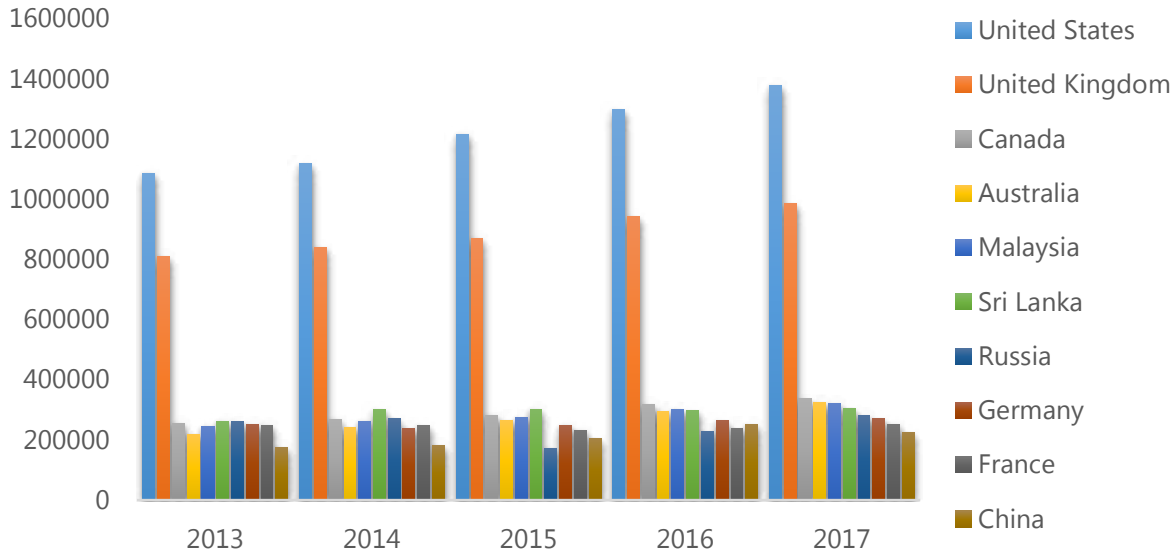
[12] *Ministry of Tourism, Govt. of India*

[13] *UNWTO*

[14] *http://www.tourism.australia.com/content/dam/assets/document/1/6/w/u/6/2002110.pdf*

[15] *https://infrastructure.gov.au*

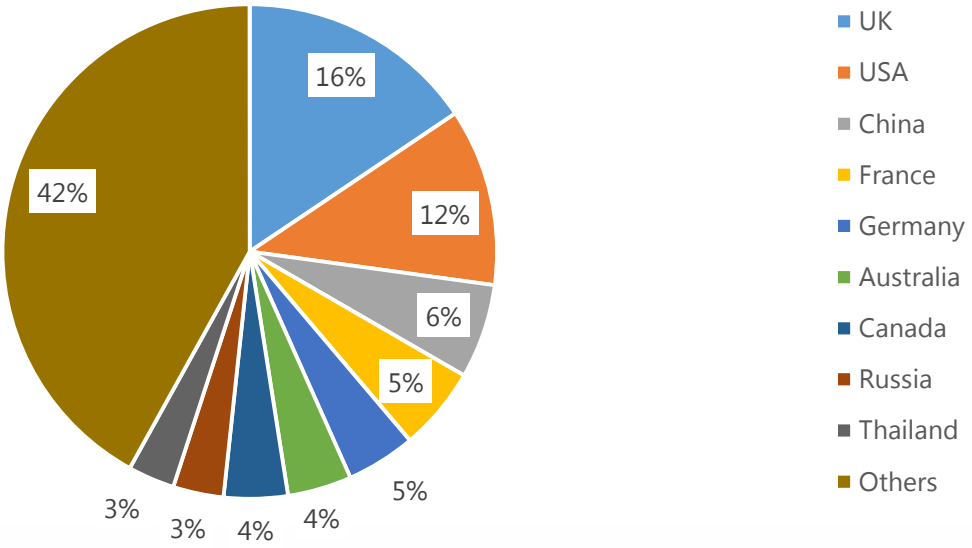
Figure 13: Trend of Foreign Tourist Arrivals (Top 10) in India



Source: Ministry of Tourism, Govt. of India

The introduction of E-Visa has led to a strong surge in Foreign Tourist Arrivals since its launch in September, 2014. This scheme has been extended for citizens from 166 countries to visit India through 28 international airports and 5 sea airports. In 2018, 2.37 million foreign tourists availed the E-Visa facility which represents 39.4% increase over 2017. In 2017, 1.7 mn foreign tourists availed this option representing 16.9% of total FTAs. New Delhi and Mumbai airport together accounted for 63.7% of these tourists[16].

Figure 14: Share of Key Markets in E-visa during 2018



[16] *Ministry of Tourism, Government of India*

1.4 Key Government Initiatives to Promote Inbound Tourism

The Government's developmental agenda is to provide inclusive growth and ensure a future with quality jobs. Travel & Tourism, which already supports one in every ten jobs on the planet, is a dynamic engine of employment opportunity. Moreover, one in every five jobs created during the last 5 years has been linked to Travel & Tourism[17]. Government efforts are now focused upon fast track infrastructure development and promoting tourism digitally. Key initiatives undertaken by Government of India which will foster growth of Tourism industry in India are as under:

Ministry of Tourism	• E-Visa facility extended to 166 countries with relaxed application window, duration and number of entry norms • Launched Incredible India 2.0 campaign with market specific content and advertising • Planned to set up 5 Special Tourism Zones in partnership with states. • New National Tourism Policy to be launched • Under Swadesh Darshan scheme, the Government has identified 15 circuits on specific themes for development. During 2018-19, a total of 7 projects worth INR 384.67 Cr were sanctioned under the scheme • Under PRASAD scheme 25 religious sites have been identified for development. The Ministry has released INR 83.24 Cr. for the projects sanctioned under PRASHAD till March 31, 2018. • Launched India's first 'Adventure Tourism Guidelines' covering 29 land, air and water-based activities detailing out the role of a guide, important equipment required, operating instructions, risk mitigation, medical safety, amongst others • In September 2018, first ever India Tourism Mart 2018 was organized in partnership with Federation of Associations in Indian Tourism and Hospitality (FAITH) • Launched 'Swachh Paryatan Mobile App' & 24x7 Tourist Helpline in 12 international languages
Ministry of Civil Aviation	• Civil Aviation Policy 2016 for enhancing connectivity by making air travel safe, secure and affordable • Six airports across major cities being developed under PPP • UDAN scheme – low cost flights for boosting regional connectivity, launch of dedicated Airline Service to Northeast states • Encouragement to Seaplanes and Helicopter services for tourism operations

[17] *WTTC report on Global Economic Impact and Issues 2019*

Ministry of Railways	• IRCTC: Dedicated agency to promote rail tourism • Tourist trains: promoting pilgrimage and heritage circuits through railways • Semi high speed trains like Gatimaan Express and Tejas Express for enhanced connectivity between key tourism destinations • Redevelopment of stations for increased tourist amenities
Ministry of Shipping	• Development of 78 lighthouses for tourism under PPP • Action plan for development of cruise tourism & Cruise Tourism Policy • Sagarmala project to modernize India's ports
Ministry of Road Transport & Highways	• 7-phase 'National Highway Development Project' for boosting transport infrastructure of the country • Special Accelerated Road Development Programme for the NE Region • 100% FDI allowed under the automatic route in road and highways sector
Ministry of Environment, Forest & Climate Change	• Online submission of applications for Environment and CRZ clearance to ensure faster approvals and transparency • Integrated Islands Management Plans for the 10 islands of Lakshadweep • Identified 275 Eco-Sensitive zones around National and Wildlife Sanctuaries • Launch of Green India Mission with the vision of enhancing India's tree cover to 33% by 2022
Ministry of Culture	• Project Mausam to establish cross cultural linkages to revive historic maritime cultural and economic ties with 39 Indian Ocean countries • E-Ticketing platform for ASI ticketed monuments

Source: FICCI; IBEF





Themes shaping Inbound Tourism 2



2. Themes Shaping Inbound Tourism

2.1 Traditional Themes

2.1.1 Culture & Heritage Tourism

- India is home to one of the oldest civilizations in the world – the Indus Valley civilization. Throughout the annals of history, the country has witnessed the rise and fall of several dynasties followed by the history of modern India.
- The art & culture in India has been shaped and influenced by these historical events. Varied forms of traditions, philosophy, fairs & festivals, languages, literature, music, dance etc. are testimony of India's rich cultural heritage.
- Further, the historical monuments, including forts & palaces, are much more than what meets the eye and have a different story of their own. The mesmerizing architecture of these magnificent monuments is one of the leading tourist attraction in India. India's popularity on the global tourism map can be largely attributed to this vibrant culture & heritage.
- Several heritage sites have been converted into heritage & luxury hotels which have seen great interest from domestic as well as foreign tourists.

Advantage India

- Rich history has blessed the country with numerous heritage sites and a vibrant culture. The monuments and distinct art & culture is already famous globally
- Good connectivity, accommodation and tourist amenities infrastructure is present around leading sites of historical importance
- More heritage sites can be added to the UNESCO World Heritage Site list through focused efforts. Even more sites can be brought to limelight through focused efforts towards restoration & maintenance, infrastructure development and promotion & publicity



Government Initiatives

- Ministry of Housing & Urban Affairs launched National Heritage City Development and Augmentation Yojana (HRIDAY) in January 2015 for development of 12 heritage cities: Ajmer, Amaravati, Amritsar, Badami, Dwarka, Gaya, Kancheepuram, Mathura, Puri, Varanasi, Velankanni and Warangal. A total of 70 projects had been approved till 2018 and an amount of INR 310.43 Cr. released. Of these 70 projects, 24 projects have been completed[18].
- Swadesh Darshan (Integrated Development of Theme-Based Tourist Circuits), launched by the Ministry of Tourism, Government of India in 2014-15, is intended to develop theme based tourist circuits. The heritage circuit under the scheme covers Rajasthan, Uttarakhand, Puducherry, Punjab, Gujarat, Uttar Pradesh, Madhya Pradesh, Assam and Telangana with a sanctioned project cost of INR 880.18 Cr[19].
- Under the 'Adopt a Heritage' project, Ministry of Tourism, Government of India and Archaeological Survey of India collaborate with private & public sector companies and individuals and entrusts them for tourist amenities development at heritage sites. MoU for developing tourist amenities at the following sites have been signed[20]:
    - Area surrounding Gangotri Temple & Trail to Gaumukh, Uttarakhand
    - Mt. Stok Kangri Trek, Ladakh, Jammu and Kashmir
    - Red Fort, New Delhi
    - Gandikota Fort, Andhra Pradesh
    - Surajkund, Haryana
    - Jantar Mantar, Delhi
    - Qutub Minar, Delhi
    - Ajanta Caves, Maharashtra
    - Leh Palace, Jammu & Kashmir
    - Hampi (Hazara Rama Temple), Karnataka
- The Ministry has also identified 17 sites at 12 clusters for development as 'Iconic Tourist Sites' which includes heritage sites such as Taj Mahal, Qutub Minar, Red Fort and Amer Fort, among others. Master plan for the development of these sites in under preparation[21].
- Ministry of Tourism, Government of India offers assistance to central agencies to ensure development of tourism infrastructure by the concerned central agencies like Archaeological Survey of India, Port Trust of India, ITDC, Ministry of Railways, etc. who own the assets.

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[18] *http://pib.gov.in/PressReleseDetail.aspx?PRID=1514505*

[19] *http://swadeshdarshan.gov.in/*

[20] *http://pib.gov.in/PressReleseDetail.aspx?PRID=1514505*

[21] *http://pib.gov.in/PressReleseDetail.aspx?PRID=1514505*



- The Ministry has also set up Indian Culinary Institutes at Noida and Tirupati for skill development in the field of hospitality and to preserve, document, promote and disseminate information about Indian Cuisine.

Key Destinations

- UNESCO World Heritage Sites[22]:
  - Agra Fort
  - Ajanta Caves
  - Archaeological Site of Nalanda Mahavihara at Nalanda, Bihar
  - Buddhist Monuments at Sanchi
  - Champaner-Pavagadh Archaeological Park
  - Chhatrapati Shivaji Terminus (formerly Victoria Terminus)
  - Churches and Convents of Goa
  - Elephanta Caves
  - Ellora Caves
  - Fatehpur Sikri
  - Great Living Chola Temples (Brihadisvara Temple at Thanjavur, Brihadisvara Temple at Gangaikondacholisvaram and Airavatesvara Temple at Darasuram)
  - Group of Monuments at Hampi
  - Group of Monuments at Mahabalipuram
  - Group of Monuments at Pattadakal
  - Hill Forts of Rajasthan (forts in Chittorgarh, Kumbhalgarh, Sawai Madhopur, Jhalawar, Jaipur, and Jaisalmer)
  - Historic City of Ahmadabad
  - Humayun's Tomb, Delhi
  - Khajuraho Group of Monuments
  - Mahabodhi Temple Complex at Bodh Gaya
  - Mountain Railways of India (Darjeeling Himalayan Railway, Nilgiri Mountain Railway, Kalka Shimla Railway)
  - Qutub Minar and its Monuments, Delhi
  - Rani-ki-Vav (the Queen's Stepwell) at Patan, Gujarat
  - Red Fort Complex
  - Rock Shelters of Bhimbetka
  - Sun Temple, Konark
  - Taj Mahal

[22] *https://whc.unesco.org/en/statesparties/in*



- The Architectural Work of Le Corbusier, an Outstanding Contribution to the Modern Movement
- The Jantar Mantar, Jaipur
- Victorian Gothic and Art Deco Ensembles of Mumbai

- Besides these sites, there are numerous monuments in historic cities of Delhi, Jaipur, Jodhpur, Agra, Udaipur, Lucknow, Hyderabad, Chennai, Kolkata, Varanasi, Tiruchirapalli, Bhubaneswar, Madurai, Gwalior, Vadodara, Bikaner, among others which are living testimony of India's rich heritage.[23]
- Each region across the length and breadth of India has a distinct culture which lives on through generations in various arts & cultural forms such as literature, folk dance & songs, culinary forms, crafts and traditional practices, amongst others.

Recommendations

- More heritage cities can be included under the second phase of HRIDAY scheme.
- Prioritized restoration, maintenance & upkeep activities need to be taken up at all major heritage sites, especially WHS across the country.
- Greater involvement of conservation institutions and private sector should be encouraged in promoting traditional arts & culture products/ offerings.
- Skill development activities should be undertaken, particularly for tour guides and interpreters. Local artisans should be encouraged for preserving traditional art forms.
- Safety & security can be improved to attract higher footfall, particularly of foreign tourists.
- Awareness campaign for conservation of monuments, arts & cultural forms to protect the tangible and intangible heritage.

2.1.2 Religious Tourism

- Religious tourism is one of the most traditional and earliest forms of tourism which has been in existence since people have been undertaking pilgrimages to holy sites. Globally, cities such as Mecca, Jerusalem and Vatican City attract millions of visitors every year.
- Religion holds a special place in India. The country is birthplace of four major religions: Hinduism, Sikhism, Buddhism and Jainism, and has witnessed propagation of various other religions during its rich history. Religious sites of various faiths are present across the nation which attract tourists from India and abroad.
- Some of the most visited religious sites globally are present in India. Moreover, the largest religious gathering, the Kumbh Mela, also takes place in India. Major religious destinations in India include Tirupati, Amarnath, Golden Temple, Char-Dham, Bodhgaya and Jama Masjid, amongst others.

[23] *Incredible India, Ministry of Tourism, Government of India*

- Religious tourism has been steadily evolving and has now evolved into further sub-segments such as luxury pilgrimage, backpacking, institutional travels, and volunteer-oriented experiences, among others.
- Travel operators are also packaging a spiritually immersive experience religious tours as per the requirements of various age-group and customer segments.
- The Government has also embarked on several projects for enhancement of site infrastructure and holistic development of the religious destination, including improving connectivity and accommodation facilities.

Advantage India

- India has presence of several religious destinations of various faiths which are widely recognized at international levels
- Some of India's religious destinations feature among most visited religious sites globally. The segment is also less prone to economic downturns
- Religious tourism in India appeals to international tourists as its presents an immersive spiritual experience
- Diversification of tourism offerings at various religious destinations can cater to various customers segments

Government Initiatives[24]

- Ministry of Tourism, Government of India launched two different schemes for tourism infrastructure development: PRASHAD (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive) and Swadesh Darshan (Integrated Development of Theme-Based Tourist Circuits).
    - Under the PRASHAD Scheme, which has the objective of holistic development of religious and heritage destinations, 25 cities of religious significance have been identified. Till December 2018, a total number of 24 projects had been sanctioned for an amount of INR 727.16 Cr[25].
    - Swadesh Darshan Scheme was launched in 2014-15 to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme, 15 thematic circuits have been identified which include Buddhist Circuit, Krishna Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit and Tirthankar Circuit, among others. Total amount of INR 5,987.60 Cr. has been sanctioned by the Ministry across 74 projects till date[26].

[24] *http://pib.nic.in/*

[25] *http://pib.nic.in/PressReleseDetail.aspx?PRID=1557367*

[26] *Ministry of Tourism, Government of India*

- Assistance to Central Agencies: The objective of the scheme is to ensure development of tourism infrastructure by the concerned central agencies like Archaeological Survey of India, Port Trust of India, ITDC, Ministry of Railways, etc. who own the assets, through Central Financial Assistance provided by the Ministry of Tourism, Government of India.
- National Mission for Clean Ganga (NMCG) has been launched by the Government of India with a budget outlay of INR 20,000 Cr to clean up the River and develop public and tourist amenities at key locations along the riverbank.
- Government of India has started Aastha Circuit trains covering various religious places on February 2017. It offers all inclusive tour packages on different itineraries of varying duration, decided by Indian Railway Catering and Tourism Corporation Ltd. (IRCTC). IRCTC also runs various other packages covering key religious destinations along with Buddhist circuit trains[27].

Key Religious Destinations

Andhra Pradesh	Amaravati, Srisailam, Tirupati	**Meghalaya**	Babedpara, West Jaintia Hills, Sohra
Assam	Kamakhya	**Mizoram**	Aizwal
Arunachal Pradesh	Parasuram Kund	**Nagaland**	Kohima, Mokokchung
Bihar	Patna, Gaya	**Maharashtra**	Trimbakeshwar
Chhattisgarh	Rajnandgaon	**Odisha**	Puri
Gujarat	Dwarka, Somnath	**Punjab**	Amritsar
Haryana	Panchkula	**Rajasthan**	Ajmer
Himachal Pradesh	Chintpurni	**Tamil Nadu**	Kanchipuram, Vellankani
Jammu & Kashmir	Hazratbal, Katra	**Tripura**	Tripura Sundari
Jharkhand	Deogarh, Parasnath	**Uttar Pradesh**	Varanasi, Mathura, Ayodhya
Karnataka	Mysuru	**Uttarakhand**	Badrinath, Kedarnath, Gangotri, Yamunotri
Kerala	Guruvayur, Malayattoor, Thrissur	**West Bengal**	Belur
Madhya Pradesh	Omkareshwar, Amarkantak, Ujjain		

[27] *http://pib.nic.in/newsite/PrintRelease.aspx?relid=175259*

Recommendations

- Diversification of offerings at religious destinations to include other attractions such as MICE, Wellness, amusement parks, etc. will prolong tourist stay and provide additional avenues for tourists. Religious tour packages can be marketed as complete tourist destinations.
- Marketing and promotional activities for religious destinations showcasing immersive spiritual experience will enhance brand value and will attract domestic as well as international tourists.
- Sustainable development of religious destinations in ecologically sensitive zones to prevent damage to natural resources.
- Standardization of tourist amenities across all religious destinations and provision for disaster management measures will enhance tourist experience and provide greater sense of security. Further, enhanced connectivity will strengthen India's proposition to compete with neighboring countries such as Nepal, Cambodia and Sri Lanka and boost international tourist footfall.
- Convergence of schemes like UDAN with PRASHAD and Swadesh Darshan for strengthening tourist infrastructure such as providing last mile connectivity from major cities.

2.1.3 Nature-based Tourism

- India, the 7th largest country in the world, has a large land mass which is blessed with unparalleled diversity. From Himalayas in the north and east to the Deccan plateau in the west and south, from Western Ghats to the Eastern Ghats, the Great Indian Desert in the Northwest to the coastal regions of Indian peninsula, the diverse topography is also home to abundant flora and fauna.
- This vibrant natural heritage has been a popular avenue of tourism with the hill stations, beaches, lakes, riverfronts, etc. being a key attraction for tourists. Moreover, with improving connectivity and propagation of lesser known destinations through social media, more and more previously lesser-explored destinations are coming to the fore and attracting large number of tourists. While this form of tourism has been in existence for long, there is much potential to be tapped in this segment.
- India has a total of 868 Protected Areas, covering nearly 5% of India's area. These include 104 National Parks, 550 Wildlife Sanctuaries, 87 Conservation Reserves and 127 Community Reserves[28]. These areas home to several endangered species. UNESCO has also recognized 8 sites in India under the Natural & Mixed categories of the World Heritage Sites[29].
- Nature-based tourism also provides a base of adventure tourism, which is one of the fastest emerging segments of tourism. Further, ecotourism is also gaining prominence with greater awareness around sustainable development of tourist destinations. Several State Governments are giving an impetus towards developing ecotourism destination.

[28] *ENVIS Centre on Wildlife & Protected Areas, Wildlife Institute of India, Dehradun*

[29] *https://whc.unesco.org/en/statesparties/in*



- More than 7,500 Km long coastline of India presents enormous opportunities for coastal and cruise tourism. The Andaman & Nicobar Islands and the Lakshadweep islands have some of most pristine beaches and clear blue waters which hold further greater potential for inbound tourism.
- The vast coastlines also presents opportunities for cruise tourism, which is still at a nascent stage in India. During 2017-18, 139 cruise ships visited India carrying 162,660 cruise passengers[30]. The number is set to increase to 4.5 million by 2042-43[31] with several cruise liner expressing interest in developing packages specifically for the Indian market.

Advantage India

- Diverse topography with abundance of natural resources, including presence of flora and fauna unique to the Indian subcontinent
- Availability of several tourist destination across climate zones suites requirements of tourists throughout the year
- Price competitive offerings
- Several destinations are unexplored or yet to be fully explored and have huge potential to attract domestic as well as foreign tourists
- Growing disposable income and increasing inclination among the youth to travel presents a massive opportunity for domestic tourism

Government Initiatives

- Under the Swadesh Darshan Scheme, Ministry of Tourism has identified several nature-based themes including Coastal, Desert, Eco, Himalayan, North East and Wildlife. Cost sanctioned towards various circuits under these themes is as follows[32]:
  - Coastal: INR 895.98 Cr.
  - Desert: INR 63.96 Cr.
  - Eco: INR 608.37 Cr.
  - Himalayan: INR 668.95 Cr.
  - North East: INR 676.22 Cr.
  - Wildlife: INR 187.90 Cr.
- To fully leverage the true potential of the coastal areas and to promote cruise tourism, the Government of India has taken several steps including[33]:
  - Certainty of berth to cruise ships
  - Ousting charges have been removed – this has reduced overall cost

[30] *http://pib.nic.in/newsite/PrintRelease.aspx?relid=181194*

[31] *http://pib.nic.in/newsite/PrintRelease.aspx?relid=180482*

[32] *http://swadeshdarshan.gov.in/index.php?Theme*

[33] *http://pib.nic.in/newsite/PrintRelease.aspx?relid=180482*



- Discount of 42-66 % allowed in Port Charges
- Simplified SOPs issued for processes to be observed by multiple agencies like port authorities, Customs, Immigration, Security, State Government, Ship Agents, and Tour Operators etc.
- E-Landing card system is ready for ease of travelling among Indian ports
- Upgrade of cruise terminals and construction of new terminals
- Cabotage waived for foreign cruise vessels on Indian shores enabling passengers to board the vessel at Indian Ports for voyage along Indian shores

- Ministry of Environment, Forest and Climate Change has prepared an Eco-tourism policy which will work towards engaging local communities through mechanism to enrich local economy and promote sustainable use of indigenous material. The policy will enhance education and awareness about wildlife and habitat, and help in improving the livelihood of people living in and around Protected Areas. The policy will encourage homestead-based hospitality enterprises for enhancing local livelihood[34].

Key Destinations

- Key destinations famous for Nature and Wildlife:

Region	Destination
East	Koraput, Simlipal, Hazaribagh, Netarhat, Kurseong, Gopalpur, Kalimpong, Darjeeling
South	Ooty, Kotagiri, Vishakhapatnam, Kavaratti, Mangalore, Palakkad, Salem, Theni, Udupi, Varkala, Coonoor, Bekal, Yercaud, Kodaikanal, Kumarakom, Alappuzha, Munnar, Wayanad
North East	Nalbari, Sibsagar, Majuli, Tezpur, Imphal. Dimapur, Baghmara, Champhai, Bhalukpong, Bomdila, Chungthang, Dirang, Itanagar, Jaintia Hills, Jorhat, Jowai, Kaziranga, Kohima, Lachung, Lunglei, Pelling, Phek, Roing, Senapati, Tawang, Yumthang, Ziro, Agartala, Aizawl, Gangtok, Cherrapunjee, Shillong
North	Kullu, Shimla, Leh-Ladakh, Dehradun, Dharamshala, Kasauli, Mussoorie, Nainital, Patnitop, Badrinath, Anantnag, Chail, Bharatpur, Gangotri, Jim Corbett National Park, Kangra, Kaza, Kedarnath, Khajjiar, Keylong, Kufri, Mandi, Lansdowne, Mcleodganj, Naggar, Narkanda, Pahalgam, Nubra Valley, Palampur, Pithoragarh, Solan, Pragpur, Sonamarg, Sultanpur, Yamunotri, Srinagar, Rishikesh, Chamba, Alwar, Dalhousie, Mount Abu, Almora, Manali, Kausani
Central	Pachmarhi, Jabalpur, Dhar
West	Kutch, Igatpuri, Matheran, Sasan Gir, Daman, Diu, Panchgani, Mahabaleshwar, Saputara

[34] *http://pib.nic.in/newsite/PrintRelease.aspx?relid=183187*

- UNESCO World Heritage Sites (Natural/ Mixed)[35]:
    - Great Himalayan National Park Conservation Area
    - Kaziranga National Park
    - Keoladeo National Park
    - Manas Wildlife Sanctuary
    - Nanda Devi and Valley of Flowers National Parks
    - Sundarbans National Park
    - Western Ghats
    - Khangchendzonga National Park

Recommendations

- New and upcoming destinations need to be developed in a sustainable manner so as to ensure that there is minimal impact on the environment. At the same time, infrastructure and tourist amenities at popular tourist destinations need to be upgraded, along with robust waste management mechanism in order to minimize environmental degradation due to development.
- Integration of nature-based tourism with adventure tourism will lead to greater footfall, increase in duration of stay and regional community development.
- Marketing campaign showcasing India's destinations and safety & security aspects will encourages potential tourists.
- Awareness campaign should be conducted to educate tourists and the local communities on the need to conserve the natural heritage.

2.2 Emerging Themes

2.2.1 Medical and Wellness Tourism

- In recent years medical and wellness tourism have grown exponentially. Medical tourism in the country has boosted with the number of overseas patients touching 4.95 lakhs in 2017 as against 4.27 lakhs in 2016 witnessing a growth of around 16%[36].
- India provides competitive cost advantage at one tenth of the cost of the US and Europe. By 2020, medical tourism industry of India is expected to touch $9 billion[37].
- Currently, India has 38 JCI accredited hospitals and the number is growing significantly[38].

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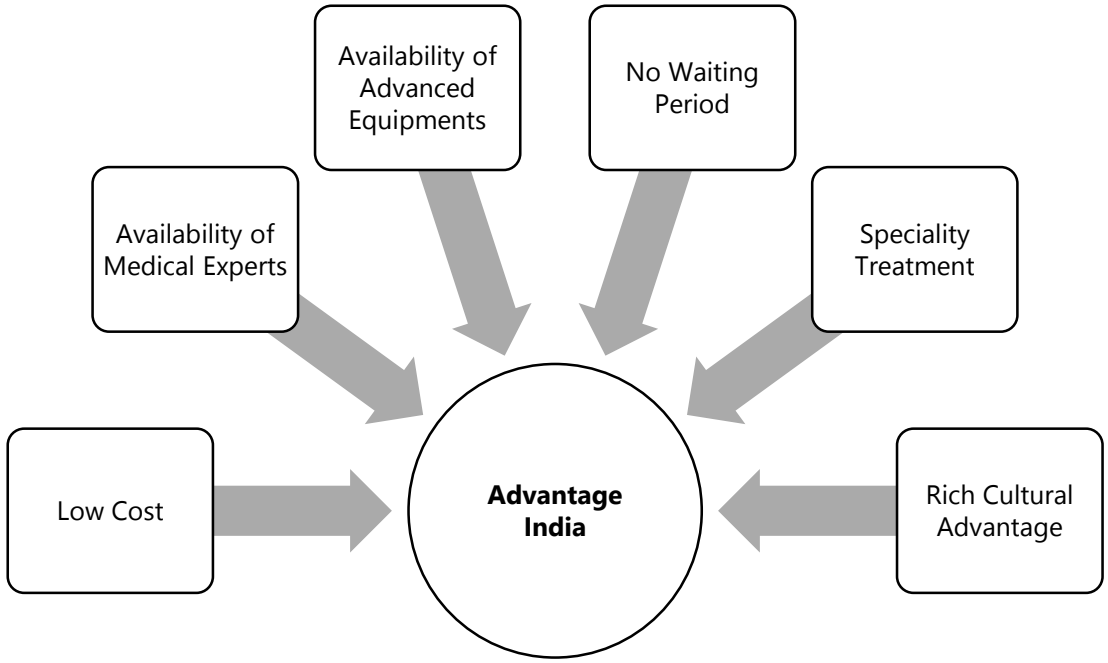
[35] *https://whc.unesco.org/en/statesparties/in*

[36] *pib.nic.in*

[37] *https://www.ibef.org/download/tourism-and-hospitality-feb-2019.pdf*

[38] *https://www.jointcommissioninternational.org/about-jci/jci-accredited-organizations/?c=India*

- Rising disposable incomes and awareness on personal wellbeing and increased air connectivity has encouraged market for wellness services in India like Ayurveda, spa and other therapies.
- With the natural wealth of over 6,600 medicinal plants, India is the second largest exporter of alternative Medicines (AYUSH- Ayurveda, Yoga, Unani, Siddha and Homeopathy)[39]. This presents the immense potential of India to emerge as a hotspot for Wellness Tourism due to its available facilities for Ayurveda, yoga, acupuncture, herbal massages, nature therapies, and other ancient Indian healthcare therapies.



Advantage India

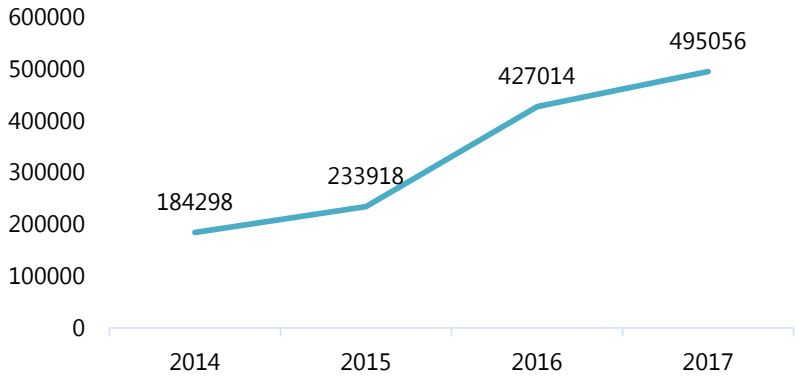
- Home to ancient medical and wellness practices under the AYUSH
- 2nd largest exporter of alternative medicines
- Most urban centers in India have presence of large multi-specialty hospitals providing quality healthcare services
- High quality and affordable treatment facility
- Availability of large talent pool of doctors
- Increasing demand for healthcare services from countries like US & UK
- Rising health consciousness has encouraged market for wellness services like resorts, Spas and rejuvenation programs

[39] *http://ficci.in/ficci-in-news-page.asp?nid=13582*

Government Initiatives[40]

- The Government of India has introduced e- Medical Visa facility to simplify procedure for obtaining visa for tourists coming to India for medical purpose. Further e- FRRO scheme has been introduced for 27 visa related services (visa extension, conversion etc.)
- A National Medical and Wellness Tourism Board has been formed to promote Medical and Wellness Tourism in an organized manner.
- A film on Medical Tourism has been produced in collaboration with BBC for promotional activities.

Figure 15: Foreign Tourist Arrivals in India on Medical Visa



Source: Ministry of Tourism, Govt. of India

- The Ministry of Tourism offers financial support for organizing Wellness and Medical Tourism Promotional shows, workshops, seminars, amongst others.
- Government has planned to set up facilitation counters at major airports of Mumbai, New Delhi, Kolkata, Chennai, Hyderabad and Bengaluru for tourists arriving on Medical Visas.
- Department of Commerce and Services Export Promotion Council (SEPC) has launched Healthcare Portal www.indiahealthcaretourism.com as a single platform for medical travelers to provide comprehensive information on healthcare landscape of the country.

Key Destinations

- **Chennai**: The gateway of South India has already established itself as the health capital of the country with the availability of high quality and affordable medical treatment facilities.
- **Delhi**: The National Capital of India is also home to several renowned hospitals that offer customized packages to foreign tourists for General Surgery, Heart Care and Neurosurgeries amongst others.
- **Mumbai**: The financial capital of India is also preferred destination for medical tourists due to the well-connected infrastructure, state-of-the-art health care facilities and well-trained medical professionals.

[40] *http://pib.nic.in/*

- **Hyderabad**: Hyderabad is fast emerging as the hub for medical tourism with improved flight connectivity and affordable world class medical facilities.
- **Uttarakhand**: Home to 62 hot springs, Uttarakhand is ideally poised to become leading wellness hub of the country with high-end spa facilities, yoga and meditation retreats. Taking cognizance of this potential, the State Government has decided to develop 330 sub centers and health and wellness centers across Uttarakhand[41].
- **Kerala**: Kerala is well known for unparalleled quality of Ayurveda services coupled with diverse holistic treatments which has witnessed steady growth in foreign tourist arrivals in the last five years.
- **North East:** With improved connectivity, states like Sikkim, Meghalaya and Arunachal Pradesh which are home to natural hot springs, lush green forests and blissful waterfalls has potential to emerge as leading destinations for world class wellness centers.
- Other emerging wellness tourism destinations include Himachal Pradesh, Karnataka, Haryana and Uttar Pradesh.

Recommendations

- Developing an aggressive plan for creating high quality integrated 'medi-cities' that offers a 360-degree interface for tourists as well as treatment related services. The Government of India can facilitate formation of Special Purpose Vehicles (SPVs) for this purpose to raise capital in both domestic and international markets, especially for development of infrastructure in areas like North East which potentially have a huge catchment areas in SE Asia and ASEAN countries.
- Effective destination branding is imperative for positioning India as a premium medical and wellness tourism hub. It will require a convergence of multiple stakeholders and activities including swift and incentivized air travel for international patients, facilities for easy visa process, patient security and a sense of respect for cultural differences, accommodation services, excellent clinical services and effective follow-up processes from the tourist facility.
- The Ministry of Tourism can consider creating dedicated Medical Tourism offices in existing as well as potential markets like South Korea, Libya, Romania, Brunei, Eastern Europe and Russia where industry association like the Medical Council of India, Dental Council of India, Healthcare Travel Council of India, among others can provide interface and linkages with hospitals and wellness centers.
- Accreditation is another key area of Medical Tourism industry not only to convince the potential tourist of the institution's credibility, but also a necessary pre-requisite for acquiring an insurance cover in many countries. There is a need to ensure that the criteria set by the NABH are at par with the international standards for certification like JCI. The accreditation process also needs to be streamlined and expedited.

[41] *https://timesofindia.indiatimes.com/city/dehradun/after-centre-doles-out-rs-515cr-fund-govt-to-add-330-health-centres-in-villages/articleshow/64084420.cms*



2.2.2 *Adventure Tourism*

- ✓ Adventure tourism is among the fastest growing tourism segments globally and in India. Diverse natural landscapes and range of immersive cultural experiences present enormous opportunities for adventure tourism. The Himalayan Mountain range in the North & East, numerous rivers & lakes, more than 7,500 Km long coastline and various forest & hill zones across the country make a wide range of adventure activities possible.
- ✓ The Global Adventure Tourism market was valued at USD 6.80 trillion in 2017 and is expected to grow at a CAGR of 46% till 2022. Nearly 42% of the growth is estimated to be from the EMEA region[42].
- ✓ With growing number of travel aggregators, startups and travel operators offerings unique and adventurous experience, and increasing interest among the youth and urban dwellers for adventurous getaways, the segment is expected to witness exponential growth. Large number of social media influencers in the travel & tourism segment are also responsible for growing inclination towards adventure tourism.
- ✓ A 2018 report pegs the increase in demand for adventure and activity travel at 178% during the 2015-17. The market is further expected to grow at a CAGR of 17.4% during 2017-23. The report further noted that there has been a 42% increase in popularity of high altitude regions among adventure travelers over the past 3 years. During the same period, number of solo travelers has increased by 18%[43]. As of May 2018, there were 47 adventure tour operators recognized by the Ministry of Tourism[44].
- ✓ According to NITI Aayog, India's nature and adventure tourism is still at a nascent stage with barely 3% of the 668 Protected Areas attracting any significant tourism activity[45].
- ✓ Amusement and theme parks are also on the rise in India. There are 155+ parks estimated to be in India of which nearly 10-15% falling in the category of large parks[46].

Advantage India

- ✓ Geographical diversity and abundance of natural resources such as mountains, rivers, forests, wildlife, sea, waterfalls etc. offers avenues for various categories of adventure tourism activities
- ✓ Different climate zones make India a round-the-year adventure tourism destination
- ✓ Growing inclination towards the segment among the youth presents a large domestic market

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[42] *Global Adventure Tourism Market 2018-2022, TechnavioPlus*

[43] *http://www.thrillophilia.com/blog/adventure-travel-sees-jump-178-india-report-thrillophilia/*

[44] *Ministry of Tourism, Government of India*

[45] *Report of Working Group II Sustainable Tourism in the Indian Himalayan Region, NITI Aayog*

[46] *https://economictimes.indiatimes.com/news/company/corporate-trends/meet-the-first-families-of-the-growing-theme-and-amusement-parks-segment-in-india/articleshow/62795406.cms*



Government Initiatives

- ✓ The Ministry of Tourism identifies adventure tourism as a niche product which can position India as a 365 days destination. The ministry celebrated 2018 as the 'Year of Adventure Tourism' to promote the segment. A task force on adventure tourism was created with the Secretary (Tourism) as the Chair to resolve issues related to development and promotion of adventure tourism in the country. The ministry has also issued guidelines for the approval of Adventure Tour Operators and is the approving authority for service providers in the category.
- ✓ The Ministry, along with the Adventure Tour Operators Association of India (ATOAI), launched the 'Indian Adventure Tourism Guidelines (Version 2.0) – 2018' on safety and quality norms for adventure tourism in India. The guidelines cover 15 land-based activities, 7 air-based and water-based activities, each.
- ✓ The Ministry also extends Central Financial Assistance to various States Governments and UT Administrations for development of tourism infrastructure at adventure tourism destinations. Special efforts are being undertaken to promote inland water tourism by extending financial assistance to infrastructure facilities such as double hull boats, constitution of jetties, cruise vessels, boats, etc.
- ✓ Ministry of Tourism has established National Institute of Water Sports (NIWS) in Goa under the administrative control of the Indian Institute of Tourism and Travel Management which offers long and short-term courses on water sports.
- ✓ Adventure tourism is also a key theme under the Swadesh Darshan scheme. Eco-Adventure Circuit in Mizoram, adventure sports related infrastructure development in Uttarakhand, integrated development of new adventure tourism in Arunachal Pradesh under the North East India circuit are some of the projects being undertaken by the ministry.

State	Destinations
Jammu & Kashmir	Leh, Sangam, Zanskar, Chilling, Spituk, Nimo, Lamayuru, Markha, Stok Kangri, Nubra, Sam, Tsomoriri, Sonamarg, Pahalgam, Srinagar, Kargil, Gulmarg, Yusmarg, Doodhpathri, Veriag, Kokerag, Manasbal, Lolab, Gurez, Pangong, Hemis National Park
Himachal Pradesh	Kullu, Manali, Solang Valley, Bir Billing, Dharamshala, Lahaul Spiti, Chamba, Kangra, Kufri, Narkanda, Hanuman Tibba, Rohtang Pass, DeoTibba and Chandrakhani Pass, Chil & Dalhousie
Uttarakhand	Rishikesh, Mussoorie, Pithoragarh, Nainital, Dhanaulti, Naukuchiatal, Bedni Bugyal, Auli, Mundali, Munsiyari, Dayara Bugyal, Jim Corbett National Park, Raja ji National park, Har Ki Doon & Kana Tal
Maharashtra	Chandrapur, Alibag (Kashid), Kolad, Tarkarli, Ganpatiphule, Kamshet, Punchgani, Malsheg Ghat, Karjat, Mahableshwar, Matheran, Panhala Fort, Chikhaldhara, Rajmachi



State	Destinations
Madhya Pradesh	Bandhavgarh, Panchmarhi, Kanha National park, Shivpuri, Pench, Panna, Satpura, Kerwa lake, Orchha, Pipariya, Bargi dam, Jabalpur, Betwa, Narmada river side, Bhopal & Tikamgarh
Goa	Calangute, Mogore, Candolin, Palolim, Novem, Arpora, Divar Island, Bagha, Grande island, Sao George island, Arambol, Benaulim, Chapora river, Valpoi river, Choraopomburpa, Dudhsagar fall, Mullem National Park, Cotigaon wildlife, Monkey beach, Britona & Bhagmalo
Kerala	Kochi, Thiruvananthapuram, Munnar, Varkala Beach, Payyambalam Beach, Alappuzha Beach, Agasthyakoodam, Eruthavoor, Thenmala, Periyar Wildlife Sanctuary, Wayanad Wildlife Sanctuary, Kovalam Vagamon, Varkala, Idukki, Kozhikode, Ponmudi & Kasargod
Karnataka	Bangalore, Mysore, Mangalore, Ramanagara, Dandeli, Coorg, Gokarna, Karwar, Anthrange, Bheemeshwari, Devarayanadurga, Madhugiri, Nandi Hills, Shivaganga, Mullayanagiri, Brahmagiri, Tadiyadamol, Dubare, Murudeshwara, Malpe & Murudeshwar
Arunachal Pradesh	Nam-da-pa, Bomdila,-Tawang, Kameng, Sepa, Bhalukpung, Subansiri, Sing, Dibang, Along, Daporijo, Pasighat & Mechhuka
Assam	Bhalupung, Kaziranga National Park, Nameri, Manas National Park, Samuri, Dibrugarh, Tezpur, Bhoroli, Kapili, Ninging, Dhubri, Hajo, Saulkuchi, Barpeta, Guwahati, JiaBhoroli, Cachar Hills, Karbi Hills, Kamakhya Hills, Orang National Park, Sonai Rupai Wildlife Sanctuary, Milroy Sanctuary, Laokhowa Wildlife Sanctuary, Pobitora Wildlife Sanctuary, Namber Wildlife Sanctuary & Pani Dihing Wildlife Sanctuary
Sikkim	Dzongory, Lavataru in North Sikkim, Green Lake, Banjari Waterfalls, Rangpumali, Sleep Junky, RangpoMalli, FambongLho, Kanchendzonga, Pemayangtse, Khechopalri, Yuksum, Tsokha, Dzongri, Hangshing, Zemathang, Chaurigang, Tashiding, Varsey, Yangang, Rabongla, Sang & Sikip, Makha, Sirwani, Bardang & Goechala

Recommendations

- Adventure tourism destinations need to focus on safety & security. The guidelines issued by the ministry of tourism need to be strictly adhered to, including availability of emergency response teams for prompt action. Provision of air services for evacuation needs to be made for efficient disaster management and timely response in remote locations.
- Capacity building for tour operator personnel and training of locals for disaster management.
- A dedicated help line needs to be setup for handling emergencies to ensure confidence among adventure enthusiasts



- Most of the adventure destinations are in remote locations, hence it is imperative to involve the community for developing various support systems, such as home stays. Focus needs to be on the sustainable development of remote and ecologically sensitive locations.
- Aggressive marketing to position India as an adventure destination of global repute to compete against established and emerging adventure tourism destinations.

2.2.3 MICE Tourism

- Meetings, Incentives, Conferences & Exhibitions or MICE tourism is estimated to be growing at a CAGR of 7.5% during 2017-23 to reach US$1,245 by 2023, globally. Asia-Pacific region is expected to lead the growth with a CAGE of 8.6% during this period[47].
- India is a late entrant in the segment and is in the process of upgrading its MICE infrastructure. In 2018, MICE tourism in India is pegged at INR 25,000 Cr. growing at a CAGE of nearly 8% y-o-y. The industry is estimated to have a space of about 5 lakh sq.mt. which is expected to cross 15 lakh sq.mt. over the next 2-3 years, which will result in doubling of the growth rate[48].
- In 2017, India ranked 24th globally in terms of international meeting organized with 175 meetings taking place during the year, out of a total 12,563 meetings, a mere 1.39% share. The country ranks 5th in the APAC region, behind Japan, China, Republic of Korea and Australia. The number of participants estimated to have attended these meetings is 73,213[49].
- Strong economic growth, growing emergence of India on the global & regional business map, geopolitical conferences & regional cooperation, and increasing leisure travel is poised to drive the growth of MICE tourism in India.

Advantage India

- ✓ India's strategic location and round the year destination
- ✓ Variety of destinations which can be clubbed with diverse tourism offerings to enhance MICE
- ✓ Well-connected infrastructure with 31 international airports, 5 cruise ports and one of the largest rail & road network in the world
- ✓ Consistently among the fastest growing large economies
- ✓ Price competitive offerings
- ✓ Growing culture of large scale expenditure to organize lavish weddings
- ✓ Heritage properties and hotels have the potential to become most preferred wedding destinations

[47] *https://www.alliedmarketresearch.com/MICE-industry-market*

[48] *http://www.newindianexpress.com/business/2018/may/24/indian-mice-industry-pegged-at-rs-25000-crore-has-huge-appetite-for-growth-1818656.html*

[49] *International Congress and Convention Association: 2017 ICCA Statistics Report*



Government Initiatives

- MICE Tourism is one among the niche tourism products identified by the Ministry of Tourism to develop India as a 365 days destination. India Convention Promotion Bureau (ICPB), set up by the Ministry, is engaged in promoting India as a venue for international congresses and conventions[50].
- The Ministry offers Market Development Assistance to members of ICPB towards bidding for international conferences/ conventions. Associations/ societies are given financial support on winning the bid or for obtaining 2nd and 3rd positions in the bidding process[51].
- The Ministry of Tourism extends Central Financial Assistance (CFA) to the State Governments and Union Territory Administrations for developing tourism infrastructure including setting up of convention centers[52].
- The Department of Industrial Policy & Promotion, Ministry of Commerce and Industry is developing a world class convention center – India International Convention and Exhibition Centre (IICC) at Dwarka, New Delhi in an area of nearly 90-hectare. The total cost of the project is estimated to be around INR 25,700 Cr[53].

Key Destinations

- Bangalore International Exhibition Centre, Bengaluru
- Biswa Bangla Convention Centre, Kolkata
- Bombay Exhibition Centre, Mumbai
- Brilliant Hotels & Infrastructure, Indore
- Hyatt Andaz, New Delhi
- Hyderabad International Convention Centre, Hyderabad
- Hyderabad International Trade Exposition, Hyderabad
- India Exposition Mart, Greater Noida
- JW Marriott, New Delhi
- Jaipur Exhibition & Convention Centre, Jaipur
- Leonia International Centre for Exhibitions and Conventions, Hyderabad
- Lulu Bolgatty International Convention Centre, Kochi
- National Centre for Performing Arts, Mumbai
- India Habitat Centre, New Delhi

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[50] *Ministry of Tourism, Government of India*

[51] *Annual Report 2017-18: Ministry of Tourism, Government of India*

[52] *http://pib.nic.in/PressReleaseIframePage.aspx?PRID=1526818*

[53] *http://pib.nic.in/PressReleaseIframePage.aspx?PRID=1546650*



- Pullman Aerocity, New Delhi
- Sher-i-Kashmir International Convention Centre, Srinagar
- Vigyan Bhawan, New Delhi
- Pragati Maidan, New Delhi

Recommendations

- Construct world class convention & exhibition centers adopt a holistic approach to promote MICE Tourism, including improvement in air and road connectivity.
- Promote India as prime MICE Destination through aggressive marketing like road shows and participation at the international events. Showcase successful large conferences, meeting and exhibitions through promotional videos.
- Invite international convention, congress and exhibition organizers for FAM tours of key MICE destinations in India.





State Government Initiatives to Promote Inbound Tourism 3





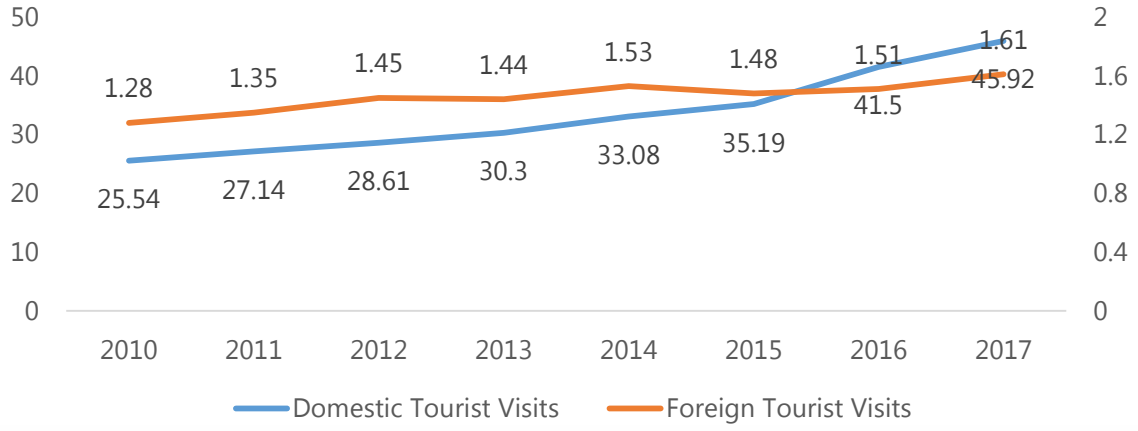
3. State Government Initiatives to Promote Inbound Tourism

3.1 Rajasthan

3.1.1 Tourism Outlook

Rajasthan, the largest state in India, is blessed with a diverse range of tourist attraction. The state ranked 5th in terms of foreign tourist visits in 2017, accounting for nearly 6% of the total foreign tourist visits in India and witnessing a CAGR of 3.34% during 2010-17[54]. In terms of Domestic Tourist Visits, the state ranks 10th in the country with 45.92 million visits in 2017. During the period 2010-17, Domestic Tourist Visits grew at a CAGR of 8.74%[55]. The capital city, Jaipur, witnesses large influx of foreign tourists due to its elementary position on the Golden Triangle (other two being Delhi and Agra).

Figure 16: Tourist Footfalls in Rajasthan (in million)



Source: Department of Tourism, Government of Rajasthan

[54] *Ministry of Tourism, Govt. of India*

[55] *Department of Tourism, Govt. of Rajasthan*

3.1.2 Major Tourism Themes Attracting Tourists

Rajasthan, often referred to as the Land of Maharajas, the State is boasts of several heritage sites of historical significance with each region having its unique culture. The State is also abundantly blessed with wildlife, lakes and religious destinations, among others. Moreover, the culture & hospitality of Rajasthan is well known globally. The State also features as a prominent luxury tourist destination on the global tourism landscape.

Themes	Key Tourist Destinations
Heritage & Cultural Tourism	• Rajasthan is home to some of the most glorious forts of the erstwhile provinces of India. Some of the well-known forts include Amber fort, Mehrangarh fort, Jaisalmer fort, Chittor fort, Nahargarh fort, amongst others. Further, several of the palaces have been converted to museums, and luxury & boutique hotels. • The State is also known for its vibrant art & culture which attracts large number of domestic & foreign tourists. The Department of Tourism organized 56 fair & festivals and cultural programs in 2017. • The State operates famous luxury tourist trains such as Royal Rajasthan on Wheels and Palace on Wheels, which connect some of Rajasthan's key tourist destinations to other states.
Religious Tourism	• Rajasthan has several places of religious significance for followers of various religions which attracts domestic as well as foreign tourists. Some of the key religious destinations include Brahma Temple Pushkar, Deshnok Karni Mata Temple, Ranakpur Jain Temple, Delwara Jain Temple, Ajmer Sharif Dargah, amongst others.
Wedding & MICE Tourism	• Rajasthan has gradually become a favored destination for MICE tourism. Presence of several heritage & luxury hotels along with various leisure activities make the State an ideal destination. • The State is also known to be a wedding destination with royal wedding emerging as a popular theme. Recent celebrity weddings of business and media industry has put Rajasthan on the global map as a preferred wedding destination. • Some reports estimate MICE tourism to be an INR 5,000 Cr. industry in the State[56].
Nature based and Eco-Tourism	• Rajasthan is bestowed with a diverse topography with the Thar Desert in the west and the Aravalli mountain range hill station Mount Abu in the south. • City of lakes, Udaipur, also forms a major tourist destination with a combination of scenic beauty and heritage grandeur. • Rajasthan has several wildlife sanctuaries and national parks such as Ranthambore National Park, Sariska Tiger Reserve and Keoladeo Ghana National Park, among others.

[56] *https://timesofindia.indiatimes.com/city/jaipur/weddings-mice-get-priority-status-in-new-tourism-draft-policy/articleshow/65250325.cms*

3.1.3 Investment Opportunities[57] [58]

Rajasthan offers several investment opportunities

Segment	Investment Opportunities	Locations
Heritage & Cultural Tourism	• Several heritage properties are available for private investment for conversion to hotels and museums • Restoration of heritage properties • Development of Festival / Fair Ground and Local Bazar, Craft & Haat Bazar and Cultural Interpretation centers	Ajmer, Alwar, Baran, Bharatpur, Bhilwara, Chittorgarh, Jaipur, Jhunjhunu, Jodhpur, Kota, Nagaur, Pali, Sikar, Rajsamand
MICE & Wedding Tourism	• Increasing popularity of Rajasthan as a MICE & Wedding destination makes development of convention centers and amusement parks a very attractive proposition	Ajmer, Jaipur, Kota, Jodhpur, Udaipur, Mount Abu
Religious Tourism	• Upgrade of tourist amenities infrastructure at major religious destinations	Dausa, Banswara, Jaipur, Jhalawar, Sikar, Rajsamand
Nature based and Eco-Tourism	• Developing Sambhar Salt lake • Setting up and operating of ropeways • House boats and water cruises in lakes • Lake and riverfront development	Jaipur, Jhalawar, Kota, Sawai Madhopur, Sirohi, Rajasmand
Adventure Tourism	• Adventure and water sports activities in lakes • Installation & operations of Zip Lines • Hot air ballooning, rock climbing/ rappelling, Zorbing • Desert safaris, camping, ATVs & jeep safari	Ajmer, Jaisamand Lake, Udaipur, Jodhpur, Jaisalmer, Jodhpur, Kota, Mount Abu

- In 2017-18 (till Dec, 2017), Ministry of Tourism had released INR 19.92 Cr. for development of Heritage Circuit, INR 23.49 Cr. for development of Krishna Circuit and INR 16.29 Cr. for development of Desert Circuit themes in the State under the Swadesh Darshan scheme[59].
- Further, amount of INR 40.44 Cr. was sanctioned towards integrated development of Pushkar-Ajmer under the PRASHAD scheme of which INR 19.41 Cr. had been released by December 2017[60].

[57] *Department of Tourism, Government of Rajasthan*

[58] *India Investment Grid, Invest India*

[59] *Ministry of Tourism, Govt. of India Annual Report 2017-18*

[60] *Ministry of Tourism, Govt. of India Annual Report 2017-18*



3.1.4 Policy Support

With the objective towards enhancing tourism infrastructure and enable rapid growth of Tourism in the state, the State Government launched Rajasthan Tourism Unit Policy 2015. The policy extends support and incentives for establishment of Tourism Units in the State.

Name of the policy	Rajasthan Tourism Unit Policy 2015[61]
Land Aggregation & Allotment	• All Development Authorities & and District Collectors would identify land for Tourism units • Category wise Minimum and Maximum Land Area • 30 Years of Land leasing • No conversion charges and no development charges • Free of cost conversion and development charges for heritage hotels, Urban Development and Housing (UDH) & Local Self Government (LSG), Panchayati Raj, Revenue Department, etc. • 50% of Stamp Duty on purchase or lease of land and construction or improvement on such land
Project Sanctioning Methods	• Dedicated Tourism Promotion Advisory Board with the primary objective of facilitating planning, implementation of tourism projects and to provide overall direction to the development of tourism in the state.
Incentives and Concessions	• Stamp Duty: 25% on Stamp Duty for heritage properties • Electricity Duty: 50% of Electricity Duty for seven years for Service & Manufacturing Enterprises
Other Relevant Policies	
Rajasthan Film Shooting Regulation, 2016	• Simplifies the permit process and makes provision for grant of Permission in 15 days with waiver of all fees

Initiatives to Promote Inbound Tourism

Rajasthan Tourism has launched aggressive promotional campaign to attract domestic as well as foreign tourists. The state has been organizing roadshows overseas and participating in travel & tourism events at the global level. Further, the department has been promoting various fairs & festivals of Rajasthan which provide a unique experience to tourists. The department is expected to release new tourism policy shortly which will focus on infrastructure development and popularization of lesser known destination.

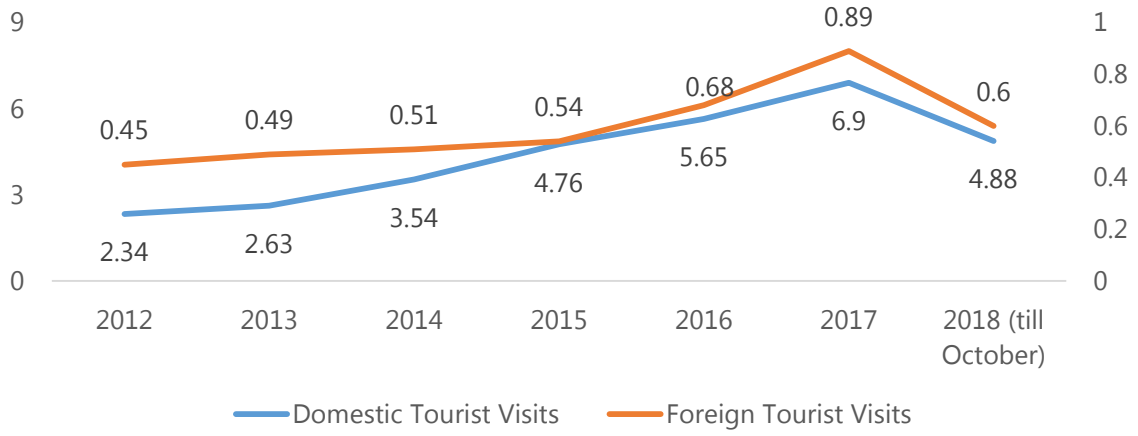
[61] *Department of Tourism, Govt. of Rajasthan*

3.2 Goa

3.2.1 Tourism Outlook

Goa is famous for its beaches, places of worship and casinos with wide range of offerings easily reachable due to short distances. The Churches and Convents of Goa have been declared a World Heritage Site by UNESCO. Goa's tourist inflow grew from 2.7 million in 2012 to 7.8 million in 2016, five times the population of Goa. Leisure tourism is the dominant form of tourism mainly due to its beaches. The CAGR of tourist inflow during five-year period between 2012 and 2017 was 22.80 %. The tourist inflow during the year 2018 is expected to surpass 8 million (tourist inflow till October is 5.5 million)[62].

Figure 18: Tourist Arrivals in Goa (million)



Source: Department of Tourism, Government of Goa

3.2.2 Major Tourism Themes Attracting Tourists

Tourism in Goa offers a Traveler's Paradise. It offers a wide spectrum of Tourism sectors which sing in the glory of Goa's rich culture and heritage.

Themes	Key Tourist Destinations
Coastal & Cruise Tourism	• Coastal or Beach Tourism is consist of almost 80% percent of Total Tourist arrivals in Goa. • Ashwem, Galgigbaga Beach, Patnem Beach, Bambolim Beach, Calangute beach, Baga North beach, Vagator North beach, Anjuna north beach, Miramar Beach etc. • Cruise transportation is one of the most important part of Goa tourism. Cruises like Galaxia Galante serves tourist in Mandovi River • Angriya Cruise has started cruise service between Goa and Mumbai providing unique experiences to tourist to travel to Goa from Mumbai

[62] *Department of Tourism, Government of Goa*

Themes	Key Tourist Destinations
Nature-based & Ecotourism	• Goa accounts for about 5% of the birds found in the world and about half the birds found in India within a driving distance of 90 minutes from anywhere in Goa & the season of operation extends throughout the year with bird sightings dependent on migration / breeding behavior[63] • Bondla Wildlife Sanctuary, Bhagwan Mahaveer National Park, Cotigao Wildlife Sanctuary, Carambolim Lake, Soccorro Plateau, Morjim Beach, Curtorim Wetland Complex • A new concept of Agro Eco tourism is developing in Goa. It is an amalgamation of agriculture in the eco sensitive zones and explore nature at its best. Agro-Eco tourism center at Old Goa is spearheading this initiative

3.2.3 Investment Opportunities

Goa has huge untapped tourism potential and one of its key strengths has been the diversity of its offerings – attractions to cater to all segments of travelers.

Segment	Investment Opportunities	Locations
MICE & Wedding Tourism	• Convention Center	Dona Paula
Adventure Tourism	• High-end water sports and adventure sports • Tourism hubs including oceanariums, theme parks, shopping malls, food & beverage outlets, entertainment centers, handicraft centers etc.	Panaji and across Goa
Cruise & Coastal Tourism	• Marinas at designated locations and hinterland river cruise tourism	Along the coast/ Mandovi river
Heritage & Cultural Tourism	• Heritage stays in traditional Goan style at home stays/ heritage houses	Goa

3.2.4 Policy Support

Draft Goa Tourism Policy, 2016 was prepared by the State Government. Currently, a new policy under preparation. Goa has separate water sports policy and boat rides & water sports activities guidelines. The state also has policy for Erection of Beach Shacks, Temporary seasonal structures, huts and others.

Tourism has been declared as an industry in the state. Further, Goa Tourism Development Corporation (GTDC) focus on developing and promoting Goa's tourism sector with a thrust on privatization and outsourcing of its assets. The policy ensures that the local community is involved and the benefits of tourism accrue to them.

[63] *https://goa-tourism.com/Avocet_Peregrine*

Draft Goa Tourism Policy	
Project Sanctioning Methods	• Draft Tourism Policy 2019 suggests to form Goa Tourism Board (GTB) headed by the Tourism Minister to oversee all project development and Marketing & promoting activities • GTDC shall play the role of a facilitator and aid investment in tourism sector in the State

Apart from the policy front, the State Government has undertaken following initiatives to develop tourism in the State:

- Introduction of Cruise connectivity between Goa—Mumbai with food, music and party on board
- Introduction of 8 hour excursion ride on a boat – Flying Fish. This has facility for scuba diving and snorkeling
- Goa tourism has started sea rafting at Arambol beach. The season of operation is from September to May
- Launched motorized paragliding at Mandrem beach to boost adventure tourism
- Plan to launch other adventure activities like new activities like duck boats, seaplanes, segway tours, hop-on hop-off tours, horse riding trails, bungee jumping, scuba diving, rope way etc.
- Focusing on introducing activities and initiatives to promote tourism for families through watersports activities, hot air balloons and helicopter joy rides
- Goa Tourism also organizes events and festivals throughout the year like Grape Escapade, Carnival, Shigmo, Food & Cultural Festival, the International Film Festival India – Goa, Tripurari Purnima, Ganesh Chaturthi, Diwali, Christmas, NYE, Monsoon festivals

Initiatives to Promote Inbound Tourism

Goa tourism is promoting hosting of high end music, art and fashion events in Goa. These events are combined with leisure tourism and are expected to attract foreign tourist as well as increase the number of tourist in luxury segments. New connectivity projects are being undertaken to improve connectivity to hinterland in the State and decongest personal and commercial traffic. Water front promenades are being developed at Panaji, Colva, Chapora, Old Goa and Mayem Lake. Awareness campaigns are being undertaken and promoted in print media and social media on tourist safety.

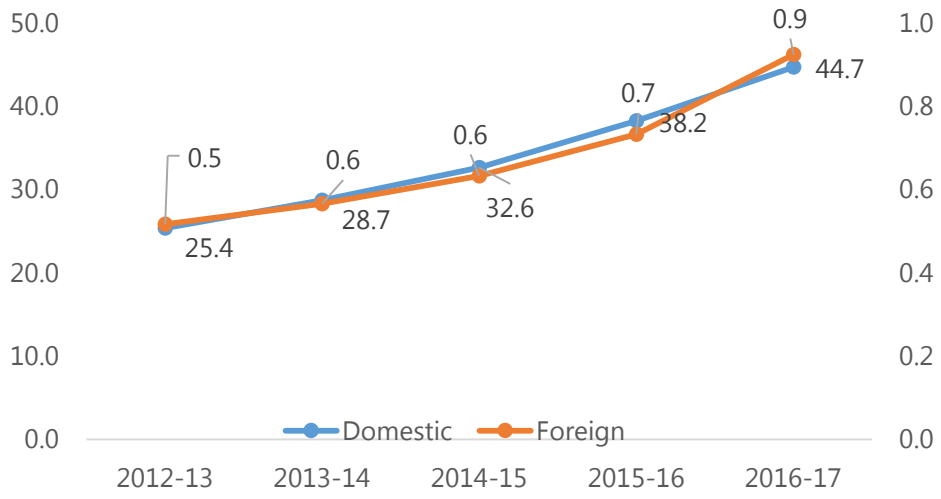


3.3 Gujarat

3.3.1 Tourism Outlook

- Gujarat has over 3500 years of history, natural & cultural delights, beaches, fairs & festivals, temples, spiritual sites coupled with the warmth & hospitality of its people. Gujarat has huge untapped tourism potential and one of its key strengths has been the diversity of its offerings – attractions to cater to all segments of travelers.
- Gujarat tourist inflow grew from 38.3 million in FY16 to 44.8 million in FY17. Tourist inflow from other Indian states grew 22 per cent. Business and spiritual tourism are dominant purpose of visit. The CAGR of tourist inflow during five-year period between FY07 and FY12 was 12.62 %, while the CAGR of tourist inflow during the past five-year period between FY12 and FY17 was 14.91%, marking an improvement[64].

Figure 19: Tourist Footfalls in Gujarat (in million)



Source: Department of Tourism, Government of Gujarat

3.3.2 Major Tourism Themes Attracting Tourists

Tourism in Gujarat offers a traveler's paradise. It offers a wide spectrum of Tourism sectors which sing in the glory of Gujarat's rich culture and heritage.

Themes	Key Tourist Destinations
Religious Tourism	• Spiritual Tourism consists of almost 36% percent of Total Tourist Visit in Gujarat.[65] • Dwarka, Somnath, Ambaji and Palitana are prominent for Spiritual Tourism • Under PRASHAD scheme, Dwarka & Somanth have been identified and development of Buddhist circuit under Swadesh Darshan scheme[66]

[64] *Gujarat Industrial and Technical Consultancy Organization and IBEF*

[65] *IBEF*

[66] *Ministry of Tourism, Government of India*

Themes	Key Tourist Destinations
MICE & Wedding Tourism	• Business remains the dominant purpose of visit accounting for 55% of tourist inflow[67] • Biannual event Vibrant Gujarat International Summit held at Mahatma Mandir, Gandhinagar • Ahmedabad, Surat, Vadodara and Rajkot are prominent MICE destinations
Coastal & Cruise Tourism	• Mandavi Beach, Chorwad Beach, Tithal Beach, Unai Hot Springs
Nature-based and Ecotourism	• Gir National Park, Nal Sarovar Bird Sanctuary, Velavadar Blackbuck National Park, Little Rann of Kutch • Sabarmati riverfront waterfront & public space for recreation along the banks of River Sabarmati; development taking place on other rivers of Gujarat
Heritage & Cultural Tourism	• Rani Ki Vav, Adalaj Ni Vav, Modhera Sun Temple, Idar, Statue of Unity • Archaeological Sites: Champaner Pavagadh Archaeological Park, Dholavira, Lothal • Development of Heritage circuit: Vadnagar- Modhera and Patan in Gujarat under Swadesh Darshan Scheme[68] • International Kite Festival, Rann Utsav, Bhadrapad Ambaji Fair, Monsoon Festival, Adalaj Water Festival, Modera Dance Festival, Dang Darbar etc.

3.3.3 Investment Opportunities[69]

Gujarat has huge untapped tourism potential and one of its key strengths has been the diversity of its offerings – attractions to cater to all segments of travelers.

Segment	Investment Opportunities	Locations
Heritage & Cultural Tourism	• Conservation and infrastructure upgrade of Archaeological monuments	Lothal, Dholavira, Champaner, Rani-ki-Vav, Adalaj
Film Tourism	• Film shooting at tourist destinations through single-window clearance and associated concessions	Locations across Gujarat

[67] *IBEF*
[68] *Ministry of Tourism, Government of India*
[69] *https://vibrantgujarat.com*



Religious Tourism	• Infrastructure augmentation of spiritual destinations	Dwarka, Somnath, Ambaji, Dakor, Palitana, Udvada, Lakhpat, Shamlaji
Coastal & Cruise Tourism	• PPP for coastal tourism facilities, resort development and water sports • Development of ocean voyages, luxury/specialty cruises and carnival cruises	Dwarka, Somnath, Ahmedpur-Mandvi, Kutch-Mandvi Dandi, Tithal, Umergaon, Dumas, Okhamadi
Rural & Tribal Tourism	• Tie-ups with big hotels, resorts, tour operators, etc. as an extension of their existing business or their CSR initiative • Tie-ups with local village communities or NGOs	Rural location across Gujarat
MICE & Wedding Tourism	• Industrial tours salt pans, ports, petroleum, wind farm, diamonds; engineering, dairy, chemicals, automobile, pharma, textile etc. • Biannual Events like Vibrant Gujarat Global Summit	Kutch, Jamnagar, Surat, Vadodara, Ahmedabad, Gandhinagar

- Tourism Circuits: Ministry of Tourism has identified state level tourism circuits/ destinations throughout the country, to be developed with financial assistance from Central Government. Some of tourism circuits that have been identified in Gujarat for tourist attractions[70]:
    - o International Buddhist Circuit: Bhavnagar – Rajkot – Junagadh
    - o Mahatma Gandhi Circuit: Porbandar – Rajkot - Ahmedabad
    - o Beach Tourism: Mandvi – Chrwad-Ghogha-Jamnagar-Dwarka-Okha-Porbandar-Somnath, Tithal-Dandi-Dumas
    - o Heritage Tourism
    - o Religious Tourism: Dwarka, Somnath, Akshardham, Bala Hanuman, Jain Temples, Muslim religious sites, Parsi religious sites
- Ministry of Tourism had released INR 7.20 Cr. in 2017-18 for development of Buddhist Circuit and INR 29.25 Cr. for development of Heritage circuit in the State under the Swadesh Darshan scheme (till Dec 2017)[71].
- Ministry of Tourism had released INR 5.52 Cr. (till Dec 2017) for development of Dwarka out of the sanctioned INR 40.67 Cr. and INR 7.49 Cr. for development of pilgrimage amenities at Somnath out of the sanctioned INR 37.44 Cr. under the PRASHAD scheme (till Dec 2017)[72].

[70] *Identification of Key Tourism Circuits, Ministry of Tourism; Tourism Policy for the state of Gujarat (2015-20)*
[71] *Ministry of Tourism, Govt. of India Annual Report 2017-18*
[72] *Ministry of Tourism, Govt. of India Annual Report 2017-18*

3.3.4 Policy Support[73]

The Government of Gujarat launched Gujarat Tourism Policy 2015-20 with the vision to position Gujarat as a vibrant tourist destination with an emphasis on improving visitor experience, livelihood linkages, environmental concerns and enhancing investment opportunities.

Name of the policy	Gujarat Tourism Policy 2015-2020[74]
Land Aggregation & Allotment	• Through Government Order • Stamp Duty and Registration Fee: 100% reimbursement for the first transaction during the policy period • As per State Government Resolution (GR), Lease Period: 25 years
Project Sanctioning Methods	• Commissionerate of Tourism will act as the Nodal Agency for the implementation of the Policy • Industries & Mines Department, Government of Gujarat will issue comprehensive guidelines in the form of Government Resolutions (GRs) for availing assistance under various provisions of the Policy • State Level Empowered Committee under the Chairmanship of Hon'ble Minister (Tourism) for overall guidance and identification of Projects • A State-Level Implementation Committee (SLIC) consisting of the under the Chairmanship of Secretary Tourism is constituted for the implementation of the Policy and approval of projects
Incentives and Concessions	• Capital Subsidy: 15% exemption depends upon the categories of the projects upto INR 10 Crores • Interest Subsidy: Maximum 7% of the Loan Amount up to INR 30 Lakhs per annum for a period of five years • Electricity Duty: Exemption from paying electricity duty for a period of 5 years • Support for Sustainable Tourism: Maximum token amount of INR 50,000 per unit for Environment-friendly practices • Special Package for Mega Tourism Units: i) Stamp Duty and Registration Fee: 100% reimbursement ii) Capital Subsidy: 15% of Eligible Capital Investment upto INR 20 Crores iii) Electricity Duty: Exemption would be for a period of 5 years

[73] *Gujarat Tourism*

[74] *Gujarat Tourism Policy 2015*



Other Relevant Policies	
Home-Stay Policy 2014	• Facilitate tourists stay at home of rural people, who will be trained, assisted and equipped to host tourists from the country and abroad • Chance to experience the Gujarati and Indian traditions besides the culture, including food • Offers incentives including tax breaks, assistance for equipping the rooms and training to host the visitors to places like Mandvi beach, Dhordo desert in Kutch and Dwarka
Regulation for Hotel and Mixed Use Development 2016	• Policy is aimed at encouraging building more taller hotels to create world class facilities for tourists and business travelers coming to Gujarat • Permits developers to build structures as high as 70 meters and above on roads having width of 40 meters and more
Gujarat Eco-Tourism Policy	• Promote nature based, non-consumptive tourism • Facilitate eco-tourism to experience and appreciate the beauty, serenity and dynamic balance of nature leading to an aware, informed and responsible citizen • Provide for participation and flow of economic benefits to local people

Initiatives to Promote Inbound Tourism

Gujarat Tourism has engaged leading advertising agencies to produce promotional films and TVCs. Actor of the century Mr. Amitabh Bachchan is the brand ambassador of Gujarat Tourism and also features in these TVCs. These TVCs resonate well with domestic as well as foreign audience. This initiative has helped Gujarat Tourism to promote its locations and culture.

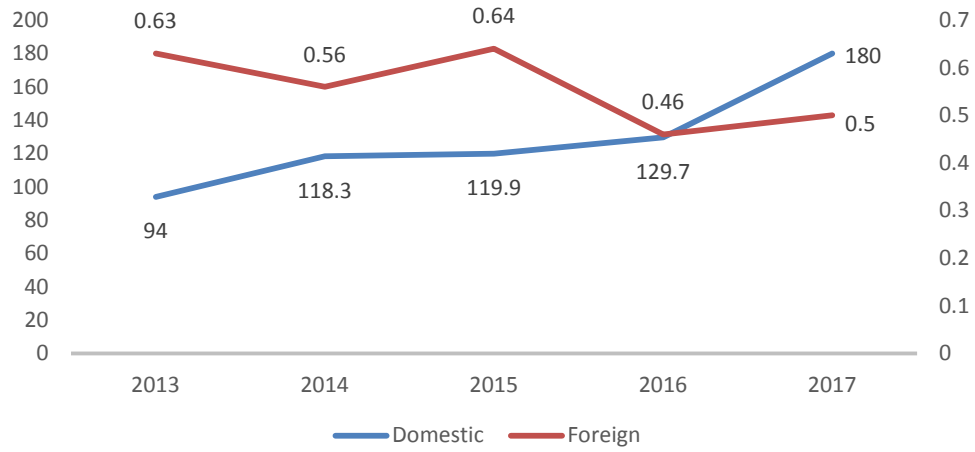
3.4 Karnataka

3.4.1 Tourism Outlook

Karnataka with 189 million domestic is the 3rd most visited state by domestic tourists in 2017. It is also a state with large number (319) of tourist destinations encompassing heritage, wildlife, spirituality, adventure, cities, waterfalls, rivers, etc. It is a destination with some of the best tourist locations such as Hampi-Pattadakallu, Bidar, Mysore, Coorg, etc.



Figure 20: Tourist Footfalls in Karnataka (million)



Source: Ministry of Tourism, Government of India

3.4.2 Major Tourism Themes Attracting Tourists

With plethora of natural assets, Karnataka offers unique tourism products in the form of eco-tourism, adventure tourism, amongst others to attract tourists across the globe as highlighted below.

Themes	Key Tourist Destinations
Nature-based & Ecotourism	• It include Bannerghata National Park, Bhimeshwari Fishing Camp, Bandipur Wildlife Sanctuary, Kabini Jungle Lodge, Ranganathittu Bird Sanctuary, Badra Wild life Sanctuary, Mandagadde Bird Sanctuary, Dandeli Jungle Lodges, Nagar hole National Park. • Also includes Bison River Resort, Kudremukh, Kemmannugundi, Devbagh Beach Resort, Koodachadri, Jog Falls and Karwar. • State Government has identified 26 eco-trails and will identify 20 more by end of 2019.
Religious Tourism	• Prominent religious destinations include Srirangapatna, Mysore, Chamraj Nagar, Tala Cauvery, Sringeri, Udipi, Dharmasthala, Mangalore, Kukke Subramanya, Kollur, Murudeshwar, Gokarna, Sahasralinga Sirsi, Saravanabelogola, Chickmagalur, Belur/Halebid, Bhadravathi, Harihar. • Shravanabelagola, Yellamma Temple, Jumma Masjid, Infant Jesus Church, Sringeri are also popular spiritual destinations.
Heritage & Cultural Tourism	• Karnataka is home to three UNESCO World Heritage Sites - Hampi, Pattadakal and the Western Ghats of Karnataka.
Coastal & Cruise Tourism	• Mainly located in Mangalore, it is widely spread to Dharmasthala, Chickmagalur, Udupi, Kollur, Agumbe, Sringeri, Kudremukh, St. Mary's Island, Jog Falls, Banavasi and Dandeli Resorts.

3.4.3 Investment Opportunities

Karnataka is reciprocating the demand of the industry and accordingly identified the following investment opportunities in the next five years:

Segment	Investment Opportunities	Locations
Coastal & Cruise Tourism	• Opportunity to undertake cruise tourism activities	Karwar port, Belekeri Port, Tadri Port, Malpe Port, Old & New Mangaluru Ports
Adventure Tourism	• Adventure Sports • Cable cars • Theme parks	• Davangere, Mandya, Shivamoga, Udupi • Chamundi Hills, Nandi Hills, Kemmannugundi hills, Madhugiri • Bhadra Dam, Chickmangaluru; Bengaluru, Almatti Dam, Bagalkote

The following five tourist circuits have been identified in the state of Karnataka:

- Northern Circuit (Heritage & Pilgrim) - Belgaum, Bijapur, Dharwar, Bidar, Gulbarga, Raichur, Bellary and Chitradurga.
- Southern Circuit (Nature, Culture, Heritage & Pilgrim) - Bangalore, Mysore, Mandya, Hassan, Kolar, Shimoga, Chickmagalur, and Tumkur.
- Coastal Circuit - Coastal districts of Uttar Kannada and Dakshin Kannada.
- Wildlife Circuit - 5 National Parks, around 22 Sanctuaries and around 3 Jungle Lodges and Camps
- Hill Resort Circuit - Hill stations of Mercara, Kemmannagundi, Kudremukh, Male, Mahadeshwara Hills, BR Hills, Sandur, Nandi Hills and Jog Falls

3.4.4 Policy Support

Name of the policy	Karnataka Tourism Policy 2015
Karnataka Tourism Policy 2015	• Karnataka Tourism Trade Facilitation Act 2015 was enacted to facilitate tourism Activities • According 'Industry' Status to Tourism Sector • Offering attractive incentives for various tourism products and services • Transfer of Land on Lease Basis - Government land could be leased to the private developer/entrepreneur for a period of 30 years and renewable by another 30 years • Interest Free Loan - Loan to the extent of 100% for Mega Projects, Ultra Mega Projects and Super Mega Projects. • Exemption on luxury tax - No luxury tax on rooms charged INR5000 or below in home stays, yatri-niwas, youth hostels/dormitories • Exemption on Entry Tax - Entry tax on plant & machinery and capital goods for development of tourism projects shall be 100% exempted for an initial period • Investment Subsidies: o Category 1: Up to 35% of EPC/ maximum of INR 105 Lakhs o Category 2: Up to 30% of EPC/ maximum of INR 90 Lakhs o Category 3: Up to 25% of EPC / maximum of INR 75 Lakhs o Category 4: Up to 20% of EPC / maximum of INR 60 Lakhs o Hyd-Kar region: Up to 40% of EPC/ INR 120 Lakhs • Focus Tourism Destinations-Up to 40% of EPC /Maximum of INR 120 Lakhs • Additional 10% for Women, SC, ST and differently abled entrepreneurs • Additional 10% for development of Tourism circuit within tourism cluster • Reimbursement of Entertainment Tax- Entertainment Parks classified as Ultra Mega Projects and Super Mega Projects shall be reimbursed for the first 5 years
Karnataka Film Tourism Policy 2018	• Financial incentives up to INR 2.5 Cr. to filmmakers showcasing tourist destinations of Karnataka • Fiscal incentives: o Category 1- 3 movies up to INR 2.5 Cr. o Category 2- 5 movies up to INR 1 Cr.
Karnataka Ecotourism Policy	• The policy encourages wilderness tourism in specific areas of national parks/ sanctuaries/ forests as a conservation tool. • The policy identifies permissible activities. • Benefit to local community is encouraged through the policy.



Key Initiatives

- Karnataka Tourism Trade Facilitation Act 2015 was enacted to facilitate tourism activities
- Golden Chariot, the only luxury train of southern India is from Karnataka
- Mega tourism projects being undertaken on PPP mode
- Jungle Lodges & Resorts - Joint Venture of Tourism and Forest Departments of Government of Karnataka to develop resorts for promoting eco-tourism
- State Government coming up with separate policies for Film Tourism, Adventure Tourism and Homestay Tourism
- Separate Karnataka Ecotourism Development Board (KEDB) with ecotourism policy
- Rating agencies empanelled to rate Tourism Facilities/Products
- Mandatory empanelment and rating of homestays
- 'Vision Group' on Tourism comprising of renowned experts in the sector advises the government on various strategies and policy initiatives
- Theme of 'Script your own Adventure' for 2019 to promote adventure tourism
- Several initiatives like Tourist Mitra, Adoption of tourism destinations under CSR, etc. have been taken up by the Tourism Department for development of variety of tourism and tourism friendly environment in Karnataka

Investment Facilitation

- ***Karnataka Udyog Mitra (KUM):*** First contact point for all investors in Karnataka and nodal agency to facilitate investments. KUM executes initiatives to enable smooth transition from investment proposal stage to implementation stage.
- ***State High Level Clearance Committee (SHLCC):*** Chaired by Hon'ble Chief Minister of State of Karnataka to approve projects with investments above USD 17 million (INR 100 Cr.)
- ***State Level Single Window Clearance Committee (SLSWCC):*** Empowered committee for Tourism under the Chairmanship of Hon'ble Minister of Tourism to approve projects with investments between USD 2.5 million (INR 15 Cr.) and USD 17 million (INR 100 Cr.).
- ***District Level Single Window Clearance Committee (DLSWCC):*** Chaired by Deputy Commissioner of the District, for approval of projects with investments up to USD 2.5 million (INR 15 Cr.).
- ***Combined Application Form:*** Available on KUM website for obtaining required statutory approvals.



Initiatives to Promote Inbound Tourism

Karnataka Tourism has launched a campaign 'Script Your Adventure' which is supported by TVC and print campaign. The campaign is intended to attract foreign as well as domestic tourists by showcasing the plethora of opportunities Karnataka has to offer, where tourists can choose the avenues and write their own stories!

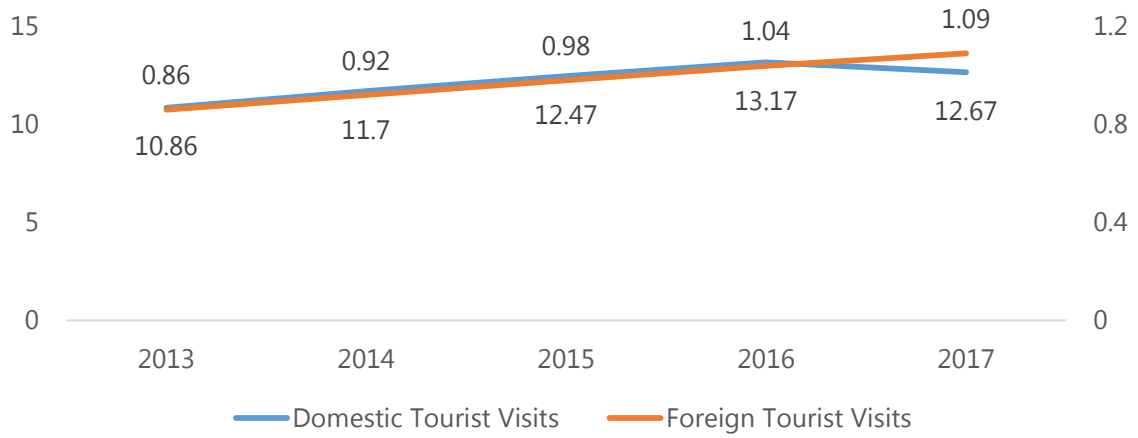
3.5 Kerala

3.5.1Tourism Outlook

Popularly known as 'God's Own Country, Kerala lies in the abundant green strip of land on the south west coast of India and is nestled between the Arabian Sea on its west and the Western Ghat to the east. The state is blessed to have a pleasant weather, rich cultural heritage, ancient temples and monuments, traditional arts, music and martial arts, olden treatment system and the presence of lakes, canals, ponds and beaches, including the 580 km long coastline stretching across 10 districts out of its 14 districts.

The international tourist arrivals in Kerala crossed 1 million for the first time in the year 2016 and has reached 1.09 million in the year 2017. Kerala ranks 8th in foreign tourist arrivals among the States/ UTs of India with a share of 4.1%. The domestic tourist arrivals has increased from 13.17 million in the year 2016 to 14.67 million in the year 2017 with a growth rate of 11.39%.

Figure 21: Tourist Footfalls in Kerala (million)



3.5.2 Major Tourism Attractions

With its excellent tropical weather, tranquil beaches, serene backwaters, verdant hill stations, waterfalls, exotic wildlife, extensive plantations and paddy fields, holistic system of Ayurveda, enthralling arts, music and festivals, historical and cultural monuments and mouth-watering cuisines, Kerala has made its destination state as 'a unique experience for all'.

Attractions	Key Tourist Destinations
Coastal & Cruise Tourism	• Traditionally, backwater was used one of the main transportation path and now Kerala backwater has become one of the most popular tourist destinations in the world. The picturesque backwaters of Kerala consist of tranquil stretches of lakes, canals and lagoons located parallel to the coast of the Arabian Sea. Alapuzzha is one of the famous destination for backwater tourism which includes houseboat cruises in backwaters and is thus popularly known as the 'Venice of the East'. • Being the coastal state, Kerala is home to a number of extravagant beaches bordered on the western coast of Arabian Seas. The sandy beach is the most attractive features found in Kerala beaches. Beachfront hotels and resorts are another added attractions. • Kovalam Beach, located in Thiruvananthapuram is the most commonly visited by the tourists. Other famous beaches include Varkala Beach in Thiruvananthapuram, Cherai Beach in Kochi, Beypore Beach & Kappad Beach in Kozhikode and Bekal Fort Beach in Kasaragod. • Ashtamudi Lake in Kollam, Alumkadavu in Kollam, Sasthamkotta Lakes in Kollam, Kumarakom Backwaters in Kottayam, Vembanad Village in Kottayam, Kumbalangi Village in Kochi, Kavvayi Backwaters in Payyanur, Chithari Island in Kanhangad and Valliyaparamba Backwaters in Kasaragod.
Heritage & Cultural Tourism	• Kerala is one of the few states in India to have the varieties of arts, music and dances, festival seasons and feasts. • Onam is the state festivals which is celebrated in every households and Onam feast (served up to 60 dishes) is the major highlight of the festival. • Thrissur Pooram is a mega event held annually in Vadakunathan Temple on the 'Pooram' day in the Malayalam calendar of 'Medam' (April-May) with two groups – Thiruvambady and Paramekavu competing each other through presentations of large number of elephants, traditional orchestra called Panchavadyam, presentation of umbrellas on the elephant top Kudamattom and the fireworks in the early morning hours are the festival highlights. • In the northern district called Kasaragode, Kerala has the presence of a famous and the largest fort called Bekal Fort. The most attractive feature of the fort is the shape of a key-hole and is bordered by the beach.
Medical & Wellness Tourism	• Kerala has achieved the reputation of a health and wellness destination throughout the world. The state promotes Ayurveda tourism as an important part of this wellness program. • Kerala Ayurveda is famous for its five prolonged treatment, named as Panchakarma. Famous rejuvenation therapies include body immunization, body slimming and mental and physical well-being. • Popular Ayruvedic destinations include Kovalam, Kollam, Thrissur and Alapuzzha



Nature-based and Ecotourism	• Kerala is blessed to have its natural beauty with the presence of hills and hill stations and majority of these are located on the Western Ghats which on an average 1500m elevation above sea level. The nature lovers can explore the lush flora, fauna and wildlife in the hill stations. Some of the hill stations are covered with dense forests while others with tea and coffee plantations. • Popular Hill Stations include Munnar, Vagamon, Thekkady, Kalvary Mount, Peermade (all in Idukki district), Ponmudi in Thiruvananthapuram, Paithamala in Kannur, Wayanad in Wayanad • Due to its natural location advantages of the lush forest in the Western Ghats or Sahyadri Range, Kerala has the presence of fourteen Wildlife Sanctuaries, two Tiger Reserves and six National Parks. • Notable sanctuaries include Idukki Wildlife Sanctuary, Periyar Tiger Reserves and Eravikulam National Park in Idukki, Neyyar Wildlife Sanctuary in Thiruvananthapuram, Kumarakom Bird Sanctuary in Kottayam, Chimmini Wildlife Sanctuary and Peechi-Vazhani Wildlife Sanctuary in Thrissur District, Parambikulam Tiger Reserve in Palakkad, Kadalundi Bird Sanctuary in Kozhikode, Muthanga Wildlife Sanctuary in Wayanad and Aralam Wildlife Sanctuary in Kannur.
Religious Tourism	• Kerala has the presence of the iconic Sree Padmanabhaswamy Temple, Sabarimala and Guruvayoor are the most commonly visited by the pilgrims in Kerala. • Mattancherry Synagogue in Kochi, Kaladi (Birth place of Sri Sankarachary), Thiruvambady Temple, Vadakunathan Temple and the Holy Cross Church in Trichur.
Sports Tourism	• Boat Race or 'Vallam Kali' is one of the traditional festivals that has been celebrated since ancient days and the major attraction is the snake shaped boats measuring up to 100 feet long. Champakulam Boat Race, Nehru Trophy Boat Race and Aranmula Boat Race are the famous festivals and is being flocked by the tourists from all over the world.

3.5.3 Investment Opportunities[75]

Segment	Investment Opportunities	Locations
Coastal & Cruise Tourism	• Development of Coastal Tourism Circuit	Fort Kochi & Mattancherry (in Kochi) and Managalavanam
Heritage & Cultural Tourism	• Modernization of Heritage Conservation Project including Agraharams Projects	Thiruvananthapuram
Adventure Tourism	• Development of an amusement and entertainment park on a 35 acre land in Kozhikode at Rs 140 Cr. This new project is proposed to have amusement parks with roller coasters, water parks, club / resort, a shopping street, Arabian Souq, cultural village, sports arena.	Kozhikode

[75] *India Investment Grid and Department of Tourism*



Segment	Investment Opportunities	Locations
MICE & Wedding Tourism	• Development of Convention Centre in Kannur International Airport through PPP mode. • Development of 150 keys Luxury Resorts in the pristine land of the backwater in Kochi. • Development of 4 Star Hotel in Kannur International Airport through PPP mode.	Kannur

- Kerala Tourism has launched the first PPP tourism initiative in the state of Kerala under the BOT model called **Jatayu Nature Park**, rock-theme nature park located at Chadayamangalam, 38 Km from Kollam at an altitude of 350m (1200ft) above mean sea level. The park hold the distinction of having the world's largest bird sculpture (200 feet (61 m) long, 150 feet (46 m) broad, 70 feet (21 m) in height and having 15,000 square feet (1,400 m2) of floor area of the great bird Jatayu. Jatayu Park has the facilities of cable car, 12D theatre, digital museum, adventure zone, facility for bird's eye view, Ayurvedic and Siddha cave resort.

3.5.4 Policy Support[76]

Name of the Policy	Kerala Tourism Policy 2018
Incentives & Concessions	• Main incentives include investment subsidy limited to 10% of the total Investment, maximum 10 lakhs and the subsidy on Electricity tariff

Investment Facilitation

- Kerala Government has had constituted Kerala Tourism Investment Promotion Board with an aim of to attracting more private investment in the tourism sector. Chief Minister will be the chairman of the board with Tourism Minister as Vice Chairman and Tourism Secretary as Convener and the Government will remain as a catalyst and facilitator to create enabling environment for private investments.
- Industrial promotion agencies like KSIDC, KINFRA, INKEL, SIDCO etc. will facilitate in organizing and assisting new investment proposals in the State. Single window clearance system introduced for new proposals in 20 different departments. A committee under Chief Secretary with trade representatives as members is entrusted with the task of Single window clearance for projects.

[76] *Kerala Tourism Policy 2018*

Initiatives to Promote Inbound Tourism

Kerala Tourism conducts 'Kerala Travel Mart' every two years which bring all stakeholders from tourism sector on a single platform to facilitate their interaction with buyers from around the world. Further, the department organizes 'Grand Kerala Shopping Festival' to promote Kerala as an international shopping destination. Kerala Tourism has also set up 'The Great Backwater Experience' zone (enabled by Virtual Reality) at Indira Gandhi International Airport, New Delhi where visitors can get an immersive experience of sitting inside a 'Kettuvellam', the traditional Kerala houseboat, floating on tranquil backwaters.

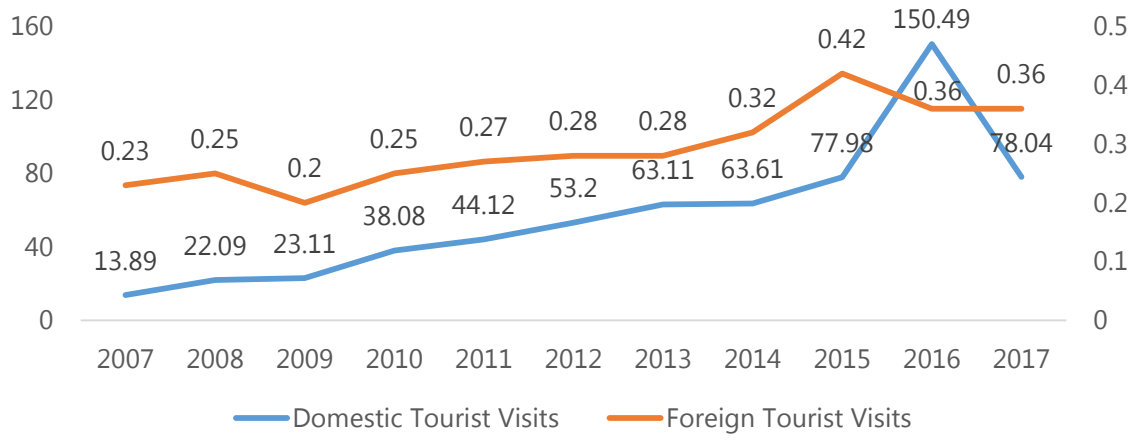
3.6 Madhya Pradesh

3.6.1 Tourism Outlook

Madhya Pradesh, referred to as the Heart of Incredible India, is a popular tourist destination with unparalleled tourism offerings through its rich culture & heritage; innumerable monuments, large plateau with mountain ranges, rivers and dense forests cover. In 2018, the State was awarded Hall of Fame National Award at the National Tourism Awards 2016-17 by the Ministry of Tourism, Government of India for being the Best State for Tourism for 3 consecutive years. The State also hosts the Ujjain Simhastha or Ujjain Kumbh Mela every 12 years, last held in 2016 and accounting for sharp rise in the number of domestic tourists.

In 2017, nearly 78.4 million tourists visited Madhya Pradesh. Domestic tourists accounted for the major share of 99.54% with nearly 78.04 million visitors, growing at a CAGR of 18.84% during 2007-17. The domestic tourist visits also accounted for nearly 4.7% of the total domestic tourist visits in India. Foreign tourist arrivals witnessed a CAGR of 4.58% during 2007-17[77].

Figure 22: Tourist Footfalls in Madhya Pradesh (in million)



Source: IBEF

[77] *Madhya Pradesh: The Land of Diamonds (Jan 2019), India Brand Equity Foundation*

3.6.2 Major Tourism Themes Attracting Tourists[78]

The diverse landscape of Madhya Pradesh and presence of several sites of historical and religious significance attract tourists across various categories.

Themes	Key Tourist Destinations
Heritage & Cultural Tourism	• Gwalior fort, historic town of Orchha, Datia Palace and Chanderi Fort are some of the best known heritage destinations of the State • Rock Shelters of Bhimbetka, which were designated as UNESCO World Heritage site in 2003 paintings trace origin to Mesolithic Period. Nearby villages also exhibit culture depicted in the paintings.
Religious Tourism	• Simhastha Kumbh Mela, which takes place every 12 years in Ujjain, is regarded as the largest religious gathering in the world. Along with Mahakaleshwar Jyotirlinga in Ujjain, the Omkareshwar jyotirlinga forms 2 of the 12 jyotirlinga deeply revered in Hinduism. Further, places such as Orchha, Amarkantak and Chitrakoot, amongst other hold deep religious significance. • Temples of Khajuraho are immensely popular tourism destination and are a designated UNESCO world Heritage site. They belong to two different religions – Hinduism and Jainism. • The Stupas of Sanchi, also a UNESCO World Heritage site, is the oldest Buddhist sanctuary in existence. • Taj-Ul-Masjid, Jama Masjid and Moti Masjid are also popular religious sites in the State.
Nature-based and Eco-Tourism	• Madhya Pradesh has 25 wildlife sanctuaries, 9 national parks and 6 tiger reserves. Bandhavgarh, Pench and Kanha National Park are home to the Royal Bengal Tigers. The rare white tigers can also be spotted at Rewa. • Panchmarhi, Parsili, Tamia, Sailani Island and Madhya Dweep are hotspots for nature lovers.
Wedding & MICE Tourism	• Brilliant Convention Centre at Indore has a major convention center with Bhopal, Gwalior, Jabalpur and Khajuraho also emerging as popular MICE destinations.
Adventure Tourism	• Kewra dam and Bhopal lake offer activities like zip lining, kayaking and boating • Adventure seekers can also enjoy river rafting in Orchha • Pachmarhi is popular for aerial activities such as Parasailing and Paragliding, as well as rock climbing.

[78] *Madhya Pradesh Tourism, Govt. of Madhya Pradesh*

3.6.3 Investment Opportunities[79] [80]

Madhya Pradesh offers plethora of investment opportunities across traditional as well as emerging avenues of tourism.

Segment	Investment Opportunities	Locations
Heritage & Cultural Tourism	• Several heritage properties are available for private investment for conversion to hotels and museums • Investment opportunities also present in cultural centers and heritage street development	Satna, Bhopal, Rewa, Jabalpur, Katni, Sheopur, Shivpuri, Mandu, Tikamgarh, Panna, Gwalior
Medical & Wellness Tourism	• Land parcels available for investment to create wellness centers	Alirajpur, Seoni, Khandwa, Chhatarpur, Bhopal
Wedding & MICE Tourism	• Several opportunities available for investors to develop resorts, theme parks and film studios	Alirajpur, Khandwa, Chhatarpur, Hoshangabad, Jabalpur, Tikamgarh, Raisen
Nature based and Eco-Tourism	• Large number of lakes in the State present opportunity for lakefront and park development projects. • Multiple opportunities for riverfront development also available.	Gwalior, Sagar, Indore
Adventure Tourism	• Development of adventure sports areas, camping sites and fixed tenting units	Khandwa, Panna, Tikamgarh, Sheopur, Chhatarpur

- Ministry of Tourism had released INR 4.18 Cr. in 2017-18 for development of Wildlife Circuit and INR 19.92 Cr. for development of Eco circuit in the State under the Swadesh Darshan scheme (till Dec 2017)[81].
- Ministry of Tourism had released INR 8.13 Cr. (till Dec 2017) for development of Omkareshwar under the PRASHAD scheme out of the sanctioned 40.67 Cr.[82]

3.6.4 Policy Support

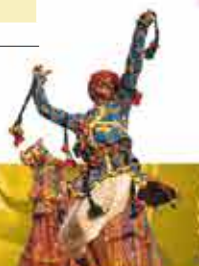
The Government of Madhya Pradesh launched Madhya Pradesh Tourism Policy 2016 with the vision to promote balanced and sustainable tourism which enables socio-economic development and establishes Madhya Pradesh as a destination that provides a complete tourism experience.

[79] *Madhya Pradesh Tourism, Govt. of Madhya Pradesh*
[80] *India Investment Grid, Invest India*
[81] *Ministry of Tourism, Govt. of India Annual Report 2017-18*
[82] *Ministry of Tourism, Govt. of India Annual Report 2017-18*



Name of the Policy	Madhya Pradesh Tourism Policy 2016[83]
Land Aggregation & Allotment	• Land and Heritage properties bank for investors for tourism development • Exemption from Registration and Stamp Duty Fees • Madhya Pradesh State Tourism Development Corporation (MPSTDC) is the nodal agency for implementation of tourism policy • Government land / heritage properties shall transferred free of cost to Tourism Department • Land leasing for 30 to 90 years • Reserve price for disposing at INR 10 lakhs per hectare for land within area limit of municipal bodies or plan area and INR 5 per hectare for other areas
Project Sanctioning Methods	• Tourism cabinet formed, Tourism Board established; District Tourism Promotion Councils (DTPCs) formed and operational guidelines framed • Allotment of Land Parcels, WSAs and Heritage Properties to private investors through e – tendering process (process described below) • Online application procedure for Capital Subsidy • Continuous online application system for obtaining operational permission for water tourism activities in the notified water bodies • Continuous online application system for obtaining franchisee for private WSAs. • Continuous online application system to register home stays • Empowered Committee under the Chairmanship of Chief Secretary. The committee gives approval for bidding, among its other functions. The committee members are as under: o Principal Secretary, Finance o Principal Secretary, Tourism o Secretary in charge of the concerned department o Managing Director, MPSTDC as Member Secretary of the committee
Incentives and Concessions	• Subsidy for Heritage Hotels: 35 % capital subsidy subject to maximum ceiling limit of INR 1.5 Cr. will be provided for renovation of the property. • Budget hotels on land provided by MPSTDC from their land bank will be entitled to 10% capital subsidy subject to a maximum ceiling of INR 50 lakh. • Budget hotels on privately owned land, will be entitled to 20% capital subsidy subject to a maximum ceiling of INR 50 lakh. • Additionally, capital subsidy available for range of tourism projects including Museum, Aquarium, Theme Parks, Water Park & Water Sports, Cruise & House Boats, Golf Courses, Wayside Amenities, Convention Centers, among others. • Quantum of Capital subsidy for creation of basic Infrastructure Road, Power, Water supply, Drainage and Sewage etc. on Government allotted land is 25% up to INR 3 Cr. (40% for rope ways up to INR 5 Cr.) • MPSTDC has identified 16 tourism zones to attract investors to tourism sector in Madhya Pradesh. Additional subsidy and exemptions are being given in these zones.

[83] *Madhya Pradesh Tourism Policy 2016*



Name of the Policy	Madhya Pradesh Tourism Policy 2016[83]
Other Relevant Policies	
Wayside Amenities Policy 2016	• Policy offers 3 business models to set up Wayside Amenities to private investors: o Brown Field: Fixed reserve price of INR 10 lakh per hectare for plug & play facility on 30 year lease o Green Field: Fixed reserve price (up to 2 hectare) of INR 5 lakh per hectare on 30 year lease o Franchise: One time registration fee of INR 1 Lakh and annual renewal fee of INR 25,000 • Free of cost training and skill development of manpower
Madhya Pradesh Homestay Sthapana Yojana	• Category based registration/ upgradation incentives of INR 25,000 (gold) and INR 50,000 (diamond) • 100% publicity incentives of up to INR 10,000 • Stand & travel expenses of 50% up to INR 50,000 • Training incentive of INR 500 for a person per homestay unit

Government land is transferred to Tourism Department

Fixed Reserve Price per Hectare

Urban Area- INR 10 lakh

Rural Area – INR 05 lakh

Land is placed for bidding for establishing tourism projects

Land is allotted for 90 years lease to the highest bidder and can be mortgaged for loan

No stamp duty on lease registry

Lessee sets up the unit in prescribed period and pays 1% premium annually as rent

Source: Madhya Pradesh Tourism

Initiatives to Promote Inbound Tourism

Madhya Pradesh Tourism has engaged leading advertising agency Ogilvy to produce promotional films and TVCs which have resonated well with domestic as well as foreign audience. The TVCs have also won awards at global platforms, including at Cannes Film Festival 2018. The print publicity and promotion material in various languages by Madhya Pradesh Tourism has also won accolades at the National Tourism Awards 2016-17.

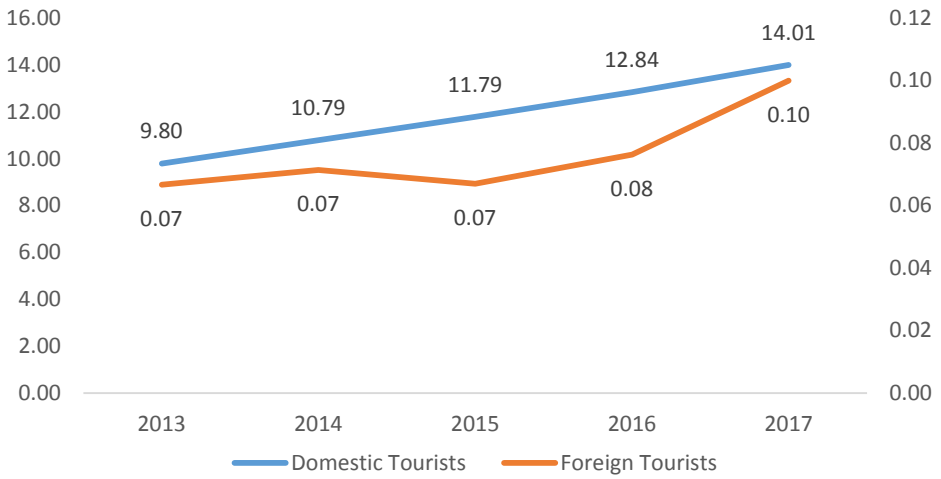


3.7 Odisha

3.7.1 Tourism Outlook

Odisha- the Soul of Incredible India is known for its rich culture, heritage and wildlife with 2 National Parks, 18 Sanctuaries[84], one UNESCO World Heritage Site[85] and third largest concentration of tribals in India. The number of tourists visiting Odisha has been steadily growing, with total tourist inflow increased by 9.23% in 2017 when compared to previous year. In absolute numbers, 14.01 million domestic tourists and 0.1 million foreign tourists visited the State in 2017[86].

Figure 23: Tourist Footfalls in Odisha (million)



Source: Statistical Bulletin 2017, Dept. of Tourism, Govt. of Odisha

3.7.2 Major Tourism Themes Attracting Tourists

Odisha is a land of rich and diverse cultural heritage, abundant natural resources and biodiversity. With Konark Sun Temple being declared a UNESCO World Heritage Site, the State has witnessed an exceptional growth in tourists during the last decade. Some of the major tourism themes of Odisha are highlighted below:

Themes	Key Tourist Destinations
Heritage & Cultural Tourism	• Odisha hosts numerous archaeological treasures dating from the pre-historic times to the end of the Muslim rule in the middle of the sixteenth century. • The architectural heritage of Kalinga dynasty is well complemented by exotic cultural attractions and festivals including the annual Ratha Yatra, Puri Beach Festival, Konark Festival, Mukteswar Dance Festival, Rajarani Music Festival, Dhauli-Kalinga Mahotsav and Shreekshetra Utsav. • Some of the important tourist destinations are Puri, Jajpur, Bhubaneswar, Cuttack, etc.

[84] *Natureconservation.in*
[85] *Whc.unesco.org*
[86] *https://dot.odishatourism.gov.in*

Themes	Key Tourist Destinations
Nature-based and Ecotourism	• Odisha has two national parks and 18 wildlife sanctuaries covering total area of 7,960 sq. km which constitutes 5.11% of total land of the State.[87] • The mangrove belt in Kendrapada district is one of the finest mangrove forests in India. • Some of the important tourist destinations are Chilika Lake, Simlipal National Park, Bhitarkanika National Park, Gahirmatha, Nandankanan, etc.
Coastal & Cruise Tourism	• Odisha is blessed with 480 Km of mesmerizing shoreline, boasting of some of the most pristine and unique beach destinations in India[88]. • Chandipur beach, Ramachandi beach, Balighai beach and Baliharachandi beach are the major beaches in Odisha.
Religious Tourism	• Odisha has numerous temples and stupas. Jagannath Temple is one of the most visited temples in India. • A large section of tourists coming to the State visit the Golden Triangle (Bhubaneswar, Konark and Puri) round the year. • Lingaraja Temple, Mukteshwara Temple, Vaital Deul Temple are the major temples. • Buddhist circuit connecting Udaygiri, Ratnagiri, Lalitgiri, Langudi, Kaima and other places of Jajpur district.

3.7.3 Investment Opportunities

In an attempt to boost tourism, Government of Odisha has set a target of attracting new investments to the tune of INR 20,000 Cr. in the tourism sector by 2021[89]. Following are the key investment opportunities spread across the State[90].

Segment	Investment Opportunities	Locations
Coastal & Cruise Tourism	• Destination development • Infrastructure Development for operating Cruise Ship	Satapada, Khurdha, Ganjam; Satapada to Barkul
Nature-based and Eco - Tourism	• Infrastructure development: Aranya Eco village	Khallikote, Mangaljodi, Rambha
Adventure Tourism	• Promotion of water based recreational activities such as daytime water sports and laser shows	Rambha
MICE & Wedding Tourism	• Development of high end luxury resort with an international convention center.	Rambha

[87] *https://www.odishatourism.gov.in/*

[88] *Invest Odisha*

[89] *https://www.business-standard.com/article/economy-policy/odisha-govt-targets-rs-20-000-crore-new-investments-in-tourism-sector-117090801076_1.html*

[90] *https://investodisha.gov.in/*



3.7.4 Policy Support

The Industrial Policy Resolution 2015 was announced in August, 2015 and Tourism has been declared as a priority industry. The State Government has introduced Odisha Tourism Policy, 2016 to create a conducive environment for tourism growth through enabling regulatory framework.

Name of the Policy	Odisha Tourism Policy 2016[91]
Land Aggregation & Allotment	• Department of Tourism has identified suitable land parcels in important tourist locations for development of tourism projects • Reserved land will be allotted for tourism project as per the Industrial Policy Resolution 2015 as applicable • Department of Tourism will act as the nodal agency for facilitating implementation of tourism projects • 100% reimbursement of land conversion charges • Exemption from Stamp Duty fees
Project Sanctioning Methods	• A 3-tier Single Window Clearance Authority has been formed for clearance of tourism projects as enumerated below: o Investment up to INR 50 Cr.: Special Single Window Clearance Committee has been formed under the chairmanship of Secretary – Tourism, Government of Odisha o Investment above INR 50 Cr. and up to INR 1,000 Cr.: State Level Single Window Clearance Authority members as constituted under the Odisha Industries Facilitation Act (OIFA), 2004 o Investment above INR 1,000 Cr: High Level Clearance Authority headed by the Chief Minister with members as constituted under the Odisha Industries Facilitation Act, 2004
Incentives & Concessions	• Capital Subsidy ranges fro m 20%-30% of eligible Capital Investment (excluding the land cost) with maximum limit of INR 15 Cr. • Interest subsidy at 5% per annum subject to maximum INR 1 Cr. for five years • New Tourism Units will be exempted from payment of electricity duty up to a contract demand of 5 MVA for a period of 5 years • Reimbursement of 20% of the capital cost of setting up effluent treatment plant/sewerage treatment plant subject to a maximum of INR 20 lakhs • Subsidy of 75% of the actual expenditure incurred on accommodation in hotels of Odisha during film shooting shall be reimbursed subject to a ceiling of INR 10 lakhs • Reimbursement of training cost at INR 2,000/employee
Other Relevant Policies	
Odisha Water Sports Guidelines 2018	• Applicable to the coast of Odisha up to 12 nautical miles from the coastline and water bodies within the State for undertaking water sports activities.

[91] *https://visitodisha.org/Odisha_Tourism_Policy_2016.pdf*

Initiatives to Promote Inbound Tourism

A Memorandum of Agreement was signed in 2017 between Government of Odisha and Air Asia Berhad for direct international air connection between Kuala Lumpur, Malaysia and Odisha. Government of Odisha has also joined hands with internationally recognized travel and tourism festivals like World Travel Mart, Pacific Asia Travel Association and ITB Berlin for attracting tourists across the world. Odisha tourism promoted and extended financial support to Indian Hockey League, Asian Athletic Championship 2017 and also hosted the Men's Hockey World Cup 2018.

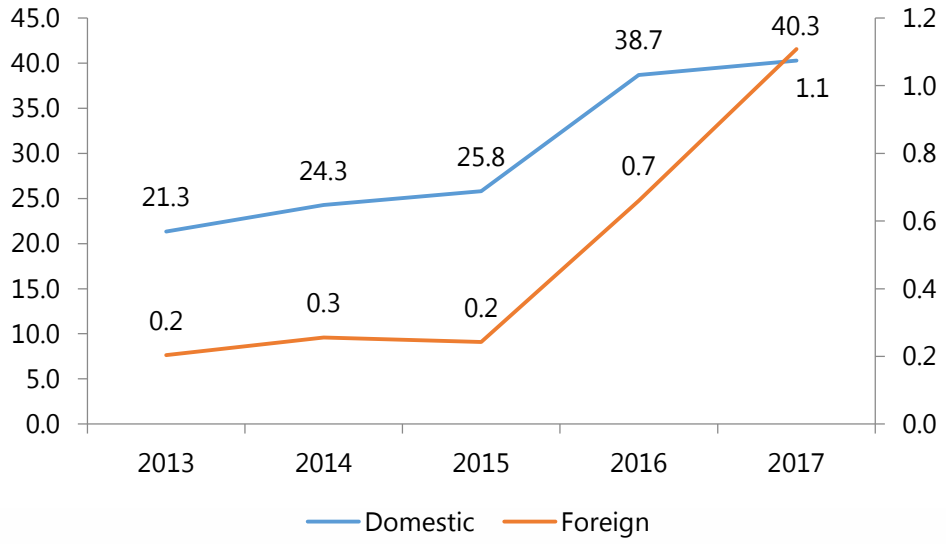
3.8 Punjab

3.8.1 Tourism Outlook

Punjab - the Land of five rivers and 'granary' of India is a specimen of rich culture and heritage. Acknowledged as the cradle of civilization, it is a land of ethnic and religious diversity. Punjab's many festivals viz. *basant, teej, lohri and baisakhi*, to name a few are celebrations that showcase the farming ethos.

The state has now emerged as one of the fastest growing state in tourism with CAGR of 17.7% in tourist footfall over the period 2013-17. Total footfall has increased from 21.5 million to 41.4 million during the period. Moreover, the state has seen a phenomenal CAGR of nearly 52% in foreign tourist arrivals during the same period ending 2017 at 1.1 million. With a slew of initiatives announced over the last two years to promote spiritual, heritage and ecotourism, the state is likely to break into top 10 tourist destination states in India and the sector to be a backbone of economic and employment growth.

Figure 24: Tourist Footfalls in Punjab (million)



Source: Ministry of Tourism, Government of Punjab

3.8.2 Major Tourism Themes Attracting Tourists

Themes	Key Tourist Destinations
Religious Tourism	• Amritsar, with its leading destination of the Golden Temple, accounts for ~50-60% of the total tourist inflows over the years and its gaining in popularity. • A sum of Rs 300 Cr. has been allocated for the celebration of 550th birth anniversary of Sikhism founder Guru Nanak Dev ji this year, including investments in infrastructure at Sultanpur Lodhi, Dera Baba Nanak and Badla, heritage museum and an inter-faith studies institute at the Guru Nanak Dev University.
Heritage & Cultural Tourism	• Historical places like *Wagah* border, *Jallianwala Bagh*, *Gobindgarh* Fort, *Qila Mubarak* and *Sheesh Mahal* of Patiala are some of the iconic historical attractions in the state

3.8.3 Investment Opportunities[92]

Punjab forms an ideal tourist destination for people fascinated by culture, heritage and spirituality. The State has a strong infrastructure for tourism by having international airports and one of the best rail and road connectivity in the country.

Heritage & Cultural Tourism	Opportunity to reuse/refurbish heritage properties as hotels, museum etc. The state has consistently figured among the top 'clean' and 'heritage' tourism destinations in India State government has identified 20 heritage sites to be developed on a PPP mode State offers USPs around 'religious', 'Sufi', 'Mughal' and 'Maharajas' which are sought to be developed as distinct tourist circuits
Nature-based and Ecotourism	Develop theme parks, eco-tourism facilities and amusement parks; Renovation and modernization of canal front in Jalandhar at a cost of USD 1.2 million[93]

- **Harike Wetland Development:** the state is developing the Harike wetland as an eco-tourism spot with a total allocation of INR150 Cr. This shall include provision of Shikaras, angling, rafting and parasailing facilities among others.
- **Thematic Circuits:** the state has sought to promote circuit touring concept through thematic circuits. Some of the thematic circuits which are being detailed out include: the Heritage Circuit, the Mughal Circuit; the Maharajah Circuit; the Sufi Circuit; Amritsar Circuit; the Patiala Trail, the Ludhiana Circuit; the Chandigarh Circuit; the Nature Circuit; the Ferozepur Circuit (comprising the Indo-Pak frontier trail), Taste Punjab, the Punjab Retreat, Fashionable Punjab, Punjab in Style, Festive Punjab, and Punjab Agritours.

[92] *Invest Punjab*
[93] *Invest India Investment Grid Portal*

3.8.4 Policy Support[94]

The state of Punjab has envisaged covering all aspects of tourism promotion through a series of policy measures including the State Tourism Policy and the Cultural Heritage Policy over the last 2 years.

Name of the Policy	Punjab State Tourism Policy 2018
Land Aggregation & Allotment	30 potential destinations across Punjab have been chosen to be developed into world-class tourism spots; a series of thematic circuits to be developed and promoted[95] The State has sought to develop Medi-city in New Chandigarh with an aim to bring in highest standards in medical care along with clinical research and training; Land allotted to several private/charitable hospitals to develop world class facilities. Special projects to develop Amritsar as a tourist hub and Patiala as 'Heritage City' with a special allocation of INR590 Cr. from the State and INR 200 Cr. from Centre
Incentives & Concessions	100% exemption from entertainment tax to all new investments in special theme parks/ amusement parks/ water parks/ adventure parks/ cinematic tourism like film institute/ film city/ film studio/ theatres/ mini-theatres etc.[96]
Other Relevant Policies	
Culture Heritage Policy	Second state after Manipur to have a **Culture Heritage Policy** aimed at protection, preservation and conservation of the state's tangible and intangible culture
Film Tourism Policy	A separate **Film Tourism Policy** is in the offing to promote the Punjabi film industry and create a conducive environment for national and international film shoots in the state

Investment Facilitation

- The State would provide fiscal and monetary incentives to the investors such as treating tourism at par with other industries (tourism as an industry), tax holidays, power and water subsidy, exemption from house tax and transfer fee (except registration charges), and entertainment tax, particularly for amusement parks and leisure facilities[97].
- Punjab Bureau of Investment Promotion or Invest Punjab has been set up by the Government of Punjab as the single point of contact for regulatory clearances and approvals for fiscal incentives to facilitate investors who are looking to set up a business in Punjab. As the nodal agency, the Bureau has been entrusted the responsibility to ensure a smooth transition of the project from the proposal stage up to the implementation stage.

[94] *Ministry of Tourism, Government of Punjab*
[95] *Punjab State Tourism Policy, 2018*
[96] *Punjab Industrial & Business Development Policy, 2017*
[97] *Punjab State Tourism Policy, 2018*

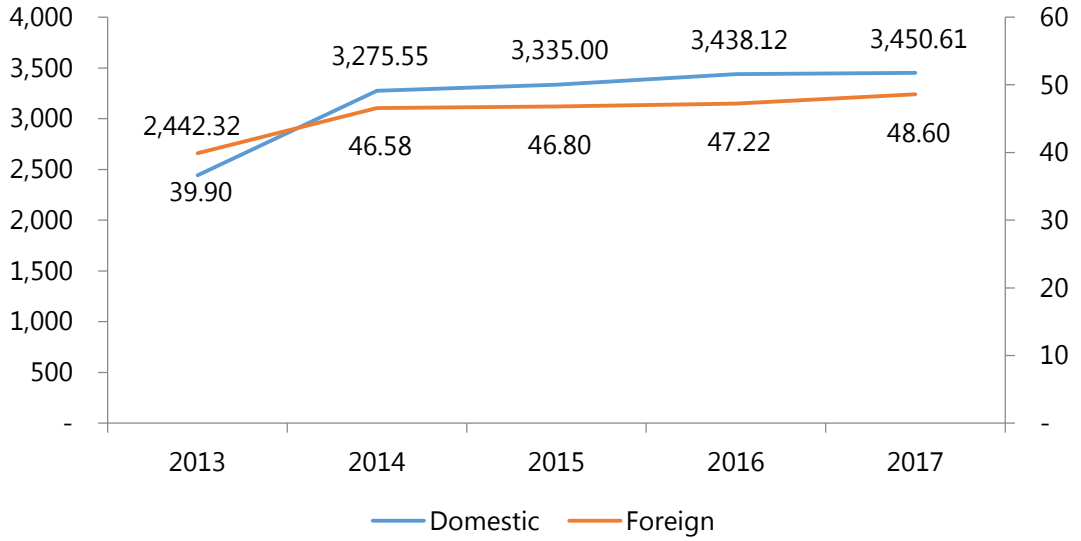


3.9 Tamil Nadu

3.9.1 Tourism Outlook

Located in the southern most part of the country, Tamil Nadu occupies the top position in the domestic tourist visits with 345.06 million footfalls and second position in foreign tourist visits with 4.86 million footfalls, contributing respectively to 20.9% and 18.1% of the total tourist footfalls in India in 2017[98]. Prior to this, the state has achieved a hat-trick of being the top ranked states for both domestic and foreign tourist footfalls for the year 2014-16.

Figure 25: Tourist Footfalls in Odisha (million)



3.9.2 Major Tourism Themes Attracting Tourists

Tamil Nadu is gifted with a diversity of cultures and regional variation in climate and in flora and fauna. The state is blessed to have more than 1000 kms long coastline of adjoining the Bay of Bengal and Indian Ocean. It encompasses hills, beaches, rivers, lakes backwaters, mangrove forests, ancient monuments, temples, forts, wildlife and bird sanctuary.

Themes	Key Tourist Destinations
Religious Tourism	• Famous for Madurai Meenakshi temple, Nataraja Temple in Chidambaram, Kancheepuram Kamakshi temple, Kumbakonam temple clusters, Kanniyakumari Shore temple, Palani hill temple, Rameshwaram Sea Shore temple and Velankani Shrine

[98] *India Tourism Statistics At A Glance – 2018, Ministry of Tourism, Government of India*

Themes	Key Tourist Destinations
Heritage & Cultural Tourism	• Presence of 5 UNESCO recognized World Heritage Sites Great Living Chola Temples, Group of Monuments at Mahabalipuram and Nilgiri Mountain Railway at Ooty • Also known for the presence of Chola temple, Shore temples in Mamallapuram, Fort St. George and Santhome Church in Chennai, Gingee Fort, Vellore Fort, Thanjavur Palace and Trichy Rock Fort and Heritage Towns like Chidambaram, Kanchipuram, Mahabalipuram, Madurai, Thanjavur
Nature-based / Ecotourism	• Has its presence in Ooty, Kodaikannal, Yercaud, Rameshwaram and Coonoor • Trekking spots in Udhagamandalam, Annamalai Hills, Kodaikanal, Yelagiri Hills and Koli Hills
Coastal & Cruise Tourism	• Located along the coastline in northern Tamil Nadu including Chennai, Cuddlore and Nagapattinam • Marina Beach, Besant Nagar Beach, Mamallapuram, Dhanushkodi, Rameswaram and Kanniyakumari are the top spots for coastal tourism • Presently pleasure boating facilities are available in Muthukadu, Mudaliarkuppam, Pitchavaram, Ooty, Kodaikanal and Yercaud. Surfing is available in Mamallapuram
Medical Tourism	• Tamil Nadu has been the top tourist destinations in the last four years mainly due to its affordable medical treatment and the large presence of quality hospitals • The presence of Apollo Hospital, Fortis Malar Hospital, Sankara Nethralaya (all in Chennai), Aravind Eye Clinic (in Coimbatore) & Vaidyagrama Ayurvedic Healing Village has attracted the tourists globally

3.9.3 Investment Opportunities

Segment	Investment Opportunities	Locations
Adventure Tourism	• Development of Amusement Park which will house the project components like dry ride, water park, and retail, dining & entertainment area (R, D&E) and 3 star hotel	Chennai, Madurai and Salem
	• Development of Oceanarium / Underwater Ocean Park will consist of an interactive pool, an amphitheatre for conducting shows and an underwater tunnel	Along the stretch of East Coast Road after Mamallapuram
	• Development of Adventure Tourism (Land Based & Air Based) which will include Rock climbing, Rappelling, Mountaineering, Mountain cycling and ATV Ride, paragliding, bungee-jumping and hot air balloon	Coimbatore, Ooty and Yelagiri Hills



Segment	Investment Opportunities	Locations
Film Tourism	• Development of Film Theme Park which will have the project components such as live studios, amusement rides related to film, shows, retail, dining & entertainment area (R, D&E) and 3 star hotel	Outskirt of Trichy
Heritage & Cultural	• Development of Cultural & Heritage Park which will have miniature Tamil Nadu depicting the various culture & heritage, shows, retail, dining & entertainment area (R, D&E)	Outskirt of Chennai
	• Development of the performing arts centre will have theatres, studios, workshops and arts gallery used to display the arts such as dance, music, drama, puppet show and showcase the various arts, handicrafts and paintings of Tamil Nadu	Thanjavur, as it is an important center of South Indian religion, art, and architecture
Coastal Tourism	• Development of Adventure Water Sports Complex which will provide surfing, para sailing, water scooters, banana boat ride and other facilities	East Coast Road Stretch near Mamallapuram, Marakkanam, Dhanushkodi (Rameswaram) & Kanniyakumari
Eco-Tourism	• Development of Eco-Tourism and the proposed eco-tourism activities includes light adventurous activity such as light trek or mountain climbing, hiking trails, camping site, meditation and bird watching	Yelagiri (Vellore District) & Meghamalai (Theni District)

3.9.4 Policy Support

Name of the Policy	TN Tourism Policy Note 2015-16 & 2016-17
Incentives and Concessions	• Capital Subsidy of 10% for Tourism Projects like Amusement Park, Golf Course, Rope Car and Boat House subject to the max of INR 1 Cr. in less known tourist places • Capital Subsidy of 10% for Construction of Hotels subject to the max of INR 25 lakhs (for single star), INR 50 lakhs (for two star) and INR 1 Cr. (for three star and above) in less known tourist places • Soft Loan at the rate of interest of 0.1% per annum for first five years to pay Sales Tax by the investors of Tourism Projects in less known tourist places shall be sanctioned, to be repaid to Government during the next five years

Investment Facilitation

- **Tamil Nadu Industrial Guidance & Export Promotion Bureau:** Government of Tamil Nadu has constituted Guidance Bureau with the aim of attracting major investment proposals into Tamil Nadu. It acts as a single window system for investment promotion and investor facilitation center.

Initiatives to Promote Inbound Tourism

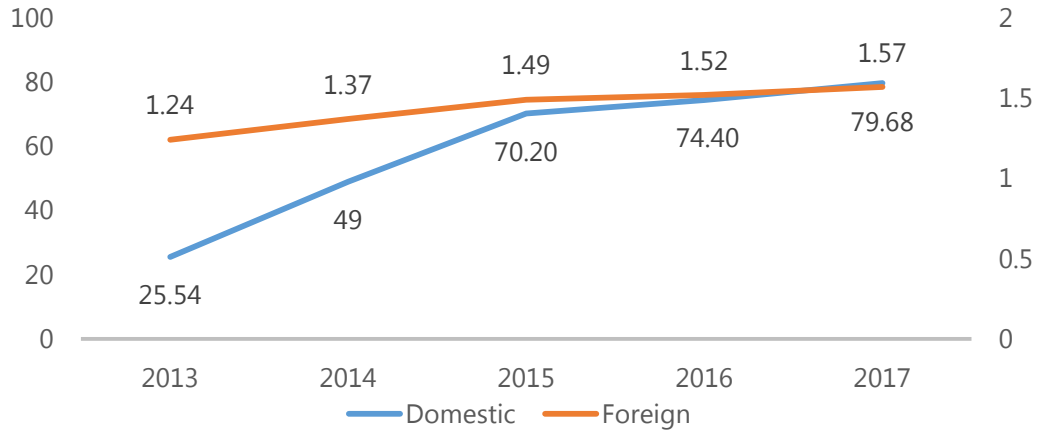
- The State has undertaken several initiatives such as organizing festivals like Pongal Tourist Festival, Hot Air Balloon Festival, Summer Festival, World Tourism Day, Indian Dance Festival etc.; advertisements in leading international travel magazines; and participation in international travel events like PATA Travel Mart, Ministry of Tourism Roadshows in the USA and Canada, WTM-London, FITUR-Madrid and ITB-Berlin. The theme 'Enchanting Tamil Nadu, Experience Yourself' is regarded as global tourism brand.
- Setting up of Tourist Security Organization is a major initiative to address the safety & security concerns of tourists. Further, the State also offers special 'Home Coming' packages for ethnic Indian population in Mauritius, Malaysia and other countries.

3.10 West Bengal

3.10.1 Tourism Outlook

West Bengal with 1.57 million foreign tourists was the 6th most visited state by foreign tourists in 2017. Between 2001 and 2017, the number of foreign tourist arrivals in the State grew from 0.8 million to 1.5 million at a CAGR of 11.37%. It ranked 7th in terms of domestic tourist visits with a total of 79.68 million visitors signifying the importance of West Bengal on tourism map of the country[99].

Figure 26: Tourist Footfalls in West Bengal (in million)



Source: Ministry of Tourism, Government of India

[99] *Ministry of Tourism, Government of India*

3.10.2 Major Tourism Themes Attracting Tourists

- With plethora of natural assets, West Bengal offers unique tourism products in the form of ecotourism, MICE, adventure tourism, amongst others to attract tourists across the globe as highlighted below.

Themes	Key Tourist Destinations
Nature-based and Ecotourism	• West Bengal has unique eco-tourism opportunities manifested by the presence of Himalayas, mangroves in the Sundarbans, diversity in flora and fauna, culture and ethnicity. • Between FY2014 and FY2018, West Bengal has witnessed investments of more than INR 1200 Cr in eco-tourism projects[100]. • West Bengal, the 2nd largest tea growing State in the country has verdant tea gardens in the districts of Darjeeling, Jalpaiguri, Cooch Behar and Uttar Dinajpur for promoting tea tourism[101].
Wedding & MICE Tourism	• West Bengal accounts for close to 16.5% of business travels in the country which is 4th largest in the country[102]. • Kolkata, Durgapur and Siliguri are prominent Wedding and MICE tourism destinations.
Adventure Tourism	• Adventure activities such as trekking, rafting, biking, canoeing, water skiing, para-sailing, rock climbing amongst others in the hilly regions of North Bengal, Ajodhya and Jayanti Hills and the beaches of the Bay of Bengal have attracted significant tourists.
Heritage & Cultural Tourism	• The Toy train of Darjeeling, Buddhist monasteries in North Bengal, myriad monuments in Malda, Murshidabad, terracotta temples in Bankura, Rabindranath Tagore's eternal abode in Shantiniketan amongst others are prime tourist attractions.
Medical and Wellness Tourism	• Kolkata has the potential to become a major medical tourism hub for South East Asian countries, Bangladesh and Nepal, with the rapidly growing healthcare infrastructure. • North Bengal region of the State is naturally blessed for promotion of Wellness Tourism.

[100] *Tourism Department, Government of West Bengal*
[101] *https://www.ibef.org/states/west-bengal.aspx*
[102] *Ministry of Tourism, Government of India*

3.10.3 Investment Opportunities[103]

West Bengal is reciprocating the demand of the industry and accordingly identified the following investment opportunities in the next five years:

Segment	Investment Opportunities	Locations
MICE & Wedding Tourism	• Development of convention centers near Kolkata & Bagdogra Airport • Development of rated hotels, resorts etc. • Creating Tourism centric Centers of Excellence, Institutes and Universities	Kolkata, Digha, Mandarmoni, Jalpiguri, Bagdogra Kolkata, Kharagpur, Durgapur, Kalyani, Darjeeling, Siliguri
Coastal & Cruise Tourism	• Operating cruise ships, luxury vessels, catamaran services	Along the National Waterway 1
Nature- based and Ecotourism	• Development of ecotourism cottages, homestays, wellness spas, eco-lake resorts	Jhargram, Bakkhali, Raichak, Bolpur, Kakdwip, Gajoldoba, Kalimpong, Dooars, Karseong
Adventure Tourism	• Conceptualizing and designing new adventure sports routes, trails and areas • Promoting adventure tourism with adequate infrastructure development and ensuring safety standards	Darjeeling, Sundarbans, Sandakphu, Tiger Hill, Singalila, Jaldapara, Bakkhali, Sagarrdwip, Kalimpong, Mirik, Susunia
Heritage & Cultural Tourism	• Partnership with the State Government in developing World Class Museums • Development of cultural centers • Operation and maintenance of heritage properties in PPP	Kolkata, Hooghly, Nadia, Birbhum, Bankura, Bardhhaman, Darjeeling, Jalpaiguri, Alipurduar

The State Government is in process of implementation of mega eco-tourism projects in West Bengal, including Gajoldoba eco-tourism project in Jalpaiguri and Jharkhali eco-tourism project in South 24 Parganas under PPP with a cumulative investment potential of more than INR 800 Cr.

- **Gajoldoba ecotourism hub (Bhorer Alo):** Spread over 208 acres of land between the Teesta Barrage and the Baikunthapur Forest, this mega project envisaged to be the new eco-tourism destination for North Bengal. The project envisaged to offer integrated tourism facilities with eco-tourism cottages, Wellness spas, high end eco-lake resorts, star category eco-resorts, food courts, hospitality training institutes, museum, amongst others.

[103] *Department of Tourism, Govt. of West Bengal*



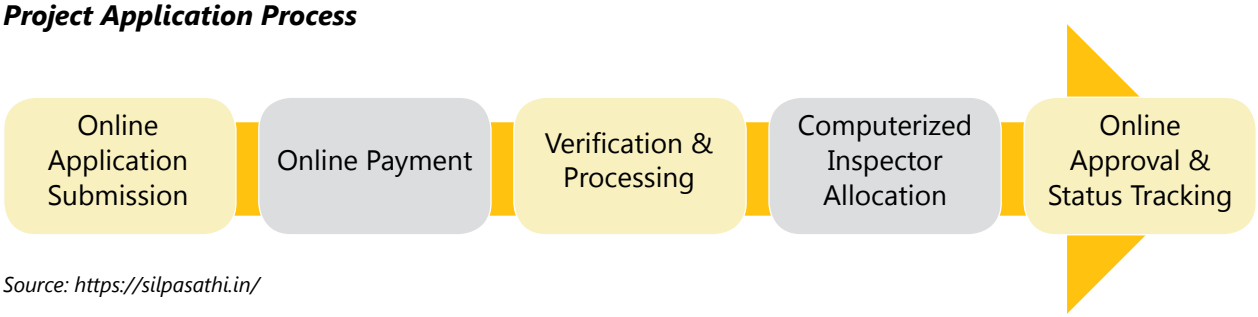
- **Jharkhali ecotourism project:** The project site is spread over 99 acres of land on the bank of river Herobhanga near the mangroves of Sundarbans in South Bengal. The region is equipped with basic support infrastructure including road connectivity, power supply, water supply, sewerage and sanitation amongst others.

3.10.4 Policy Support[104]

Name of the policy	West Bengal Tourism Policy 2016 and Incentive Scheme 2015
Land Aggregation & Allotment	• Tourism Department in consultation with the Land, Land Revenue Department, the Urban Development Department and the district authorities, identify and earmark lands that can be made available for tourism related projects • Land for tourism projects will be auctioned to the highest bidder after adequate publicity • Tourism Department will prepare lists of land assets and may indicate tentative prices of the assets based on acquisitions cost, development charges and premium etc. at least a month before the offers are received/ invited • 50%-70% reimbursement of Stamp Duty and Registration Fees
Project Sanctioning Methods	• The State Government has developed Single Window e-Service under Shilpa Sathi to provide all industry related services online (project application process described below) • As part of Shilpa Sathi, Department representatives physically come to the single window on defined days to monitor progress of projects and expedite required clearances • The State Government has recently developed an Industrial Grievance Redressal App (Silpadisha) to facilitate investment realization
Incentives and Concessions	• State Capital Investment Subsidy ranging from 7.5%-25% subject to a limit of INR 175 lakhs • Waiver of electricity duty for a period of 5 years • 50%-75% of the annual interest liability on term loan borrowed from Financial Institution subject to a max limit of INR 30 lakhs for 7 years • Reimbursed of up to 50% of the fixed capital investment expenditure for quality improvement, modernization, and installation of pollution control devices and obtaining ISI/BIS/ISO certification subject to a maximum of INR 7.5 lakhs • Exclusive incentives for mega tourism projects through State Capital investment subsidy, reimbursement on stamp duty and registration fee, waiver of electricity duty, capacity utilization and tourism promotional assistance
Other Relevant Policies	
West Bengal Homestay Tourism Policy 2017	• The policy aimed at providing extra income to locals by allowing them to rent their rooms to tourists • The State Government offers marketing and capacity building support to homestay owners

[104] *https://www.wbtourismgov.in/*

Project Application Process



Source: https://silpasathi.in/

Initiatives to Promote Inbound Tourism

West Bengal Tourism has recently ramped up its marketing and communication efforts to attract inbound tourists. It has produced various innovative collaterals such as captivating video on tourism products of the State. Further, the State Government has strengthened digital and social media networks to connect with potential tourists across the world. The State Government has also developed attractive tourism packages exclusively for foreign tourists to celebrate the Durga Puja Carnival.

3.11 Andhra Pradesh

3.11.1 Tourism Outlook

Located on the southeastern coast of India, Andhra Pradesh (AP) has the second longest coastline in the country of 974km along the Bay of Bengal. The state is gifted with a wide variety of ecology, flora & fauna, along with natural assets such as Eastern Ghats, Forest, Coastal plains and delta regions formed by the two major rivers - Krishna and Godavari.

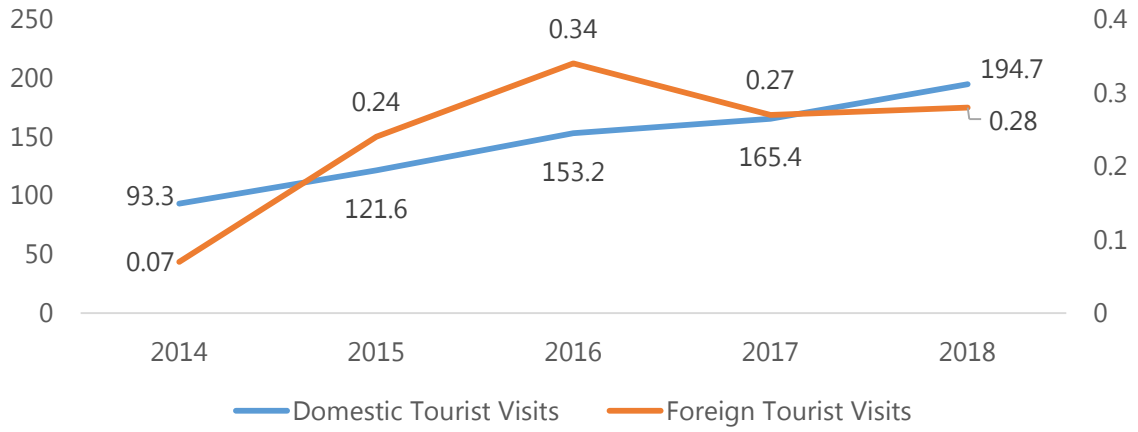
Andhra Pradesh majorly attracts domestic tourists and foreign tourist arrivals have picked up from past two years. In 2017, Andhra Pradesh was one of top ranked state in India (4th) in domestic tourist arrivals with 165 Million domestic tourist footfalls and in 2018, the state has attracted 194 Million Domestic footfalls along with 0.28 Million foreign footfalls[105].

Andhra Pradesh is also consistently attracting investments in tourism sector with its Tourism Policy 2015-20[106].

[105] *Department of Tourism, Government of Andhra Pradesh*
[106] *Ministry of Tourism, Government of India*



Figure 27: Tourist Footfalls in Andhra Pradesh (Millions)



Source: Department of Tourism, Government of Andhra Pradesh

3.11.2 Major Tourism Themes Attracting Tourists[107]

Andhra Pradesh offers unique tourism products such as beach & water-based products, eco-tourism, religious circuits, Buddhist and Heritage, MICE and adventure tourism. These products attract tourists across the globe.

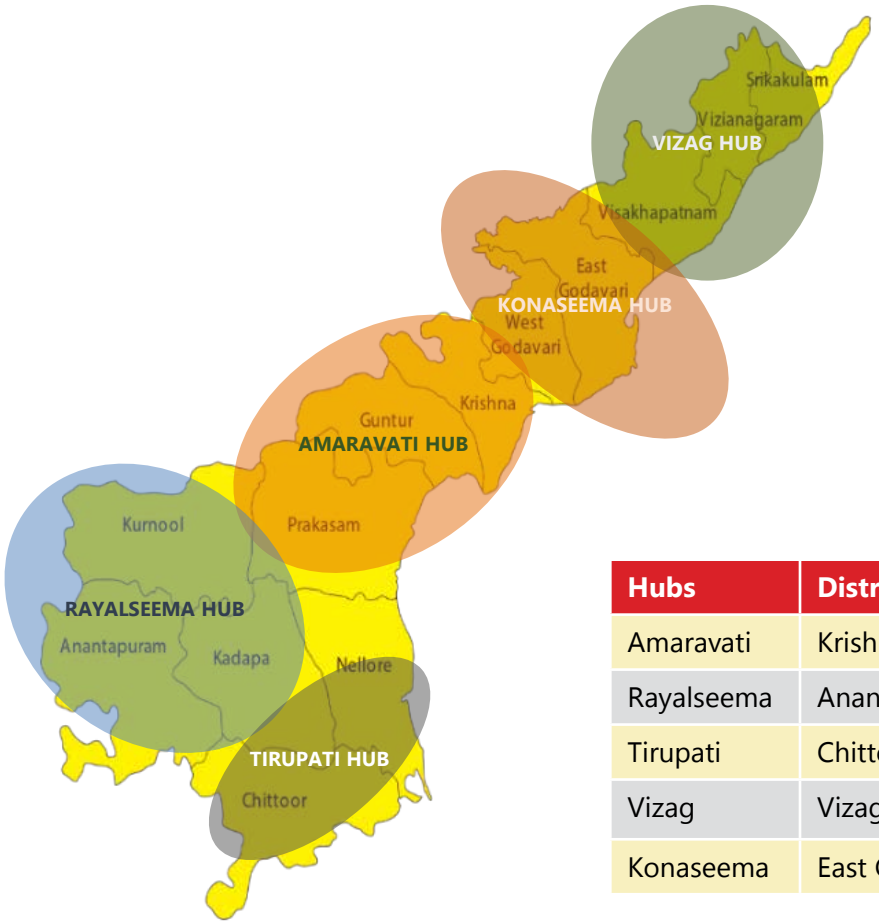
Themes	Key Tourist Destinations
Coastal & Cruise Tourism	• Andhra Pradesh has the second largest coastline (974 kms) in the country and provides a perfect opportunity for beach & water based infrastructure and activities • Some of the famous beach destinations include RK beach, Mypadu, Manginapudi, Vodarevu and Suryalanka
Nature-based & Ecotourism	• Andhra Pradesh with natural assets such as Eastern Ghats and backwaters offers various destinations for ecotourism • Araku Valley, Horsley Hills and Papi Kondalu are some of the famous destinations for ecotourism
Heritage & Cultural	• Andhra Pradesh is famous for rock paintings and natural cave & rock formations. Key destinations are Chintakunta caves, Borra caves, Orvakallu and others
Religious Tourism	• Andhra Pradesh is home to some of the famous temples such as Tirupati, Srisailam, and Srikalahasti • Andhra Pradesh is home to famous Buddhist sites such as Amaravati, Nagarjunakonda, Bavikonda, Bojjanakonda, Ramateertham and others
MICE & Wedding Tourism	• Vishakhapatnam is being developed as Fintech valley and aims to be in the top three Fintech destinations in the world. This will promote Vishakhapatnam as destination for MICE Tourism. Other popular MICE destinations include Vijayawada and Tirupati

[107] *Andhra Pradesh Tourism Development Policy 2015 - 2020*

Themes	Key Tourist Destinations
Adventure Tourism	• Andhra Pradesh has numerous places for recreation and adventure. Key destinations are Araku Valley, Gandikota, Vizag, Papi Kondalu, among others
Medical & Wellness Tourism	• Key destinations for wellness activities are Araku Valley, Tirupati, Horsley Hills, Puttaparthi, Vijaywada, among others

For a comprehensive tourism development across the state, Andhra Pradesh has adopted a Hub & Spoke model for tourism development. These 5 hubs are highlighted in the map below.

Figure 28: Hubs Identified for Tourism Development



Hubs	District
Amaravati	Krishna, Guntur & Prakasam
Rayalseema	Anantpur, Kadapa, Kurnool
Tirupati	Chittoor, Nellore
Vizag	Vizag, Vizianagaram, Srikakulam
Konaseema	East Godavari, West Godavari

Under the Hub & Spoke model of tourism destination development, key regions in the state, can be developed as hub locations and all the smaller tourism attractions in the region around the hub locations can be combined to form a Hub-Spoke Circuit.

3.11.3 Investment Opportunities[108]

Andhra Pradesh has identified Tourism sector as one of the growth engines for the state to achieve double digit growth and accordingly identified the following investment opportunities:

Segment	Investment Opportunities	Locations
Coastal & Cruise Tourism	• Beach resorts, beach front recreational activities including adventure water sports • Adventure water sports and recreational activities	Kalingapatnam, Baruva in Srikakulam District, Suryalanka Beach, Manginapudi Beach and Bhawani Island, Gandikota
Nature based & Eco-tourism	• Jungle Resorts, Safaris • Nature trails • Eco-Hotel	Araku & Lambasingi, Coringa Wildlife Sanctuary, Krishna Sagar Dam, Bhawani & its neighboring islands, Horsley Hills, Pulicat lake, Tada region and Nallamalla forests
Religious	• Religious tourist circuit • Buddhist tourist circuit and museums	Amaravati, Undavalli Caves, Kondaveedu Fort, Guthikonda caves, Jaggayapeta, Ghantashala, Akkana and Maddana Caves, Mogalarajpuram Caves, Chintakunta caves and Kondapalli Fort Tirupati, Kanipakam, Srikalahasti, Vijaywada
MICE & Wedding Tourism	• Special Tourism Zone/Recreation Zone • Cruise Zone • Budget hotels/ Luxurious hotels • Tourism & Hospitality Institutes	Madhurawada-Vizag, INS Viraat-Vizag, Vijayawada, Tirupati
Adventure Tourism	• Sea-world based amusement parks • Large scale amusement/ theme parks • Golf courses	Srikakulam, Vijaywada, Tirupati, Sri City, Srisailam-Nagarjuna Sagar Dam
Medical & Wellness	• Spa & wellness • Spiritual city • Spiritual centers and ashrams	Chintamulury, Puttaparthi, Lepakshi, Tirupati

[108] *Department of Tourism, Govt. of Andhra Pradesh*

- Government of Andhra Pradesh has constituted Andhra Pradesh Tourism Authority (APTA) in 2016[109], which develops and promotes the state as the major tourist destination by facilitating the development of new tourism products; conducting research and advising state Government to take necessary steps for holistic tourism development. It shall also prepare a sustainable Tourism Development Plan including guidelines to regulate developmental activities in the Special Tourism Zone. APTA has started Bhavani Island Tourism Corporation (BITC) for development of Bhavani Island near Vijayawada as tourism destination.
- Ministry of Tourism had released INR 10.47 Cr. in 2017-18 for development of Buddhist Circuit, INR 20.95 Cr. for Development of Kakinada Hope Island Konaseema as World Class Coastal & Eco-Tourism Circuit, and INR 32.21 Cr. for development of Coastal Tourism circuit in the State under the Swadesh Darshan scheme (till Dec 2017)[110].
- Ministry of Tourism had released INR 22.69 Cr. (till Dec 2017) for development of Amaravati Town as a tourist destination out of the sanctioned INR 28.36 Cr. and INR 9.49 Cr. for development of Srisailam temple out of the sanctioned INR 47.45 Cr. under the PRASHAD scheme (till Dec 2017)[111].

3.11.4 Policy Support[112]

The objective of Andhra Pradesh Tourism Policy 2015 – 2020 is to facilitate investments in the tourism sector to the tune of Rs 10,000 Cr. and contribute 7% to the State GDP by 2020 and INR 30,000 Cr. by 2029.

Tourism circuits/destinations will be developed based on Hub & Spoke model, where five important tourism hubs (Visakhapatnam, Vijayawada, Tirupati, Rajahmundry, Kakinada and Srisailam-Nagarjuna Sagar) will be developed by 2020, and all other district headquarters as tourism hubs by 2029.

Nine major themes for tourism projects have been identified: beach & water-based, eco-tourism, Buddhist, religious, heritage, MICE & infrastructure development, recreation/adventure, spiritual/ wellness and medical.

Name of the policy	Andhra Pradesh Tourism Policy 2015 - 2020
Project Sanctioning Methods	• Andhra Pradesh Economic Development Board (APEDB) is the apex level decision making body in the State for attracting investment along with Department of Tourism/ APTA • Andhra Pradesh has been consistently top ranked state in Ease of Doing Business (EoDB) in the country • All proposals/applications are to be submitted through State's single window, maintained by Department of Industries, with a dedicated investor facilitation center and help desk • A real time dashboard provides information on the status of application • Provisions are made for deemed approvals, in the case of approvals not being provided within stipulated timelines

[109] *Government Order (GO MS No 26, dated 06-12-2016) Government of Andhra Pradesh*
[110] *Ministry of Tourism, Govt. of India Annual Report 2017-18*
[111] *Ministry of Tourism, Govt. of India Annual Report 2017-18*
[112] *Andhra Pradesh Tourism Development Policy 2015 – 2020*



Name of the policy	Andhra Pradesh Tourism Policy 2015 - 2020
Incentives & Concessions	• Investment subsidy of 15% of value of Total Project Cost, excluding the cost of land, for setup and operation of tourism services. Investment subsidy is capped at INR 1.25 Cr. for project cost of INR 1-10 Cr. and INR 2 Cr. for project cost of INR 10-20 Cr. • Incentives towards Complementary/ Linkage infrastructure is provided between 5% - 15%, depending on the project cost • 100% reimbursement on Registration and Stamp duty for all Tourism Infrastructure Projects • All projects with investment above INR 200 Cr., irrespective of the location of the projects in the State, shall be treated as Mega tourism projects and additional incentives/ concessions will be accorded on a case-to-case basis • No charges for Non-Agriculture Land Assessment (NALA) or Land Use Conversion • Performance based incentives and marketing incentives provided for Tourism Infrastructure projects • Tourism Infrastructure projects accorded 'Industry' status for specified purposes
Other Relevant Policies	
Land Lease Policy for Tourism Projects, 2016	• Government land can be leased for hotels, resorts, MICE, wayside amenities, amusement parks, wellness resorts and other tourism projects through a transparent bidding process.

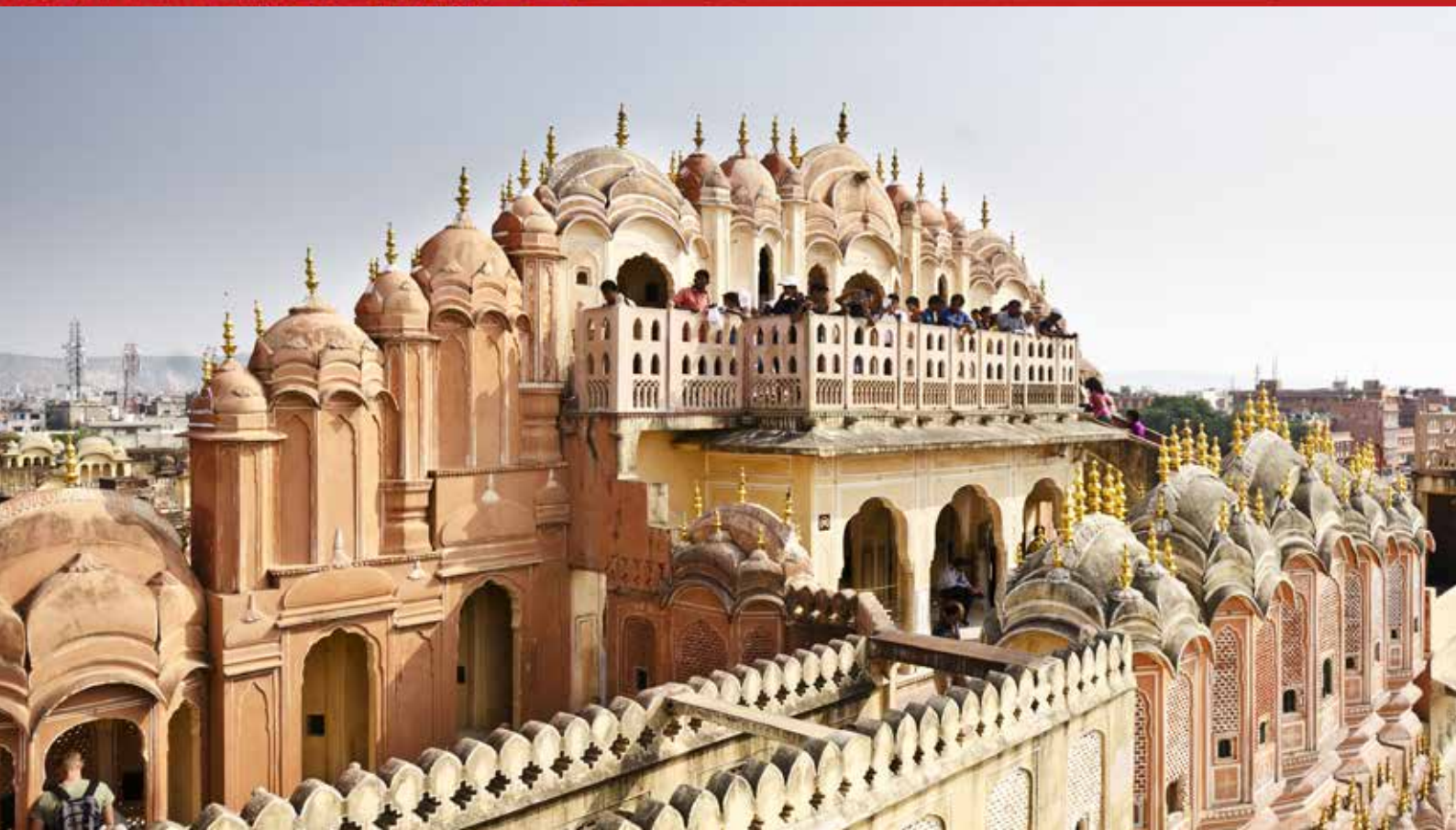
Initiatives to Promote Inbound Tourism

The State Government organized Araku Balloon festival, where various activities such as hot air ballooning, gliding, camp stays and excursions were conducted in its second edition in 2019. The State also hosted international F1H2O boat racing event in November 2018 for the first time, along with other events like row boating and air shows. It is also gearing up to host Aqua Bike Championship. The State is also setting up scuba diving academy at Chintapalli and adventure sports academy at Gandikota.





Way Forward 4





4. Way Forward

Rapid growth in India's Travel & Tourism sector over the recent years, significant jump in international rankings, and rise in the Travel & Tourism GDP are testimony of India's enormous potential in the sector. However, there is a much greater opportunity available which can propel India among the top ranked tourism destinations in the world and also position as a preferred tourist destination. Systematic growth and maintenance of key tourism destinations, sustainable development of Tourism destinations, and heightened focus towards promoting the emerging avenues of tourism will be essential towards unlocking the true potential.

The growth in India's travel & tourism sector has largely been driven by domestic tourists. Foreign tourists still account for a limited share as compared to some of the top ranking countries. The Government of India intends to achieve the ambitious target of 1% foreign tourist arrivals in world's international tourist arrivals by 2020 and increase it to 2% by 2025[113]. In 2017, India's share stood at 0.76%, which highlights that there is a potential gap that needs to be bridged[114].

In order to achieve this target and make India a Tourism Superpower, coordinated and concerted efforts on multiple fronts will be required.

1. **Tourism Competitiveness Index/ Ease of Doing Business (EoDB) Rankings for States/ UTs:** Ministry of Tourism, on the lines of WEF Tourism Competitiveness Index, identify parameters according to the Indian Tourism landscape for developing a Tourism Competitiveness Index or EoDB Ranking mechanism. The parameters may include policy measures for developing tourism & related infrastructure, availability & ease of land allotment process, project approval mechanism, grievance addressing mechanism, measures to improve safety & security of tourists, and other initiatives towards the growth & development of the sector. Information from districts & states can be collected and published in a standard format. This will result in easier decision making for investor as well as promote the spirit of competitive federalism and encourage states to take accelerated measures in tourism sector.

[113] *http://pib.nic.in/newsite/PrintRelease.aspx?relid=178367*

[114] *India Tourism Statistics At A Glance – 2018, Ministry of Tourism, Government of India*



2. **Creation of National Tourism Authority & Advisory Council:** A central level body can be created under the ambit of Ministry of Tourism which includes representatives from the Government and private sector. The private sector representatives should include experts from different tourism segment, including traditional and emerging, so as to incorporate specific inputs for thematic development. The body should also include representatives from other ministries such as Ministry of Shipping; Ministry of Environment, Forest & Climate Change, etc. for greater coordination. The advisory council will provide inputs for policy level decision making and also be approving authority for large scale projects.

3. **Incentivize Private Sector Participation:** Government should incentivize private players to invest in unserved/ under-served tourism projects. Further, a different incentive structure can be adopted for sustainable development of the lesser explored destinations. For instance, interest subvention scheme can be introduced for small tourism projects like community homestays, RO-RO and boat operators. Additional incentives, like additional interest subvention post COD, can be provided to projects (including new hotels and resorts) at tourist destinations with limited tourist facilities and connectivity.

4. **Rationalizing GST for Hotels:** GST applicable on hotels varies according to the room tariff. Rooms with tariff INR 2,500 - 7,500 per night attract a rate of 18% and rooms with tariff of INR 7,500 and above per night attract a rate of 28%. This makes the premium/ luxury hotels and resorts in India among the most taxed in the world, higher than cities such as New York, London and Paris. Further, the tax on hotels in other Asian countries such as Thailand, Singapore, Malaysia and China is much lower in the range of 6-7%. This makes the segment less competitive as compared to other Asian peers. It is therefore recommended to reduce GST with a ceiling of 18% on hotel rooms to make the segment more competitive and keep aspirational luxury travel within the reach of a wider customer segment.

5. **Land Bank Repository:** Availability of a suitable land parcel is the preliminary step for assessment towards development of a tourism project. While few states regularly list the available land banks on their websites, the availability of updated information is a challenge. A tourism specific land banks needs to be developed and made accessible over an interactive web platform. This will enable the investor to assess the preliminary viability of their projects basis the nature and location of land parcel without physically visiting the site in the initial stages. This needs to further be supported by appointment of a nodal officer/ land officer to facilitate site visits by investor and address queries from 'Inception to Commissioning'.

6. **Greater Coordination at State Level:** India ranks 104th in 'Prioritization of Travel & Tourism' pillar of WEF Travel & Tourism Competitiveness Report 2017. There is a need for focused initiatives towards prioritizing Tourism sector across all levels of Government. While the Centre needs to finalize the National Tourism Policy, States will remain the driving force behind implementation of tourism developmental initiatives in their respective regions. It is therefore important for states to have greater coordination between policy-roadmap-budget for effective implementation and timely completion of initiatives.

7. **Upgrading Government-owned Infrastructure through Private Sector Participation:** State tourism departments and associated agencies (such as the ones maintaining forest bungalows, etc.) maintain a large inventory of tourism infrastructure. A large number of such resources are at exquisite locations with immense tourism potential, but are lying idle or in bad shape. Operation and maintenance of such properties can be outsourced to private sector which would result in better upkeep of such properties, enhanced economic activity and also boost room inventory.



8. **Industry-oriented Skill Development:** Due to its multiplier impact on job creation, it is critical for the local workforce to be skilled as per the industry demands. This also holds true vice versa as growth of the sector, as envisioned by the Government and the industry, will only take place if there is an adequate pool of skilled workforce available. Hence, local skilling needs to be taken up on priority in consultation with the industry to train on specific skills required for development of thematic and niche tourism products.
9. **Supporting Small Enterprises:** Several initiatives are being undertaken to promote inclusive development of the tourism sector, such as homestay policies, skill development etc. To further support small enterprises and regional communities, there is a need for special provisions and incentives so as to enable access to cheaper credit. Further, facilitating ancillary industry linkages, such as use of local farm produce, handmade soaps, art & crafts etc. by hotels & restaurants will lead to holistic development of the regions and thereby truly making tourism as the growth engine of the economy.
10. **Leveraging Social Media to Boost Inbound Tourism:** Social media should be leveraged to promote highly customized content based on user behavior. Social media influencers, particularly travel bloggers on Instagram, have huge following. An annual conclave of such influencers can be organized in India along with personalized tours for them to promote India's tourist destinations through their channels. Content proliferation through such influencers will reach to a large and targeted segment of potential travelers.
11. **Technology Penetration in Tourism Sector:** Technologies such as Big Data Analytics and Artificial Intelligence should be employed to deliver insights into consumer behavior, spending pattern, duration of stay, preferred destinations according to region/ country of origin/ age group, etc. These insights should be used to curate targeted promotion & publicity campaigns. Further, creation of a cashless ecosystem for tourists and technologies like Augmented Reality (AR) and Virtual Reality (VR), Internet of Things (IoT), wearable devices for tourists etc. can be utilized to enhance service quality and delivery leading to enhanced tourist experience, effective promotion and increased sense of security among tourists.
12. **Combined VISA Option:** India is largely a long-duration destination for foreign travelers. Tourist destinations with good air connectivity may be promoted as short-haul destinations. Further, India can work with other member countries of BIMSTEC, SAARC and ASEAN to offer 'Combined Visa'. Such visa will result in conversion of stopovers to short-haul visits and will also add India on itinerary of tourists on long visits to the South Asian region.
13. **Focus on Source Markets:** Promotion & Publicity campaigns should be customized according to the trends and requirements in the source markets. For instance, China is the world's largest outbound market and accounted for USD 258 billion in international tourism Expenditure in 2017[115]. However, Chinese tourist arrival to India has declined recently. Therefore, campaigns should be structured around attracting tourists from large outbound tourism markets in the world, showcasing tourism products based on their preferences. For instance, Australia has developed China 2020 strategic plan to boost inbound tourist arrivals from China through various interventions. Similar approach for attracting tourists from focus markets can be adopted by India as well.
14. **Focus on North East India:** With the implementation of RCS UDAN scheme, air connectivity in North East has received much needed boost. Except for Guwahati, the hospitality industry in rest of North East is largely dominated by local players with smaller inventories and limited variety of product offerings. Thus, there is an urgent need to focus towards development of quality accommodation infrastructure across the region to unlock the true potential of North East.

[115] *UNWTO World Tourism Barometer Volume 16 - March/April 2018*



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