

Contribution of Travel and Tourism Industry in boosting Indian Economy

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Abstract: - Travel and Tourism Industry has flourished in the past few years, significantly contributing to the nation's Gross Domestic Product, foreign exchange earnings and employment. Many developing countries have seen tourism as the major source of foreign exchange earnings. Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a boost to the country's overall economic and social improvement. In terms of the countries' share of contribution to global Travel & Tourism growth last year, two countries dominate; one quarter 25% came from China while the USA provided a further 12%. Other major contributors include India with a 6% share, while Turkey, France and Japan each contributed 4% to the sector's growth in 2018. 2019 was another year of strong growth for the global Travel & Tourism sector reinforcing its role as a driver of economic growth and job creation. Moreover, tourism is a multi-dimensional activity, basically a service industry. It would be required that all ways of the central and state government, public-private partnership and voluntary organisations become active partners in endeavour to attain the sustainable growth in tourism in India would become a world player in tourism industry. The present paper elaborates about the contribution of travel and tourism industry in the development of Indian economy.

Index Words: Travel & Tourism, Foreign Exchange Earnings, GDP, COVID-19.

I. INTRODUCTION

Travel and Tourism industry constitute an integral part of Growing Indian economy. India boasts of an immensely rich cultural heritage including numerous languages, traditions and people. The country holds its uniqueness in its diversity and hence has adapted itself to international changes with poise and comfort. The recognition of tourism as an instrument of economic and social development has been rather late in most of the developing countries especially in India (Shiji.O, 2016). Tourism is growth oriented industry with its impact on the employment and foreign exchange potential of the country. Among the various service industries, tourism in India is the largest and fastest growing in the country. It has a vast impact on creation of jobs and national economy that plays a major role in other aspects of the country's growth and development. It is widely accepted that tourism is among the world's fastest growing and largest industries on the basis of its economic benefits.

According to the World Tourism Organization (UNWTO), tourism is 'number one in the international services trade', accounting for 40 per cent of global trade in services and 6 per cent of total world trade. USA and China remained the world's largest Travel & Tourism economies in 2018, together accounting for 35.2% of the world's total Travel & Tourism GDP, followed by Japan, Germany and the UK. The top 20 economies where Travel & Tourism GDP growth exceeded global growth of 3.9% include Turkey (+15.0%), the Philippines (+8.9%), Hong Kong (+7.5%), China (+7.3%), India (+6.7%), Thailand (+6.0%), Russia (+4.2%) and France (+4.1%). Over the next decade, strong growth in the sector is set to continue, particularly across Asia where China will overtake the USA as the world's largest Travel & Tourism economy. Meanwhile, India's Travel & Tourism contribution to GDP will more than double, enabling the country to climb from eighth position in 2018 to third place by 2029. During 2019, 10.89 million foreign tourists arrived in the country and the world tourist arrivals expected to increase by 43 million every year on an average from 2010 to 2030. The population particularly aged 65 years and above is emerging as an important category of Indian travellers, the senior travellers are approximated at 1.3 million in 2011, are set to rise to 7.3 million by 2030.

In developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge employment opportunities. It has become the fastest growing service industry in the country with great potentials for its further expansion and diversification. However, there are pros and cons involved with the development of tourism industry in the country. Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world.

Tourism has become a thriving global industry with the power to shape developing countries in both positive and negative ways. No doubt it has become the fourth largest industry in the global economy. Tourism sector is third largest foreign exchange earner. The tourism industry in India has seen growth in last decade though it is still behind other Asian countries like China and Korea. The issues like prolonged militancy tussle in the country's northernmost part and

sporadic incidents of racial violence are the bottlenecks thwarting growth of tourism in India. Apart from the major constraints in the development of travel and tourism in India is the non-availability of adequate infrastructure which is including adequate air seat capacity, accessibility to tourist destinations, accommodation and trained manpower in sufficient number. Poor visitor experience, particularly, due to inadequate infrastructural facilities, poor hygienic conditions and incidents of touting and harassment of tourists in some places are factors that contribute to poor visitor experience.

II. LITERATURE REVIEW

The literature on the Travel & Tourism and Impact of Tourism on Indian Economy has been reviewed and presented below :

Cevat Tosan (2001) analysed the challenges to sustainable tourism development in developing countries with reference to Turkey and found that have emerged as challenges to sustainable tourism development related to priorities of national economic policy, the structure of public administration, an emergence of environmental issues, over commercialisation, and the structure of international tourism system. It concludes that although the principles of sustainable tourism development are beneficial, their implementation is an enormously difficult task to achieve and owing to the prevailing socio-economic and political conditions in the developing world.

Madhusmita Mishra and Prabina Kumar Padha (2010) made a research on “Emergence of Tourism in the Sustainable growth of India” and termed tourism industry as a useful measure for employment generation, poverty alleviation and sustainable human development in India and also gainfully employ the highest number of people compared to other sectors. It also presented that there is an increasing trend in Foreign Exchange Earnings (FEEs) because of increase in foreign tourist arrivals.

Vethirajan.C. & S. Nagavalli (2014) made a research on “Trends and growth of tourism sector in India” and coined that the tourism is one of the largest service industries in terms of gross revenue and foreign exchange earnings. Further, they believed that tourism role in fostering economic development of a country is essential and it is creating greater employment opportunities. The research also explored the unlimited business opportunities of entrepreneurship in tourism industry.

Vijayaragavan. T. (2014) did his research on “Impact of Tourism in Indian Economy” and explained that how tourism sector is significant for Indian economy and its contribution to GDP and employment?. The concluded that tourism industry plays a major role in any country’s economic development and it helps significantly to the country for creating the employment opportunities to the large number of people.

Sultan Singh Jaswal (2014) article on “Role of Tourism Industry in India’s Development” and explored that there has

been a tremendous growth in tourism in India because of the policies of the government and support from all levels. It is also highlighted the tourism contribution to the generation of National Income, expansion of employment opportunities, rising of tax revenue, generation of foreign exchange and transformation of regional economy.

Lateef Ahmad. Mir (2014) did research on “An Economic Evaluation of Indian Tourism Industry” and exposed that the economic viability of the Indian Tourism Industry and the role played in economic development of many sectors of our economy by generating employment both for skilled and unskilled labour force by improving living standards, particularly of remote rural areas, FEE, infrastructure development and boosts the world famous Indian traditional Art & Craft. Tourism industry has potential to strengthen the inclusive economic development. It is a limitless industry with immense growth potential having clear remarkable positive impact on economic and social aspects of Indian Economy.

Subash. T.(2015) made a research on “Tourism in India: Potentials, Challenges & Opportunities”. This paper focuses on that the travel and tourism industry has emerged as one of the largest and fastest growing economic sectors globally. Its contribution to the global G.D.P and employment has increased significantly. The Indian Tourism Industry has emerged as one of the key drivers of growth among the services sector in India. It explored about the employment generation, FEE, changing life style, support by the government in shaping the travel and tourism sector in India. It also explained about the challenges such as lack of good quality tourism infrastructure, global concerns regarding health & safety of tourists, shortfall of adequately trained and skilled manpower etc.

Shijo O. (2016) study attempted to measure the economic impact of tourism in India and proved that that the economical, political and social amity has positive impact on the arrival and receipts of the tourist industry in countries.

Nalini G., and Prashanta Athma (2017) article found that the economic reforms in India have gained a major shift in employment from primary to tertiary sector and there is a decline in an indirect employment in tourism in India leading to overall decrease in total employment and its percentage share in overall employment also decreased.

Daniel Santamaria and George Filis (2019) examined the dynamic relationship between tourism growth and expected macroeconomic conditions of the destination country using a DCC-GARCH model. They focused on the Spanish economy in which monthly tourist arrivals data from 1998 to 2017 were collected for five key origin countries and around the world. The results suggested that the tourism-expected economic growth relationship is time varying without any country-specific differences in the behaviour of the correlations.

III. MATERIALS AND METHODS

The primary objective of the study is to review the travel and tourism industry in the globe in general and India in particular and also to examine the travel and tourism industry contribution to the Indian Economy. The study is an exploratory in nature. The present study is based on the secondary data published by various agencies and organizations namely UNWTO, Ministry of Tourism, Ministry of Statistics and Programme Implementation, India Tourism Statistics, Newspapers, Magazines, Books, research journals and Internet etc.

IV. GROWTH OF TRAVEL AND TOURISM INDUSTRY IN INDIA

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector.

The First Tourism Policy (1982) initiatives were forged in the early 1980s. With the prospect of hosting the Asian Games of 1982, the Indian Government had to start thinking about accommodating, transporting and entertaining the large number of visitors attracted by the event. This awakened a serious public interest in tourism, which was enhanced by the fact that tourism was India's largest net earner of foreign currency. The public interest was translated into the Tourism Policy of 1982 which provided an action plan based on the development of so called tourism circuits. A tourist circuit consists of a number of tourist sights which are geographically and/or thematically grouped together with the idea that the value of their sum is more than an adding up of the values of the parts. The circuit idea was born out of the feeling that 'the Golden Triangle' destinations of Delhi-Jaipur-Agra and the Bombay-Goa shopping-and-beach circuit were grossly oversold.

Early Development:

The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sargent, the then Educational Adviser to the Government of India. Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development. But it was only after the 80's that tourism activity gained momentum. The Government took several significant steps. A National Policy on tourism was announced in 1982.

Tourism Development in the 1990s:

Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, the New 'Tourism Policy' recognises the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism were. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organisations and the local youth in the creation of tourism facilities has also been recognised.

In 1997 the department of tourism published a (new) 'National Tourism Action Plan'. Apart from identifying a few areas for 'integrated tourism development', along the lines of the aforementioned (thematic) tourism circuits, the aim of the plan was to achieve an overall growth and improvement of the tourism sector in India, by stepping up marketing, infrastructure building and human resource development. According to some, the plan didn't present anything new. It just was phrased in a more fashionable development sector jargon. Others maintained that the plan was over-ambitious and unrealistic. The importance of domestic tourism was recognized by public policy makers in the 1990s. They included it as an important issue in the 'Tourism Action Plan of 1997' and decided that it was a state government (policy) issue. The central government was to take care of international tourists. Traditionally, domestic tourism mainly concerned pilgrimage and work-related travel. From the 1990s onwards there has been a steep rise in modern forms of domestic tourism. This new phenomenon is related to the booming Indian economy and the new susceptibility of the Indian middle and higher classes to rather alien, Western ideas of Holiday making. At present, an ever growing group of Indian tourists travels around the country for rather prosaic, leisure and sightseeing-related reasons. This new trend is underscored by the emergence of Indian travel magazines and the growing explicit attention for domestic tourist destinations in leading newspapers.

The tourism industry in India generated about US\$100 billion in 2008 and it is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the 'Incredible India' campaign.

Tourism Development in the year 2009 onwards

According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its

cultural resources, with many *World Heritage Sites*, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019.

Moreover, the campaign 'Visit India Year 2009' was launched at the International Tourism Exchange in Berlin, aimed to project India as an attractive destination for holiday makers. The government joined hands with leading airlines, hoteliers, holiday resorts and tour operators, and offered them a wide range of incentives and bonuses during the period between April and December, 2009. Since January 2019, a total of 277 approvals were issued to the service providers of Travel Trade, the Ministry of Tourism has given recognition to 1106 Stakeholders. Out of this, there are 537 ITOs, 226 TAs, 160 DTOs, 130 TTOs and 54 ATOs are as given below table:

Table 1: Tourist Approvals by Ministry of Tourism

Category	Approval Issued (01.01.2019 to 31.12.2019)	Total approval (as on 31.12.2019)
Inbound Tour Operators (ITO)	141	537
Travel Agents (TA)	54	226
Tourist Transport Operators (TTO)	28	130
Domestic Tour Operators (DTO)	41	160
Adventure Tour Operators (ATO)	13	54
Total	277	1106

Source: Annual Report, Ministry of Tourism, GoI, 2019-20.

Analysis of Inbound and outbound Travel & Tourism in India

A glance of table 2 furnished the data relating to the inbound and outbound travel and tourism in India during 2010-18. The domestic visitors were registered in 2010 74.77 Million with a growth rate of 11.8 per cent and it was aggressively increased to 185.49 Million with a growth rate of 28.87 per cent. The foreign visitors were registered 17.91 Million people with a growth rate 24.62 per cent to 28.87 Million 7.39 per cent of annual growth respectively during the period of study.

Table 2: Inbound and outbound tourists in India from 2010-18

Year	Domestic tourists (in Million)	Annual Growth Rate	Foreign tourists (in Million)	Annual Growth Rate
2010	74.77	11.8	17.91	24.62
2011	86.45	15.63	19.49	8.86
2012	104.50	20.88	18.26	(6.33)
2013	114.25	9.33	19.95	9.24
2014	128.28	12.88	22.33	11.94
2015	143.19	11.63	23.32	4.44

2016	161.53	12.81	24.71	5.95
2017	165.75	2.61	26.88	8.79
2018(p)	185.49	11.91	28.87	7.39

Source: Published Report of India Tourism statistics at a glance 2019, Pp.64

*(p) Provisional, figures updated as in August, 2019

Table 2 also presents the statistics on domestic and foreign tourist visits to India during the years 2010 to 2018. There has been a continuous increase in domestic tourist visits, with the compound annual growth rate (CAGR) of domestic tourist visits to all States/UTs from 2010 to 2018 being 12.61%. The foreign tourist visits too have been increasing over the years, though there was a decline in the years 1992, 1998, 2001, 2002, 2010 and 2012. The foreign tourist visits to all States/UTs during 2010 to 2018 witnessed a CAGR of 8.6%. The year 2018 witnessed a growth of 11.9% in domestic tourist visits over the year 2017 whereas the visits by foreign tourists registered a growth of 7.4% over 2017

Ascent in the tourist inflow:

- The Indian tourism ministry initiated the opening of around 137 new peaks in 2019 for mountaineering and trekking as part of the adventure tourism in the states of Jammu and Kashmir, Uttarakhand, Sikkim and Himachal Pradesh.
- Reduction of the 1-year Tourist e-visa fee from USD 80\$ to USD 40\$ made a huge difference in the increase of the overseas visits during the latter half of 2019. Also, the 30 days e-visa fee was also reduced for the period of April to June from 25\$ to 10\$.
- Reduction of GST on hotel rooms with tariffs of INR 1,001 -7,500/ per night to 12 per cent, while those above INR 7,501 bracket to 18 per cent would also have paved way for growth in the case of foreign arrivals.

Descent in the tourist inflow:

- Kerala floods 2018 might be one of the reasons why India may have witnessed a slow visitor arrival. Even though it was in 2018, the impact of the disaster stayed up until the beginning of 2019. Kerala has always received a major share of overseas travellers because of the house boating facilities and impeccable scenic beauty, but the floods were so drastic that it took at least a year for the Government to improve the tourism sectors in the state.
- Pulwama attack 2019 certainly had the tourist sector face a gradual decrease for a few months because of the strict travel advisories issued by the Government and also the curfew that affected the sentiments.

Effect of COVID-19 on Travel and Tourism Industry in India

The Indian tourism industry is projected to book a revenue loss of Rs 1.25 trillion in calendar 2020 as a fall out of the shutdown of hotels and suspension in flight operations

after the onset and spread of the coronavirus (Covid-19) pandemic and declined to a 40 per cent in revenue over calendar year 2019 and in 2020 it will be further expected to decline more due to lockdown of Flights and Hotels.

- In the third week of March 2020 itself, the hotel sector saw a decline of more than 65% in occupancy levels as compared to the same period in 2019.
- Indian Association of Tour Operators (IATO) estimates the hotel, aviation and travel sector together may suffer a loss of about ₹85 billion keeping in mind the travel restrictions imposed on foreign tourists.
- Aviation industry in India could incur losses worth ₹ 27,000 crore (\$3.3-3.6 billion) in the first quarter of 2020-21.

V. IMPACT OF TOURISM INDUSTRY ON THE INDIAN ECONOMY

India has been recognized as a destination for spiritual tourism for domestic and international tourists. India was ranked 34th in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum. Total contribution by travel and tourism sector to India's GDP is expected to increase from Rs 15,24,000 crore (US\$ 234.03 billion) in 2017 to Rs 32,05,000 crore (US\$ 492.21 billion) in 2028. Total earning from the sector in India stood at US\$ 28.6 billion in 2018 and is targeted to reach US\$ 50 billion by 2022. India improved its ranking by 6 places over the 2017 report which was the greatest improvement among the top 25% of countries ranked. As of 2019, 4.2 crore jobs were created in the tourism sector in India which was 8.1 per cent of total employment in the country. According to WTTC, India ranked 3rd among 185 countries in terms of travel & tourism's total contribution to GDP in 2018.

International Tourists arrival is expected to reach 30.5 billion by 2028. Foreign tourist arrivals for medical purpose increased from 427,014 in 2016 to 495,056 in 2017(P). E-visa facility offered to 169 countries, as of December 2019. During 2019, foreign tourist arrivals (FTAs) in India stood at 10.89 million, achieving a growth rate of 3.20 per cent year-on-year. During 2019, FEEs from tourism increased 4.8 per cent year-on-year to Rs 1,94,881 crore (US\$ 29.96 billion). In 2019, arrivals through e-tourist visa increased by 23.6 per cent year-on-year to 2.9 million.

Table 3 : Share of India in International Tourist Arrivals (ITAs) in World and Asia & the Pacific Region, 2010 –2018

Year	International tourism Arrivals (in US \$ Billion)		India	% Share of India in World	% Share of India in Asia & The Pacific
	World	Asia and The Pacific			
2010	948.0	204.9	5.78	0.61	2.82
2011	994.0	218.5	6.31	0.63	2.89

2012	1039.0	233.36	6.58	0.63	2.82
2013	1087.0	249.7	6.97	0.64	2.79
2014	1137.0	269.5	13.11	1.15	4.86
2015	1195.0	284.6	13.77	1.15	4.84
2016	1241.0	306.6	15.02	1.21	4.90
2017	1328.0	324.0	16.81	1.27	5.19
2018(p)	1403.0	345.1	17.42	1.24	5.05

Source: Published Report of India Tourism statistics at a glance 2019.

The perusal of table 3 reveals that the share of India in international tourists arrivals during the study period from 2010 to 2018. It was recorded ITAs in the world 948 US \$ Billion and increased to 1403 US \$ Billion. Out of which, the Asia and Pacific share was 204 US \$ Billion in 2010 and it was increased to 345.1 US \$ Billion in 2018. The India's share were registered 5.78 to 17.42 US \$ Billion respectively.

The table 4 is bringing the information about share of India in International Tourism Receipts (ITRs) in Indian economy during of 2010 to 2018. The table 4 displayed Pacific and in India Foreign Exchange Earnings.

Table 4 : Share of India in International Tourism Receipts (ITRs) and Foreign Exchange Earnings in World and Asia & the Pacific Region, 2010 – 2018

Year	International Tourism Receipts (in US \$ Billion)		FEEs in India (in US \$ Billion)	% of Share in world	% of Share in Asia & The Pacific
	World	Asia and the Pacific			
2010	931.0	255.3	14.490	1.56	5.68
2011	1042.0	289.4	17.707	1.70	6.19
2012	1117.10	329.4	17.971	1.61	5.46
2013	1198.0	360.2	18.397	1.54	5.11
2014	1252.0	359.0	19.700	1.57	5.49
2015	1217.0	355.6	21.013	1.73	5.91
2016	1246.0	370.8	22.923	1.84	6.18
2017	1346.0	396.0	27.310	2.03	6.90
2018	1448.0	432.9	28.585	1.97	6.60

Source: Published Report of India Tourism statistics at a glance 2019, Pp.64

It is found that the earnings through travel and tourism in the world were recorded 931 US \$ Billion in 2010 with a annual growth of 1.56 per cent and increased in a fluctuated manner to 1448 US \$ Billion with a annual growth of 1.97 per cent in 2018. Out of which, ITRs share of Asia and Pacific region were recorded 255.3 \$ Billion with a annual growth of 5.68 per cent and it was increased in fluctuated manner to 432.9 US\$ Billion with 6.60 per cent of annual growth respectively. The Foreign Exchange Earnings in India were registered 14.490 per cent US \$ Billion in 2010 to 28.585 US \$ Billion.

Asia-Pacific was the strongest growing region in terms of Travel & Tourism GDP in 2018 on the back of an

expanding middle-class, greater connectivity and improved infrastructure. The total travel and tourism sector contribution to GDP is 6.4%. (US\$ 2.9 TN) and Employment contribution is 179.6MN. USA and China remained the world's largest Travel & Tourism economies in 2018, together accounting for 35.2% of the world's total Travel & Tourism GDP, followed by Japan, Germany and the UK.

Table 5 : Top 10 largest Travel & Tourism's Economies and their contribution to GDP, 2018

Country	2018 Rank	T&T Contribution to GDP (UN\$BN)	T&T % of Country GDP	T&T GDP growth (%)
USA	1	1595	7.8	2.2
CHINA	2	1509	11.0	7.3
JAPAN	3	368	7.4	3.6
GERMANY	4	345	8.6	1.2
UK	5	311	11.0	1.0
ITALY	6	275	13.2	3.2
FRANCE	7	266	9.5	4.1
INDIA	8	247	9.2	6.7
SPAIN	9	211	14.6	2.4
MEXICO	10	209	17.2	2.4

Source: World Travel & Tourism Council report on Travel & Tourism Global Economic Impact & Trends, 2019

VI. GOVERNMENT INITIATIVES FOR TRAVEL AND TOURISM INDUSTRY IN INDIA

Domestic Media Campaign: Ministry of Tourism undertook various activities for promotion of Domestic Tourism and spread of Social Awareness messages these include: Social Awareness Campaigns were released on Doordarshan in July, September and October 2012. The themes Atithi devo Bhava, Campaign Clean India and Hunar Se Rozgar were released on Radio Channels.

- The government had initiated the development of pilgrimage destinations and also sanctioned 28 new projects in 2019 under the 'National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive' as part of PRASHAD Scheme. Pilgrimage tourism is one of the major sources of income when it comes to foreign tourist arrivals in India.
- "Sculpture of Unity", the popular sculpture of Sardar Vallabhai Patel is that the most perfect and most elevated sculpture in the world with a statue of 182 meters." The statue constructed and inaugurated in October 2018 generated around revenue of INR 82.51 crore in terms of sightseeing and tourism from January to November 2019.
- Introduced a fresh category of visa, e-Medical visa or M visa to encourage medical tourism in India. The visa facility simplifies the process of getting a visa

for tourists who wish to come to India for medical reasons. Thee-FRRO (Foreign Regional Registration Office) sector has also introduced 27 visa-related schemes too.

VII. FUTURE PROSPECTS

India's travel and tourism industry have enormous potential to grow over every period. Though the beginning of 2020, travel is one among the worst affected industries today because of the **novel coronavirus or COVID-19** (Hindu Business Line, 2020). However, the road ahead is still yet to be accomplished and the top strategies for the next few years on the account of Indian tourism would be:

- Infrastructure development, favourable and flexible policies, improvement in railways, airways and roadways, improving internet connectivity, digital bookings is a necessity and a dire need to promote tourism.
- Safety of foreign tourists in the country is essential to increase the credibility of inbound tourism.
- To concentrate more on eco tourism and niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has also been recognized as a destination for spiritual tourism for domestic and international tourists.
- More concentration is required on sustainable tourism plans and should be developed a mechanism for effective monitoring in a country.
- To use the latest software developments in travel and tourism. It helps the countries to attract more Foreign Tourist Arrivals and also helps them by providing the information as per their requirements.

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