



# INDIAN TOURISM INDUSTRY ANALYSIS

February - 2024



The tourism plays an important role in driving economic growth, as creates jobs, drives exports, generates income and accelerates regional development. In India, the Ministry of Tourism is the nodal agency for the formulation of national policies and programs and for the co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country. In order to promote sustainable and responsible tourist destinations and promote sustainable tourism in the country, the Ministry of Tourism in association with Indian Institute of Tourism and Travel Management (IITTM), United Nations Environment Programme (UNEP) and Responsible Tourism Society of India (RTSOI) organised Regional Workshops covering States/UTs of different regions in the country.

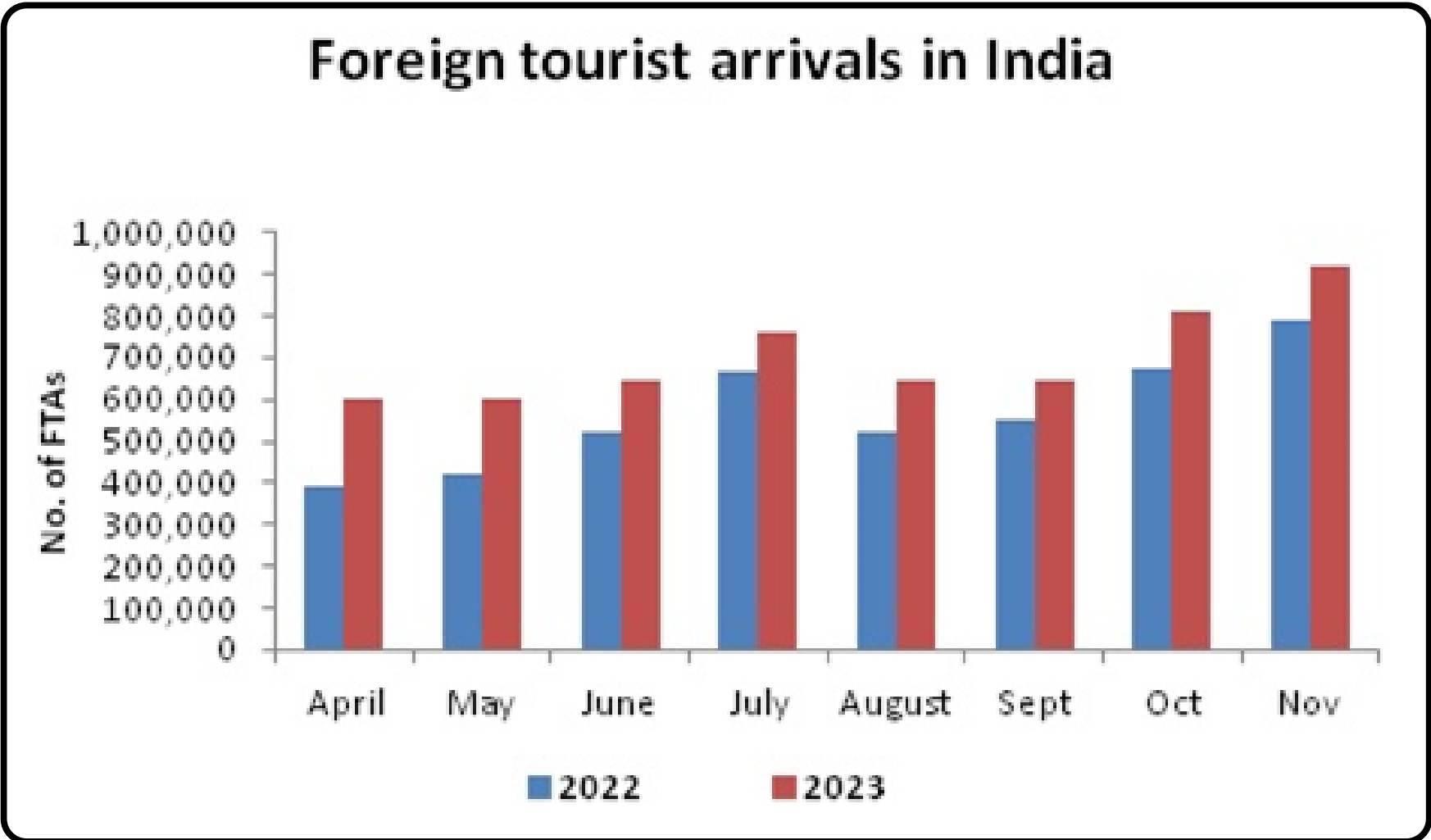
India has significant geographical advantage owing to its rich natural & eco-tourism attractions ranging from pristine forests, snow-clad Himalayas, golden and silver deserts, rivers, lakes, wetlands, mangroves, beaches, volcanoes and corals, housing tremendous biodiversity. Despite natural wealth and potential, India ranks quite low in global adventure tourism. The country holds great potential to become a global marketplace for adventure activities and sports and has tremendous potential to attract adventure tourists from different parts of the World. With an aim to provide impetus to the development of adventure tourism in the Country, the National Strategy for adventure tourism has been formulated by the Ministry of Tourism.

## **FOREIGN TOURIST ARRIVALS**

Foreign tourist arrivals (FTAs) in November 2023 surged 16.84% to 9,22,265 as compared to 7,89,330 in November 2022, aided by an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions. Besides, the Government continuously engages with industry experts and other relevant stakeholders and take their suggestions and feedback for promotion of varied tourism products of India. In order to boost visitor arrival, Ministry of Tourism, Government of India had declared 'Incredible India! Visit India Year 2023' initiative.

During the month of November 2023, FTAs in India on medical purpose constituted 6.37% of the total arrivals, while 46.64% of foreign tourists visited India for leisure holiday and recreational purpose, 9.62% for business and professional purpose, while Indian Diaspora constituted 28.80% and 8.57% for other purposes. Major of the foreign tourists visited India during November 2023 were from USA (19.45%), followed by Bangladesh (17.34%), UK (10.23%), Australia (6.23%) and Canada (4.12%).

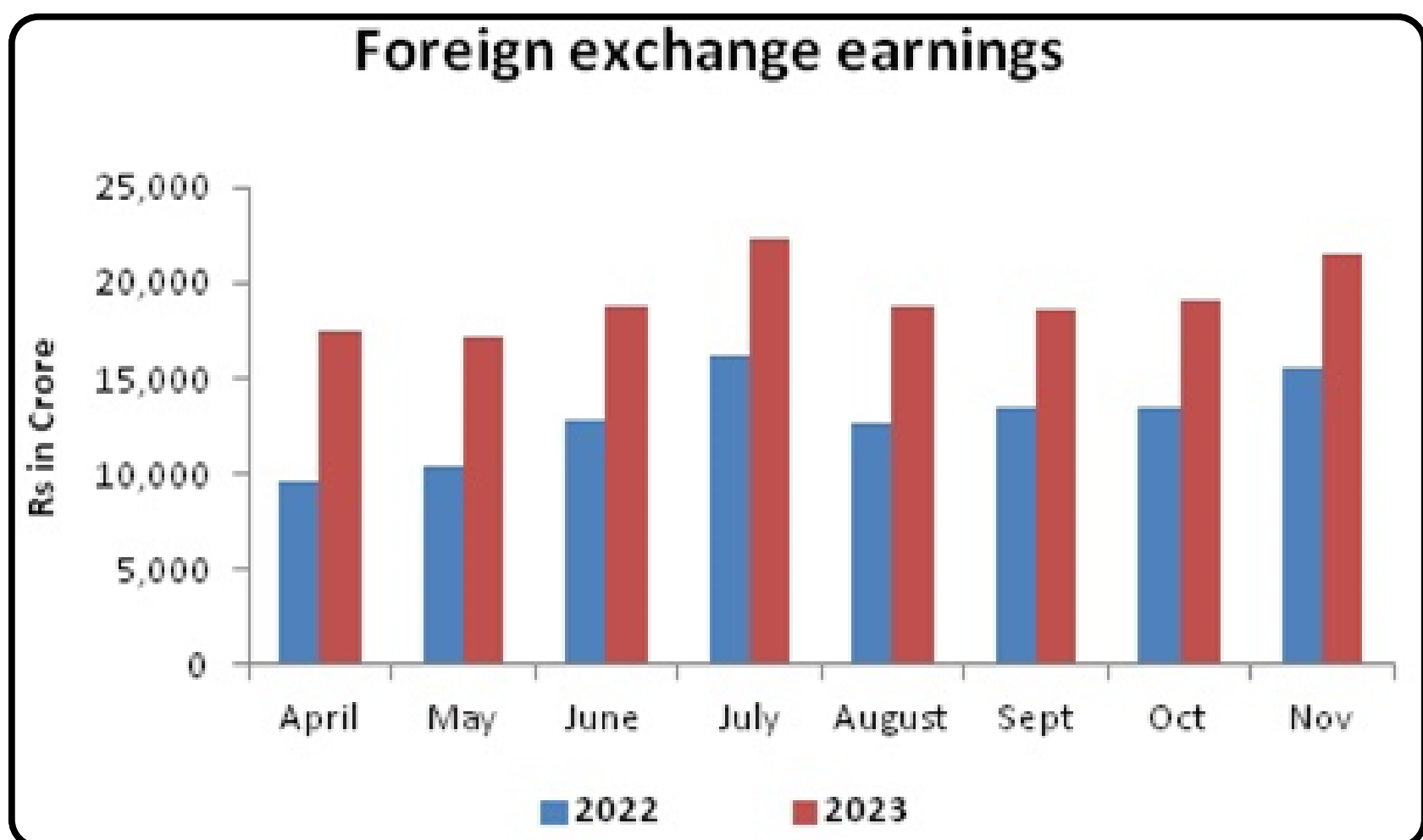
### Foreign tourist arrivals in India



## FOREIGN EXCHANGE EARNINGS

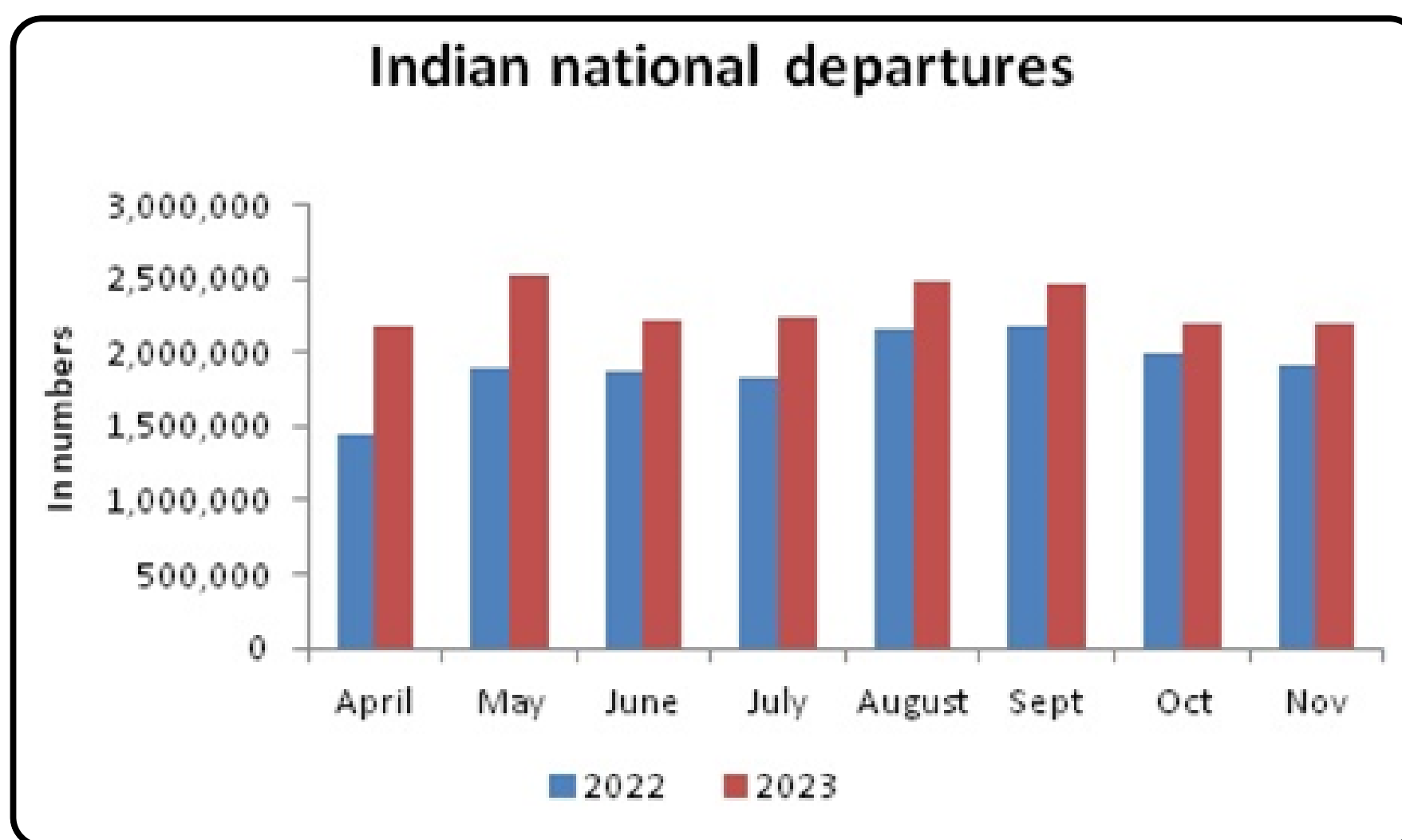
Tourism is a significant foreign exchange earner for India and the government is taking various steps to further develop the country’s tourism industry to attract more international tourists and maximize its potential as a foreign exchange earner. Foreign exchange earnings (FEEs) grew 38.5% to Rs 21,552 crore during the month of November 2023 as compared to Rs 15,556 crore in November 2022. FEEs in \$ terms during the month of November 2023 were \$2.587 billion as compared to FEEs of \$1.902 billion during the month of November 2022, registering a growth of 36.03%. During the April to November 2023 period, FEEs were higher compared to the April to November 2022 period.

### Foreign exchange earnings



## INDIAN NATIONAL DEPARTURES

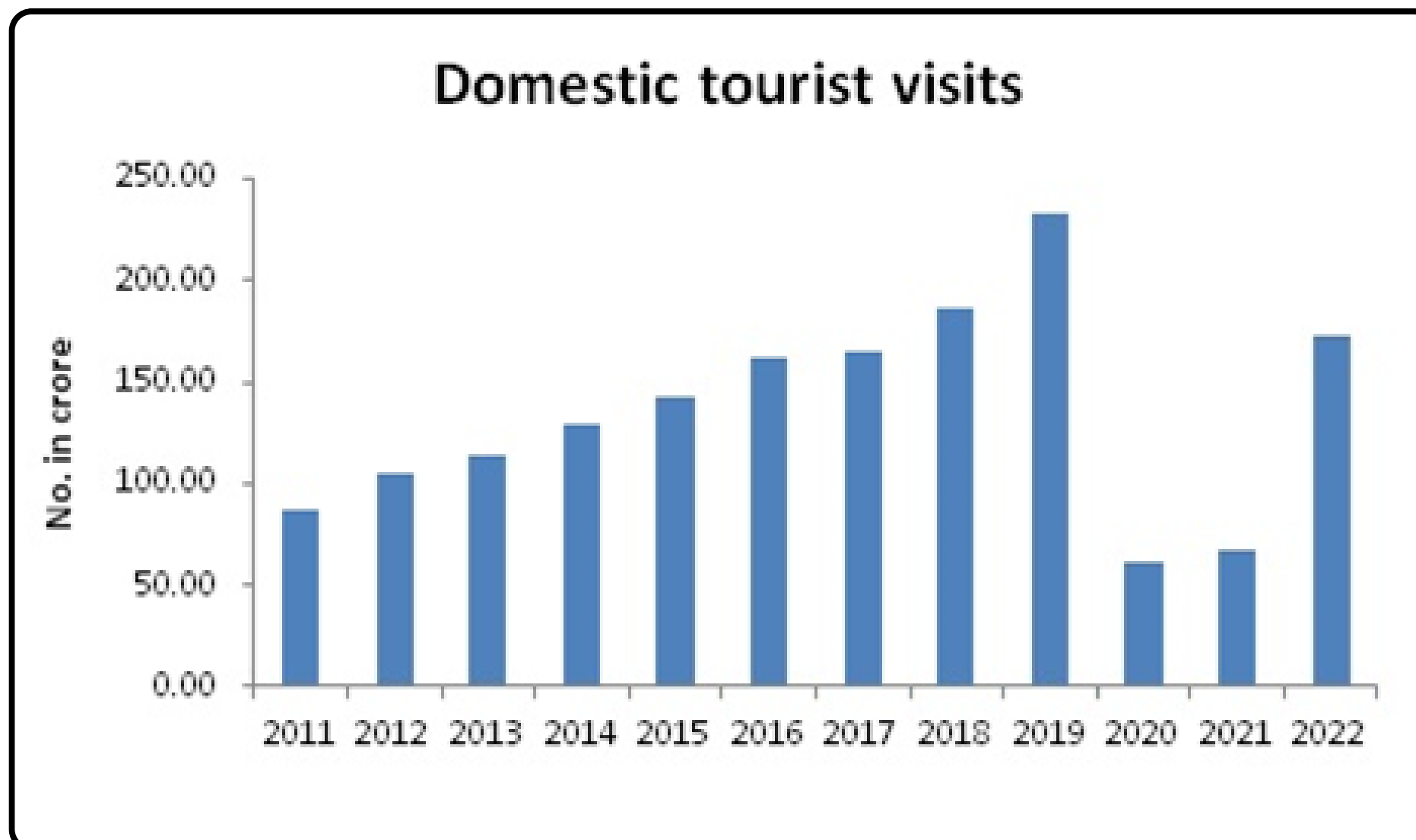
Indian national departures (INDs) jumped 14.7% to 21,94,448 in November 2023 as compared to 19,13,010 in November 2022. The United Arab Emirates (UAE) was the leading destination for passengers traveling from India. The UAE was both, a leisure and business destination for many Indians. After UAE, Saudi Arabia, Thailand, USA and Singapore were among top destinations which were visited by Indian nationals in November. In the reported month, 43.96% Indians travelled internationally for leisure holidays and recreational purpose, while 16.63% Indians travelled internationally for business and professional purposes.



## DOMESTIC TOURISM

There were 173.10 crore domestic tourist visits (DTVs) all over the country during 2022 as compared to 67.76 crore DTVs during 2021, an increase of 155.45%, showing encouraging signs of revival after the COVID-19 pandemic on the back of restoration of the confidence to travel among the public and success of the vaccination drive. Although an exponential rise in the domestic tourist visits was seen from the year 2011 across the country, the coronavirus pandemic halted the trend in 2020.

In 2022, Uttar Pradesh was the top destination for domestic tourists, after that Indians visited Tamil Nadu, Andhra Pradesh, Karnataka and Gujarat most. Among top 10 Centrally Protected Monuments, Taj Mahal, Red Fort, Sun temple and Agra Fort were the most visited monuments by Indian domestic tourists.



## INFRA, PORT CONNECTIVITY PROJECTS TO BE BIG BOOST TO TOURISM SECTOR

The tourism sector will get a big boost by the recent announcements made in Interim Budget 2024 to undertake port connectivity, tourism infrastructure and amenities projects in India's islands, including Lakshadweep, to cater to the growing interest in domestic tourism. These projects, encompassing port connectivity, tourism infrastructure, and amenities, will also boost employment opportunities across the country. In the 2024 interim Budget, an amount of Rs 2,449.62 crore has been allocated to the tourism sector for 2024-25, a 44.7% increase compared to the revised figure for the current fiscal (2023-2024). This is a positive shift from the 2023 Union Budget, where the initial allocation for the Ministry of Tourism was Rs 2,400 crore and later revised to Rs 1,692.10 crore. Further, the budget announcements made for empowering iconic destinations and local entrepreneurs through interest-free loans and quality ratings will elevate India's tourism landscape. The impetus to tourism is expected to help smaller cities and towns in India develop and will result in investments in infrastructure across the country. This will help smaller economies grow on account of increased tourist footfall.

## RECENT DEVELOPMENTS AND INITIATIVES

### The Ministry of Tourism has taken the several efforts for promotion of rural tourism such as:

- Formulated a National Strategy and Roadmap for Development of Rural Tourism in India - An initiative towards Atmanirbhar Bharat.
- The Rural Tourism Village portal was launched on February 16, 2023. The website has information about the rural tourism destinations in India, Rural homestays in India, Government and Industry initiatives for rural tourism etc.
- Ministry of Tourism in partnership with Central Nodal Agency for Rural Tourism (IITTM) conducted the Best Tourism Village Competition. The final evaluation brought out 35 Best Tourism Villages of India.
- Rural circuit was identified as one of the thematic circuits for development of tourism related infrastructure under Swadesh Darshan scheme.

## SWADESH DARSHAN 2.0

Ministry of Tourism has revamped its Swadesh Darshan scheme in the form of Swadesh Darshan 2.0 with the mission to create a robust framework for integrated development of tourism destinations in partnership with the States/ UTs and Local Governments for promoting sustainable and responsible tourism in the country and has identified 55 destinations across 32 States/UTs for development. The Scheme will implement sustainable and responsible tourism practices in various projects and initiatives and will encourage adoption of principles of sustainable tourism including environmental sustainability, socio-cultural sustainability and economic sustainability. In addition, the Ministry of Tourism has also issued guidelines for 'Challenge Based Destination Development', a sub-scheme under Swadesh Darshan 2.0.

## **MINISTRY OF TOURISM LAUNCHES WEDDING TOURISM CAMPAIGN**

Ministry of Tourism has unveiled an ambitious campaign aimed at showcasing India as a premier wedding destination on the global stage. This campaign seeks to explore avenues of great potential, for scaling tourism in India to new heights. The campaign seeks to expand India's wedding industry, by enticing couples from around the world to embark on a remarkable journey to celebrate their special day in India. The campaign delves into a rich interplay of India's stunning locales, ancient rituals, sumptuous gastronomy, and world-class infrastructure, presenting a captivating tapestry of possibilities. This groundbreaking initiative showcases the beauty and diversity of India as a premier wedding destination on the global stage.

By opening the doors to India's captivating locales, vibrant rituals, rich gastronomy, and world-class infrastructure, the campaign has the potential to enthrall couples from across the world. This campaign is just the beginning of the strategic endeavor to elevate India as a wedding tourism destination, with further initiatives planned to captivate the domestic market as well. Through this endeavor, Incredible India seeks to create timeless memories and celebrate the beauty of love against the backdrop of India's rich tapestry of traditions and treasures. Through this endeavor, Incredible India seeks to create timeless memories and celebrate the beauty of love against the backdrop of India's rich tapestry of traditions and treasures.

## **MINISTRY OF TOURISM FORMULATES NATIONAL STRATEGY & ROADMAP FOR MEDICAL & WELLNESS TOURISM**

Ministry of Tourism has formulated a National Strategy and Roadmap for Medical and Wellness Tourism in order to boost Medical Tourism in the country. The Strategy has identified the these key pillars: Develop a brand for India as a wellness destination; Strengthen the ecosystem for medical and wellness tourism; Enable digitalization by setting up Online Medical Value Travel (MVT) Portal; Enhancement of accessibility for Medical Value Travel; Promoting Wellness Tourism and Governance and Institutional Framework,

The Government of India liberalized the e-Tourist Visa Scheme pursuant to the Cabinet approval on November 30, 2016 and the e-Tourist Visa (eTV) scheme was renamed to e-Visa scheme and at present it has e-Medical Visa and e-Medical Attendant Visa as sub-categories of e-visa. In the case of e-Medical Visa and for e-Medical Attendant Visa, triple entry is permitted and extension may be granted up to 6 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/Foreigners Registration Officer (FRO) concerned. Medical Attendant Visa was co-terminus with the validity of the principal e-Visa holder.

## OUTLOOK

The promotion of the tourist destinations and tourism products of the country by the Ministry of Tourism will help position India as a preferred tourism destination in the tourism generating markets and increase India's share of the global tourism market. Besides, emphasis on the development of pilgrimage destinations and historical sites across the country is making pilgrimage easier which will in result grow interest in the world towards heritage tourism in India. Further, the promotion of rural tourism in the country will strengthen the rural economy, boost tourism in lesser-explored regions and preserve cultural authenticity. The development of tourist destination in a holistic manner will increased tourist footfall, while technological advances and digitalization along with better infrastructure and cleanliness will help to boost tourism in the country. Also, the destination wedding as an upcoming niche and emerging sector has the potential for increasing tourism. The exchange of intercultural wedding rituals amongst the States can boost the sector further. Further events like global Conferences and sporting events have the potential to create stupendous level of infrastructure in the country. For instance, the G20 presidency and the ICC Men's World Cup in 2023, proved beneficial for the domestic travel and tourism companies. Moreover, the budget allocated funds for improving airports, railways, and roads, which may enhance accessibility and connectivity for tourists and the initiatives like promoting rural tourism and spiritual tourism are likely to attract new segments of travellers.



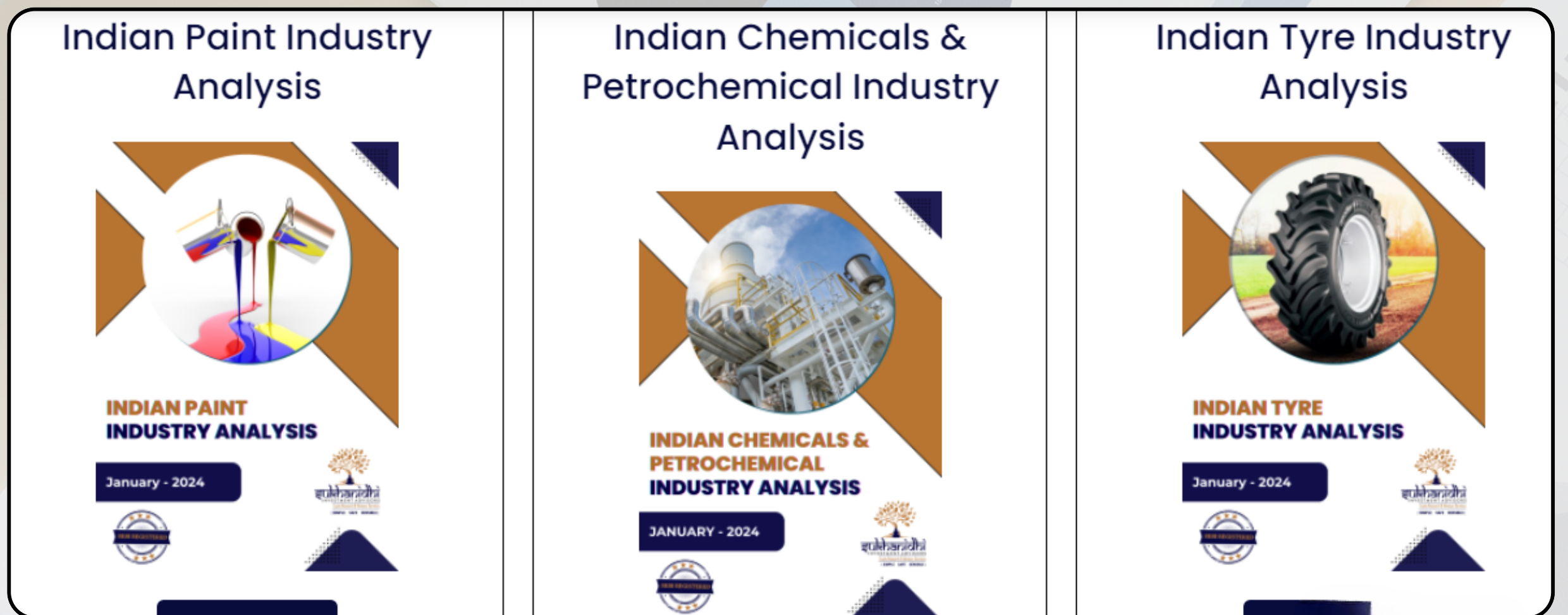
**WE AT SUKHANIDHI ARE ON A MASSIVE MISSION TO HELP 1,000+ INDIVIDUAL INVESTORS TO BUILD A SUCCESSFUL RETIREMENT CORPUS. WE UNDERSTAND THAT THE WORKING HOURS AND YEARS OF AN INDIVIDUAL WILL DECREASE WITH AGE AND THAT EVERYONE REQUIRES AN INCOME STREAM TO MAINTAIN A CERTAIN LIFESTYLE AS THEY GET OLDER.**

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