TOURISM
AN ENRICHING JOURNEY AWAITS
SECTOR HIGHLIGHTS


India ranked 34th in World Economic Forum’s Travel & Tourism Competitiveness Index (TTCI) in 2019, up by 6 places from Rank 40 in 2017 – the greatest improvement among the top 25% of all countries ranked in the report.

India is the 8th largest tourism economy in terms of Travel & Tourism contribution to GDP, and Cultural Resources and Business travel.

By 2028, International Tourist Arrivals (ITAs) are forecasted to a total of 30 Mn, generating expenditure of USD 49.12 Bn, an increase of 5.5% p.a.

The total contribution of travel and tourism to India’s GDP in 2017 was USD 234 Bn; this is expected to rise by 2028.

Travel and Tourism total contribution to employment is expected to rise by 2% p.a. and reach 52 Mn jobs by 2028.

Travel and Tourism investment is expected to reach USD 85.2 Bn by 2028.

USD 13 Bn: FDI inflow in the hotel & tourism space from April 2000 - June 2019.

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GROWTH DRIVERS

1. World-Class Infrastructure Development:
   - The Ministry of Tourism has sanctioned 4 new projects worth INR 190.46 Cr under the tourism infrastructure development schemes, Swadesh Darshan and PRASAD.

2. e-Tourist Visa Facility:

3. Evolution of Technology:
   - Rapid growth in mobile phone usage and internet penetration has enabled the adoption of various tools, technologies and digital platforms to improve customer experience.

4. Medical Tourism:
   - Affordable treatment, quality healthcare infrastructure and highly-skilled doctors.

5. Middle-Class Disposable Income and Consumption Pattern:
   - This segment is expected to triple by 2026.

From January - December 2018, 23,69,941 tourists arrived on e-Tourist Visa compared to 16,97,175 during January-December 2017; an increase of 39.6%.
GOVERNMENT INITIATIVES

1. FDI
- 100% FDI is allowed through the automatic route in tourism construction projects including development of hotels, resorts, and recreational facilities.

2. Iconic Tourism Destinations
- Pursuant to Budget Announcements of 2018-19, Ministry of Tourism has identified 17 iconic sites in the country for development under Iconic Tourist Sites Development Project, and proposes to carry out the development of these sites in collaboration with various central ministries, state governments, urban local bodies, local community and Industry players/private sector.

3. Ease of Doing Business
- Ministry of Tourism has set up a web-based public delivery system for recognition of Travel Trade Service Providers and for the classification of hotels. The system aims to ease the application process for Travel Trade Service Providers seeking recognition from the Ministry, and ensure transparency in the approval process.

4. Adarsh Smarak
- Under the Adarsh Smarak Scheme, ASI has identified 100 monuments that will be redeveloped and upgraded to Model Monuments. These monuments will have facilities such as Wi-Fi, security, signage, encroachment-free area and interpretation centres, among others.

5. Swadesh Darshan Scheme
- Envisioned to synergise with other Government of India schemes to drive growth in the tourism sector and help in the integrated development of theme-based tourist circuits in the country.

6. PRASAD Scheme
- The PRASAD Scheme aims to achieve integrated development of pilgrimage destinations in a planned and sustainable manner, in order to provide a wholesome religious tourism experience. It focuses on the development and beautification of certain identified pilgrimage destinations.
KEY STAKEHOLDERS

- Ministry of Tourism
- CII - Confederation of Indian Industry
- PHD Chamber - PHD Chamber of Commerce and Industry
- ASSOCHAM - Associated Chambers of Commerce & Industry of India
- FICCI - Federation of Indian Chambers of Commerce and Industry
- NRAI - National Restaurant Association of India
- FAITH - Federation of Associations in Indian Tourism & Hospitality
- IEIA - Indian Exhibition Industry Association
- ICPB - India Convention Promotion Bureau
- NATHEALTH - Healthcare Federation of India

SUCCESS STORY

THE PERFECT MOULD

London, Amsterdam, Vienna or Hong Kong - wherever you go, you’ll find a Madame Tussauds. However, for any Indian who hadn’t stepped out of the country, visiting these wonderful wax statue museums was a distant dream. Until 30th November, 2017 when India’s very own Madame Tussauds was launched in Delhi!

During Prime Minister Narendra Modi’s visit to Madame Tussauds, an MoU was signed to bring the wax museum to India.

Invest India then stepped in and made sure that Merlin Entertainment – the parent company of Madame Tussauds – was able to set up their Madame Tussauds museum with ease.

We learnt that Merlin Entertainment was willing to invest USD 8 Mn for FY 2016-17, and an additional USD 77 Mn for the year after. Moreover, their project was going to generate 200 jobs. Without delay, we organised meetings with various concerned government departments.

We helped Merlin obtain systemic approvals such as power supply, water tank, and external signage from the Ministry of Tourism. Finally, the doors of Madame Tussauds opened for everyone in Delhi! With its 50 life-size wax statues, the museum has become yet another jewel in the crown of every traveller’s favourite city, Delhi!
HOW WE HELP INVESTORS

RESEARCH CONTENT PROVIDED

POLICY ADVISORY/REPRESENTATION

STAKEHOLDER MEETING

SITE VISITS

LOCATION ANALYSIS

ISSUE RESOLUTION

REGULATORY CLEARANCE FACILITATION

To find out more
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