Analysing The Tourism Sector In India Under NDA Government And The Way Forward

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Abstract

Tourism serves as a pivotal catalyst for economic growth in nations, acting as a rapidly advancing sector that significantly influences trade, job creation, investment, infrastructure development, and societal inclusion. This research paper meticulously explores the ever-evolving landscape of India's tourism sector, offering an in-depth analysis of its present status and scrutinizing the initiatives undertaken by the NDA (Non democratic alliance) Government since 2014. Emphasizing key policies such as the Draft National Tourism Policy 2022, Swadesh Darshan 2.0 Scheme, Adopt A Heritage, and Prashad Scheme, among others, the study underscores the Government's concerted efforts to foster the sector's growth. In shedding light on the challenges within India's tourism sector, the research employs case studies of states with significant contributions, namely Karnataka, Rajasthan, and Goa. Furthermore, the paper conducts a comparative study between India, France, and ASEAN (Association of Southeast Asian Nations) countries, unveiling the global leadership of France and ASEAN countries in promoting tourism. The analysis reveals the developmental stage of India's tourism industry, identifying both strengths and weaknesses. This comparative insight provides a systematic guide for India's tourism sector to enhance its global standing. Conclusively, the research paper proposes prospective solutions for the future advancement of India's tourism industry. Positioned as a valuable resource, this comprehensive examination caters to policymakers, researchers, and stakeholders keen on nurturing sustainable growth and enhancing global competitiveness within India's dynamic tourism sector.

Background

The Indian tourism industry started developing in the 19th century after the country's independence. The Sir John Sargent Committee was established in 1945 to promote tourism in India. Following that, India underwent systematic growth in the tourism industry. The second (1956-1961) and third (1961-1966) five-year plans have evolved the tourism planning methodology. In 1966, ITDC (Indian Tourism Development Corporation) was founded, playing a key role in the industry's growth. The sixth (1980-1985) five-year plan strongly emphasises using tourism as a tool for economic growth,

social integration, and upholding peace. After the 1980s, the tourist sector proliferated as a source of jobs, revenue, foreign exchange, and leisure activity.

The first Indian tourism policy, released in 1982, aimed to promote sustainable tourism for social and economic inclusion. It sought to enhance India's global image. The policy focused on six main categories: *swagat (welcome), suchana (information), suvidha (facilitation), suraksha (safety), sahyog (cooperation), and Samrachana (infrastructure development).* In 1986, the National Committee on Tourism was set up by the Indian Planning Commission to plan for the tourism industry's future. The Government announced tax exemptions on foreign exchange profits. In 1987, the Tourism Development Finance Corporation was established with a capital fund of Rs. 100 crores for commercial financing. The National Action plan for Tourism was announced in 1992, emphasizing greater private sector involvement. The Eighth Five Year Plan (1992-1997) emphasized this as a way to boost tourism planning in India.

This paper focuses on the growth of the tourism sector during the NDA Government's tenure from 2014 to the present. A major breakdown came up in 2020 when the coronavirus pandemic globally hit the travel and tourism industry in the worst possible way including aviation, hotels, transportation, and restaurants. Tourist arrivals started declining in February 2020, leading to widespread job losses. Approximately 21.5 million people in the tourism sector lost their jobs due to the pandemic. Many small, unorganized travel companies were particularly hard-hit, with workers continuing to face challenges in supporting themselves.

Current Status of India's Tourism Sector

The India's tourism sector provides USD 16.61 billion FDI (Foreign Direct Investment) inflows in the hotel & tourism space from April 2000 – Sep 2022. In 2022, the contribution of the travel and tourism industry to India's economy stood at USD 15.7 trillion. Additionally, India ranks 6th according to WTTC (World Travel & Tourism Council) in terms of travel and tourism total contribution to GDP in 2022. The tourism market is expected to grow at 18.08% CAGR (Compounding Annual Growth

Rate) from 2022-2026. By 2028, India's tourism and hospitality industry is projected to generate USD 50.9 billion in Visitor Exports, a significant increase from USD 28.9 billion in 2018. Additionally, Foreign Tourist Arrivals (FTAs) are anticipated to reach 30.5 million by 2028. Tourism Sector is expected to contribute USD 512 billion to India's GDP by 2028 and provide direct employment of 53 million jobs by 2029 . The tourism sector is projected to contribute USD 250 billion to the country's GDP by 2030, generating an employment for 137 million individuals, and USD 56 billion in foreign exchange earnings (FEE).

[12]

Comparative Analysis of Foreign Tourist Arrivals (FTAs)

FTAs in September, 2023 were 6,48,213 as compared to 5,51,580 in August, 2022 registering a growth of 17.5%. FTAs during the period January-September, 2023 were 64,32,269 as compared to 39,78,105 in January-September 2022 registering a growth of 68.8% . The percentage share of foreign tourist arrivals in India during Jan to Sep 2023 are among the top 5 source countries: Bangladesh (23.97%) USA (17.06%) UK (9.29%) Canada (4.05%) Australia (4%)

[3]

Image Source

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[1] Tourism Sector Highlights
[2] Current Status of India's Tourism Sector
[3] Monthly Statistics of FTAs

Comparative Analysis of Foreign Exchange Earnings (FEEs)

FEEs during the month of September 2023 were Rs. 18,534 crores as compared to Rs. 13,435 crores in September 2022 registering a growth of 37.9%. FEEs during the period January-September 2023 were Rs. 1,66,660 crores as compared to Rs. 91,405 crores in January-September 2022 registering a growth of 82.23%

[4]
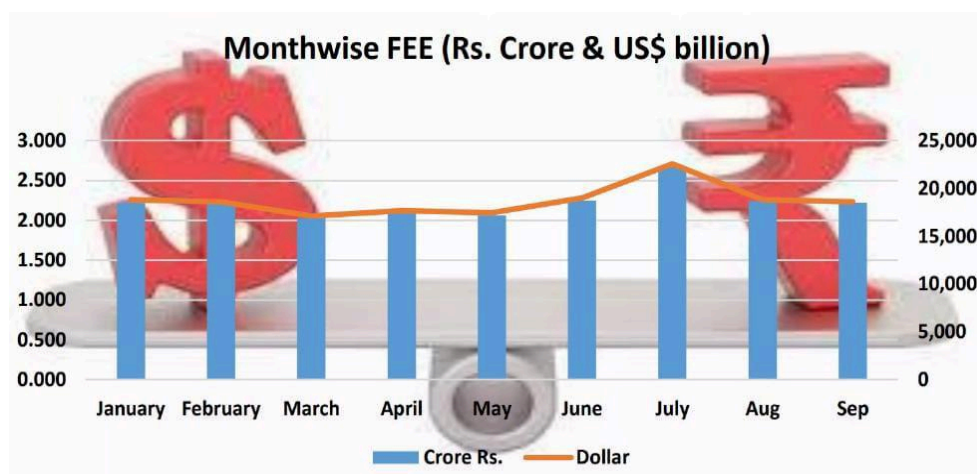
Image Source

Union Budget 2023 Highlights:

1. Through challenge mode, 50 tourist destinations will be chosen to be developed as a comprehensive package for both domestic and foreign travel.

2. Industry-specific training and entrepreneurship development should be integrated to meet the goals of the "Dekho Apna Desh" programme.

3. The Vibrant Villages Programme will provide border villages with amenities and infrastructure for tourists.

4. The establishment of Unity Malls in state capitals and popular tourist destinations

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[4] Monthly Statistics of FEEs

Government Initiatives for Tourism Renaissance Under NDA Government

The NDA Government since 2014 has implemented various initiatives to attract domestic and foreign visitors, such as expanding infrastructure, developing new spots, and fostering Public-Private Partnerships. As a result it lead to development of potential customers, adventure tourism, medical tourism, eco-tourism, cruise tourism and increase in the number of entrepreneurial opportunities. Some of the key policies and schemes introduced were:

Draft National Tourism Policy 2022

The National Tourism Policy 2022 aims to drive sustainable and responsible growth in India's tourism sector. It focuses on enhancing framework conditions, supporting tourism industries, strengthening support functions, and developing sub-sectors. The vision is to make India a top destination for responsible tourism, and the mission is to collaborate with Governments and stakeholders to create a favorable policy framework and strategic plan.The key strategic objectives of the Policy are:

1. To enhance the contribution of tourism in Indian economy by increasing the visitation, stay and spend and making India a year-round tourist destination,
2. To create jobs and entrepreneurial opportunities in tourism sector and ensure supply of skilled work force,
3. To enhance the competitiveness of tourism sector and attract private sector investment,
4. To preserve and enhance the cultural and natural resources of the country,
5. To ensure sustainable, responsible and inclusive development of tourism in the country

Swadesh Darshan 2.0 Scheme (2022)

The Ministry of Tourism launched the Swadesh Darshan Scheme in 2015 and approved 76 projects under the scheme. After a detailed review, the scheme has been revamped as Swadesh Darshan 2.0. It aims to achieve "Aatmanirbhar Bharat" by maximizing India's tourism potential. The vision is to develop sustainable and responsible tourism destinations, and the mission is to create a strong

framework for integrated destination development in collaboration with states, UTs, and local Governments. The strategic objectives of the Scheme are:

1. To enhance the contribution of tourism to the local economies,
2. To create jobs including self-employment for local communities,
3. To enhance the skills of local youth in tourism and hospitality,
4. To increase private sector investment in tourism and hospitality,
5. To preserve and enhance the local cultural and natural resource

Adopt A Heritage (2017)

The project aims to collaborate with various stakeholders to enhance amenities at heritage and tourist sites, improving the overall tourist experience and boosting regional economic development. The vision is to make these sites more tourist-friendly and maximize their tourism potential through systematic enhancements. Its key strategic objectives includes:

1. Developing basic tourism amenities in and around heritage sites, monuments and tourist sites.
2. Develop facilities, amenities and innovative technological interventions to improve site management and enhance the tourist experience at heritage sites, monuments and tourist sites.
3. Promote cultural and heritage value of the country and develop avenues to create awareness about the heritage sites/tourist sites in the country.
4. Develop and promote sustainable tourism amenities and ensure proper Operations and maintenance therein.
5. Develop employment opportunities and support livelihoods of local communities at the heritage and tourist sites.

Prashad Scheme (2014-2015)

The Prashad scheme aims to enhance pilgrimage and heritage destinations inclusively and sustainably. It focuses on infrastructure, livelihoods, skills, cleanliness, security, and accessibility. The vision is to rejuvenate the tourist experience through well-planned infrastructure and revitalize the essence of

pilgrimage cities with integrated, inclusive, and sustainable development for local employment opportunities. The key strategic objectives of the scheme are:

1. Rejuvenation and spiritual augmentation of important national/ global pilgrimage destinations.

2. Enhance tourism attractiveness of identified pilgrimage destinations and heritage cities under integrated tourism development of heritage city in planned, prioritized and sustainable manner by providing world class tourism projects in them.

3. Position pilgrimage and heritage tourism as a major engine for its direct and multiplier effects of economic growth and employment generation.

4. Follow community-based development through 'Pro-Poor' tourism concept and 'responsible tourism' initiatives.

5. Assure active involvement of local communities through employment generation

Other Initiatives

1. **Travel for Life**- Encourages the responsible use of tourism resources by travellers and travel companies, thereby promoting sustainable tourism.

2. **100% FDI**- Permits foreign investment in India's tourism and hospitality sectors, subject to relevant laws and regulations.

3. **Iconic Tourist Sites**- To strengthen India's soft power, develop the Buddhist sites of Bodhgaya, Ajanta, and Ellora as Iconic Tourist Destinations.To strengthen India's soft power, develop the Buddhist sites of Bodhgaya, Ajanta, and Ellora as Iconic Tourist Destinations.

4. **Dekho Apna Desh's Initiative**- Encourages people to travel extensively within India, boosting domestic travel and improving infrastructure and amenities for visitors.

5. **Adarsh Smarak Scheme**- ASI's Adarsh Smarak Scheme targets the redevelopment and upgrade of 100 monuments into Model Monuments. These sites will feature amenities like Wi-Fi, security, signage, encroachment-free areas, and interpretation centers, among others.

Decoding Challenges and Problems in Policies of India's Tourism Sector

India is 34th overall in terms of tourist competitiveness, despite its great rankings, suggesting that the nation has not effectively monetized or marketed the sector. There are several problems in the concerned sector including inadequate infrastructure, lack of safety and security, inadequate marketing and promotion, lack of skilled manpower etc. Let us analyse the problems in the tourism sector in some of the Indian states contributing one of the highest tourists in the country i.e Karnataka, Rajasthan and Goa.

Case Study Analysis of Karnataka

With the goal of positioning Karnataka as one of India's top two travel destinations, the state Government of Karnataka introduced its Tourism Policy (2015-2020). The policy prioritises encouraging entrepreneurship in the tourism industry and private investment. Over the next five years, an investment of INR 54,000 crores has been planned for the development and upkeep of tourist destinations; half of this amount may come from corporate players. However the tourism policies of Karnataka faces serious problems such as:

1. **Security of tourists, particularly women:** Security of women tourists in particular is an issue that needs greater attention from the Government and its law-enforcing machinery. Women travellers are always concerned about their safety when they travel to India, especially if they are travelling alone.

2. **Discriminatory Pricing:** Yet another practice or rather malpractice that should be put an end to is the inherent tendency to rip off the foreign tourists through discriminatory pricing. It is astounding to learn that the Government either directly or indirectly supports some of these bad practises. For instance, entry to the Taj Mahal costs a whooping INR 1,000 for foreign tourists and just INR 40 for domestic travellers. Instances have been seen where traveller community is also discriminated based on the regions they come from like, the charge is a pitiful INR 40 for travellers from SAARC (South Asian Association for Regional Cooperation) and BIMSTEC (Bay of Bengal

Initiative for Multi-Sectoral Technical and Economic Cooperation) nations and an expensive INR 1,000 for those from other nations.

3. **Inadequate Availability of Quality Accomodation:** If there is sufficient supply of high-quality lodging at or close to ecotourism destinations like Jog Falls and Madikeri Hebbifals, the issues encountered by foreign visitors can be reduced, which will increase the number of visitors. Between the tourist destination and the closest city, the government can guarantee sufficient and high-quality surface transportation connectivity.

4. **Hindrance in Road Infrastructure:** The industry is still beset by the infamous infrastructure bottlenecks, especially with regard to the road infrastructure. Ironically, different local self-Governments collect cess from visitors for specific projects related to tourism. However, these projects have hardly ever been implemented. A thorough examination of this unusual result is necessary. Promoting travel while simultaneously sabotaging travel-related initiatives is a troubling combination.

5. **Inadequate surface transport/ flight connectivity:** The various state Governments and local self-Governments are collecting cess to be invested in specific specialised areas of the infrastructure related to surface transportation. A portion of the funds that were raised have sat unused. Therefore, the only thing left to do is for the Government and other Government-run tourism organisations to muster the resolve to address the inadequate connectivity of surface transportation.

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Case Study Analysis of Rajasthan

The main issues addressed by the Rajasthan Tourism Unit Policy, 2015 are the timely conversion of land for tourism units, including new and heritage hotels, the timely approval of building plans, the grant of Patta to heritage hotels, the allocation of land for tourism units on DLC (District Level Committee) rates, the applicability of the Rajasthan Investment Promotion Scheme, 2014

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[5] Problems in Tourism Sector of Karnataka

(RIPS-2014) for tourism units, and the prompt and seamless implementation of the relevant laws. However, Rajasthan's tourist strategies have serious issues, which include the following:

1. **Poor Conveyance System:** One of the main obstacles to Rajasthan's tourism industry's expansion is the state of the transportation system. There are numerous tourist destinations that lack suitable transportation options, even though the most well-known tourist destinations have excellent transportation connections. Due to this, the majority of them remain unidentified. Furthermore, the traffic system is improper or in poor condition in urban and semi-urban areas. The majority of the roads are in poor condition.

2. **Inadequate Healthcare Facilities:** Rajasthan can be viewed as being backward in terms of medical amenities. There is a concentration of medical services in a few cities, including Jaipur, Jodhpur, Udaipur, etc. Medical care is not available in the majority of the area.

3. **Non-Availability of Tourists Reception centres:** Every visitor to Rajasthan wants someone to give appropriate guidance, but since there isn't a Tourist Reception Center (TRCs), strangers frequently mislead them in place of providing appropriate guidance. Despite the fact that the Rajasthani Government set up TRCs at popular tourist spots, these TRCs are experiencing staffing issues. There are instances when TRC staff members lack adequate knowledge about tourist destinations.

4. **Insufficient Accommodation:** Over the past few years, Rajasthan has become more popular with both domestic and foreign travelers, but the number of lodging options has not kept up with demand. Seasonal pressures from tourists also lead to price increases; these circumstances have a negative impact on travelers' budgets and force them to shorten their stay in Rajasthan.

5. **Problems of the Officials of RTDC:** Inadequate infrastructure and resource availability, unpredictable tourism policies, a lack of funding for human resource development, haphazard planning, a shortage of skilled personnel at the Rajasthan Tourism Development Corporation

(RTDC) are all the main factors. Lack of creative marketing, resistance from the local population, poor communication with travel agencies, non-cooperation from travel agencies, and a lack of performance reviews, are among other issues associated with RTDC.

Case Study Analysis of Goa

Domestic travelers make up around 89% of all visitor arrivals, making up the majority of the tourist mix. About half of all visitors arrive in Goa during the peak travel months of October through December, which places a tremendous strain on the state's infrastructure, environment, and tourism resources. The Goa State Tourism Policy 2020 and the Master Plan, which were unveiled a few years ago by the State Government, are expected to significantly transform the tourism industry in Goa. Despite these policies the tourism facilities in Goa faces severe problems such as:

1. **Faulty Shack Policy:** It is nearly hard to get all the licenses required to establish and manage shacks because there are so many to apply for. Some continue to operate under temporary licenses and lack official authorization. There are 365 shacks, [6]and building them all requires labor. Hiring employees is a major issue. Private shacks are now common, and their owners do not want other people to build shacks in front of theirs. Appropriate policies for everyone's survival are lacking.

2. **Lack of Trained Staff:** A few institutions prepare students for careers in the tourism sector. Goans, the term used to refer to natives of Goa, are familiar with workplace culture and speak English quite well, but as soon as they graduate with a degree in hotel management, cruise ships hire them. Goans don't work or reside in Goa for very long. They must therefore rely on individuals from Nepal, Bihar, and Odisha. Skilled Goans take temporary jobs with hotels before moving abroad to work for much higher wages. Casinos require a lot of labor because they are open around-the-clock, whether floating or offshore. Employees in the hotel business frequently quit their jobs to work in casinos.

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[6] [Faulty Shack Policy in Goa](#)

3. **Illegal activities:** The price of King Fish, if you visit the fish market, is Rs 900 per kg. Shacks used to be limited to the beaches. Since private shacks and restaurants are now always open, seasonal shacks charge a high price to offset the costs incurred by the license application delay. Still, some are unable to recoup the expenses. Illegal activities begin when some people sublease their shacks and begin selling drugs and other items to generate cash.

4. **Time Constraints:** Government licensing regulations, such as those pertaining to garbage fees, trade licenses, health license etc. are very much time consuming. Subsequently, there are mandatory licenses like those for labor, excise, shop and establishment, FDA, etc. Each department handles all of this at its own slow pace, and there isn't yet a single window policy. As a result, managing a hotel in Goa to accommodate tourists is difficult.

5. **Overcrowding:** Goa is a brand associated with the sea, sun, and sand. The Government is currently discussing ecotourism, hinterland tourism, health tourism, and other related topics, but each location's carrying capacity needs to be studied. The bad state of Calangute and Baga beaches is a result of overtourism. If this keeps up, the locals' lives will become disrupted and they will become restless against tourists.

Comparative Analysis of India and other Leading Tourist Destinations

Every year, nearly ten times as many tourists visit France. This study aims to identify the shortcomings of the Indian tourism industry in addition to highlighting the strengths of the French tourism sector. Some of the major reasons driving France's tourist industry's progressive development are the country's diverse investment options, marketing campaigns, and policy execution. The Indian tourist industry would benefit from this comparison analysis's methodical guidance on how to raise its standing in the world's tourism rankings. Following this, we'll compare and contrast the travel and tourism sectors of India and the ASEAN countries. The study seeks to provide insights of Indian tourism industry by comparing it with various ASEAN countries—including Thailand, Singapore, and Malaysia—which have been successful in drawing large numbers of visitors during the past ten years. The study also

makes an attempt to highlight the kind of tourism on which India should concentrate in order to raise its GDP share overall.

Case Study of France

Currently, one of the most significant worldwide sectors is tourism. France is the most popular travel destination worldwide and plays a major role in international tourism. The World Tourism Organization projects that over the next 20 years, worldwide travel will treble, reaching 2 billion tourists by 2030, so there is still a lot of room for expansion. By satisfying visitor demand, the French Government's tourism policy aims to enhance France's appeal as a travel destination and boost the country's tourism business. Its goal is to encourage social tourism by improving accessibility and offering all tourists higher-quality travel options. The Malson de la France, Plan Qualite Tourisme, the National Vouchers Agency, and other departments are among the agencies that the ministry of state uses to promote and regulate tourism-related industries. These agencies guarantee advertising campaigns, high-quality travel offerings, payment to suppliers of services, and professional evaluation and guidance on all public-private partnerships in France and overseas, respectively.

The French Government controls travel agencies while upholding a high standard of consumer protection and reorganizing the stringent liability of operators to operate under international convention in order to promote and safeguard tourism. Anybody involved in organizing or delivering a package is individually liable for the services rendered and the passenger's safety, according to Article L2 11-16 of the Code of Tourism. The customer or traveler is explicitly guaranteed by law to be safe and receive a high-quality product, allowing them to travel without fear of fraud or harassment.

The marketing and promotion of travel-related goods in France is under the purview of the France Tourism Development agency. It plans road shows, campaigns, festivals, events, workshops, training sessions, and custom press trips, all of which are intended to best cater to the interests of the target audiences, who include members of the travel industry, the media, and the general public. The

approach places more of an emphasis on gastronomy businesses and other cultural attractions than it does on famous landmarks like the Eiffel Tower and the Côte d'Azur. Visas to visit France are made available to Indian citizens by the French Government in an effort to strengthen ties between the two nations.

The exhibitions showcase a diverse range of France's tourism offerings, encompassing upscale locations and merchandise, coastal and ski resorts, transportation and lodging partners, retail outlets, and additional attractions. The advertisements are meant to give the wealthy tourist of today a glimpse of France. Three main themes are visually communicated to the public by the French tourism industry through popular media. Presenting culture through history, amblance through romance, and urbanity through innovation, the idea of blending cultures has been taken a step too far by France's humorous "Will it mix" campaign, which claims that the country wants to show the rest of the world that it can "mix well" with other cultures.

Observation:

India has a great deal of unrealized tourism potential, and much more work has to be done to establish the nation as a top travel destination and source of revenue. India is still far behind France's tourism industry in terms of infrastructure, security concerns, human resources, and health and hygiene. India's travel and tourism sector brought in $208.9 billion[7] in revenue in 2017 but only 12% of this total came from foreign visitors with a tenth of foreign arrivals in France. India must therefore plan to attract high-end tourists from countries like France. It can be accomplished by carefully crafting travel itineraries and tourism products that have the capacity to hold tourists' attention for extended periods of time. In order to surpass the projected 15 million foreign arrivals by 2025, India must prioritize travel and tourism from its current 10 million arrivals. India should be promoted as a travel destination, but this should be balanced with the development of a sufficient supply. To achieve this, infrastructure investments are required, from roads and hotels to airports and tourist facilities.

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[7] India's Tourism Sector Revenue in 2017

Focusing on the implementation of progressive legislation and guaranteeing digital infrastructure across the ecosystem are also essential. Since tourism is a multifaceted activity and a service industry, it is imperative that all branches of the federal and state Governments, the private sector, and nonprofit organizations actively participate in the effort to achieve sustainable tourism development. Only then will India's tourism sector be able to claim a prominent position among the world's top tourist destinations in the years to come.

Case Study of ASEAN Countries

When it comes to the number of tourists arriving in other ASEAN nations, Thailand leads the pack. About 27% of all tourists who arrived in ASEAN nations in 2015 came from Thailand. The tourism sector contributed 20.8% of the GDP in 2015. Exotic wildlife, breathtaking islands, delicious Thai food, a distinct culture, Government policies, and—most importantly—friendly people are the causes of these enormous numbers.

After Thailand, Malaysia is the second most popular travel destination in the ASEAN region. It entered the tourism industry somewhat later, but in the past ten years, it has expanded quickly. The tourism sector contributed 13.1% of the GDP in 2015. In addition to presenting the culture of the locals, they are also projecting the cultures of major immigrants such as Chinese, Malaysian, and Indian. We've all seen catchphrases for businesses or products, but Malaysia has been doing a great job of promoting its travel sector by setting itself apart from other nations with unique catchphrases. The tagline for the promotion is currently "Malaysia, Truly Asia." The advent of low-cost airlines has been a major factor in Malaysia's tourism industry, enabling travelers to travel to different parts of the country and beyond at a reduced cost. The Malaysian tourism boards work well together, and a number of departments are either directly or indirectly involved in the travel industry. These include the Department of Agriculture (agrotourism), the Department of Wildlife and National Parks (ecotourism), the Department of Forestry (ecotourism), the Department of Aborigines' Affairs (ethnic tourism), the Department of Fisheries (coastal tourism), and the Department of Museums and

Antiquities (heritage/cultural tourism). Outstanding nature, multiculturalism, ease of accessibility, and first-rate tourist facilities are a few of Malaysia's tourism advantages.

One of Singapore's most important industries is tourism. It has continuously made a significant contribution to the country's GDP. The tourism sector contributed 10% of the GDP in 2015. Due to Singapore's central location among the ASEAN nations, tourists traveling to these nations almost always include a visit to Singapore. The Singapore Tourism Board has pushed travel by showcasing its beaches, historic colonial buildings, sports events, and culture. International shopping centers such as Paragon, Ion Orchards, Vivo City, The Shoppes at Marina Bay Sands, and Orchard Central have been endorsed by it. In a similar vein, numerous international standard five- and seven-star hotels have been established. Singapore has attracted many tourists by focusing on conservation, planning, and an emphasis on business ventures like retail and leisure/recreation.

[8]Vietnam is well-known for its rivers, beaches, and historical landmarks like Buddhist pagodas. The tourism sector contributed 13.9% of the GDP in 2015. It has been noted that Government improvements in the areas of transportation, entertainment, and food are to blame for the growth of the tourism sector. The nature and culture of the nation have drawn veterans the most.

The tiny country of Brunei, which is located on the island of Borneo, is well-known for its beaches, rainforests, and abundant wildlife. In 2015, the tourism sector made up 7.4% of the GDP. The Government is promoting ecotourism, Islamic tourism, and sports tourism as ways to diversify the travel industry.

Observation:

India still struggles to draw in tourists despite its large population, serene beaches, breathtaking scenery, diverse culture, and rich heritage. In comparison to other small countries, India's tourism industry statistics are unconvincing. India's rich history, culture, and artistic expressions have earned it

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[8] Case Study Analysis of ASEAN Nations

high praise. A few of the factors contributing to the low number of visitors are destitution, dishonesty, concerns about safety, unclean conditions, and begging. Foreigners have a different perspective of India and associate it with issues such as unemployment, terrorism, political unrest, poverty, illiteracy, and corruption. Another significant problem that India is dealing with is child sex tourism. The perception of India as a travel destination has been seriously harmed by this. It is fairly clear that India lags behind the ASEAN countries in terms of tourist arrivals, the amount of money the sector generates for the country's GDP, and the amount of money it generates. To improve its tourism sector, India must undergo a radical transformation. To compete with other nations in the tourism sector, India could implement the following policies. First, India needs to market itself as a unique travel destination on a global scale, much like Malaysia, which does a great job of doing so with slogans like "Malaysia Truly Asia." Second, India needs to change the way its Government operates and, of course, how its citizens think in order to combat poverty, illiteracy, and corruption. It will take time and gradual progress to change one's mindset. Third, like Malaysia, India must have unity between the state corporations and local bodies in the areas of wildlife, agriculture, culture, fisheries, and antiquities. This will assist India in promoting its undiscovered tourist destinations.

Potential Solutions and The Way Forward

Tourism development and tourism policy are closely interrelated. Tourism policy plays a major role in the development of tourism. The tourism industry has a major impact on the economic development of any country, developed or underdeveloped. As a result, several tourism policies have been developed by all nations in the world to promote the growth of the tourism industry. However, there is a greater need to tackle the problems in tourism policies and challenges faced by various states. Let's discuss some of the potential solutions to the problems stated above:

1. **Infrastructure Development:** Investment should be made in the development of both physical and digital infrastructure in order to confront the issue of last-mile connectivity. For example, a flyover is intended to link Porvorim and Mapusa (towns located in the state of Goa). The

construction will require a minimum of three years to complete. Therefore, the Government should consider the needs of the locals when planning traffic management. Taxi services like Ola and Uber should be permitted to operate in the market to foster healthy competition and increase the selection available to travelers. Inadequate surface transport and flight connectivity have to be addressed by the Government as a top priority. If inadequate availability of quality accommodation at or near the ecotourism spots like Jog-falls and Madikeri Abbi Falls is addressed, the problem faced by the foreign tourists can be minimised leading to rising tourist numbers.

2. **Safety of Tourists:** To enhance tourist safety, the Indian Government should consider establishing an official helpdesk centre in various districts of key tourist states. This facility would serve both local and international tourists, offering professional guidance such as identifying authorized travel agencies. Additionally, it would serve as an intermediary between tourists and local police stations for addressing complaints. Each tourist would be assigned a unique ticket number to ensure equitable treatment of all complaints in 24 hours. To streamline online assistance, the Indian government could develop an extensive official tourist safety app incorporating advanced technology and community engagement strategies. This app should feature functions like real-time location tracking, allowing users to share their location in emergencies, an emergency SOS button to alert the nearest police station, and language translation with local support to facilitate communication between tourists and local authorities.

3. **License renewal policy:** The presence of appropriate lodging that meets the quantitative and qualitative requirements of visitors in tourism hubs and destinations is a crucial consideration. These accommodations play a vital role in influencing travelers to extend their stay in a particular location. In some instances, there are numerous travel agencies operating without proper licenses, leading to unregulated practices that may result in discrimination based on pricing and services for tourists. To address this issue, a license renewal process should be implemented to curtail such unauthorized travel agencies. It is essential to ensure that every travel agency is officially registered

under the government of India, offering a diverse range of reasonably priced options, comfortable accommodations, and access to all necessary utilities and services for tourists.

4. **Training workshops:** India attracts a diverse array of tourists hailing from various countries, each with distinct languages and cultures. In order to meet the requirements of this diverse demographic, it is essential to enhance the industry's skills in handling different languages and cultural nuances. Consequently, the Ministry of Tourism should organize routine training sessions for travel agencies, focusing on imparting knowledge about various languages, ethical considerations, and cultural practices. This initiative aims to foster a shared sense of understanding among tourists visiting India.

5. **Advertisement and Promotions:** Funds can be set aside for advertising and promoting Indian tourism, of which 50% come from the state and 50% from the center, and both can collaborate on this. The fund will be used to create engaging content material that highlights the variety of cultures, environments, and experiences that India has to offer. In order to draw visitors, it will be utilized to run targeted social media campaigns on Facebook, Instagram, and Twitter. Partnering with airlines and travel agents to provide specialized packages that combine well-known tourist destinations with real cultural experiences both online and offline. Taking innovative steps as well, such as promoting India's rich culinary legacy through the planning of food festivals, cooking workshops, and culinary tours. It will be also be used to form a joint committee of individuals to handle the promotion of India's cultural tourism, including its temples, yoga, and medicine, as well as its inaccessible areas, such as its lakes, rivers, mountains, and plateaus.

6. **Carrers in Travel and Tourism:** The Indian Government should focus on establishing additional universities and courses specifically tailored to the travel and tourism sector, facilitating career development in this field. This initiative aims to enhance professionalism within the Indian tourism industry by producing a more skilled workforce and proficient managers. For instance, institutions like the EHL Hospitality Business School in Switzerland provide programs such as

B.Sc in International Hospitality Management and Master in Hospitality Management. These courses can offer individuals opportunities for multicultural exposure, the acquisition of versatile skills applicable across various industries, an engaging career path that is distinctive, and a high demand for skilled professionals on a global scale.

7. **Public-Private Partnership:** Utilising India's labor pool to advantage by providing skilled and unskilled workers with training in the hospitality industry through both public and private programs. Although the ministry has launched a number of short- and medium-term skill programs, their scope is insufficient to significantly address the labor shortage. India must expand these programs if it hopes to meet its skill development goals. A more robust on-the-job training and apprenticeship model created through stronger public-private collaboration will close the education gap with employment. In order to provide tourists with high-quality and reasonably priced travel experiences, monument and route management should also take into account the concept of public-private partnerships. Establishing a public-private incubator for small and medium-sized businesses could promote the growth and creation of jobs in the nation while fostering the ancillary services and experience development of the industry.

8. **Conservation through Design:** The economic growth and expansion of towns should consider preserving their historical and cultural heritage. It's important to maintain green areas around new developments to attract tourists. To keep tourist destinations well-preserved, improvements like beautiful gardens, walkways, souvenir shops, and information kiosks should be constructed. Protecting natural features is crucial, especially in areas developed for tourism. Planting many trees should be a key part of the landscaping plan. Infrastructure buildings should be designed with a low-rise approach to blend in with the surroundings.

Conclusion

After independence, the economic significance of tourism has gradually become apparent. It is a good sign that the present NDA Government, recognizing its potential in 2014 itself, has done a lot of work on this front during the last five years, which needs to be given sustained momentum. There have been attempts to include policies related to exclusive tourism in the Central Government's five-year plans and the State Government's annual plans. Periodically, the policies were modified in order to improve the quality of services by utilizing new technologies. These tourism policies serve as guidelines for raising both the industry's performance and the citizens' living standards.

The tourism industry in India has a great deal of untapped potential. The multiplier effect of the tourism industry can guarantee inclusive growth and raise income levels. A flourishing tourism sector might be essential to ensuring India's shift to a high-income economy. The industry as a whole must be completely redesigned in order to increase its resilience to shocks in the future. India should focus more on medical tourism because the need for these services is increasing in the region as a result of the high-quality, reasonably priced care that these nations offer. With a plethora of highly qualified teachers, upscale institutions, and a sizable job market, India ought to focus more on education tourism. To draw more tourists to India, the Government must take the necessary actions to combat illiteracy, lessen corruption, and update laws and regulations. India's tourism industry has poor statistics when compared to other countries, possibly because most ASEAN countries rely heavily on it due to limited opportunities in other industries.

India should be promoted as a travel destination, but this should be balanced with the development of a sufficient supply. To achieve this, infrastructure investments are required, from roads and hotels to airports and tourist facilities. Focusing on the implementation of progressive legislation and guaranteeing digital infrastructure across the ecosystem are also essential. Since tourism is a

multifaceted activity and a service industry, it is imperative that all branches of the federal and state Governments, the private sector, and nonprofit organizations actively participate in the effort to achieve sustainable tourism development. Only then will India's tourism sector be able to claim a prominent position among the world's top tourist destinations in the years to come.

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