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# Travel and Tourism Sector

# Overview



Contributes 9.2%  
to India's GDP



4.2 crore jobs  
created in 2019



81.1  
employees



US\$247 bn  
Market size



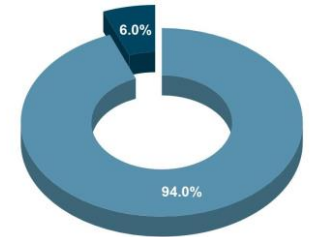
US\$28.6 bn  
international  
tourist receipts



10.5 mn  
foreign  
tourist arrivals

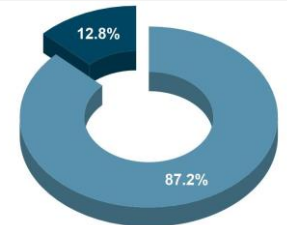
## Sector Composition

Sector-wise revenue share (2019)



Leisure Spending Business Spending

Share of tourists by expenditure (2019)



Domestic Spending Foreign Visitor Spending

# 01

## HOW?

- Increased awareness via marketing initiatives
- Government initiatives to make India an attractive destination

# 02

## WHAT?

- Important source of forex
  - Source of direct and indirect employment

# Attractiveness of the Industry

# 03

## WHY?

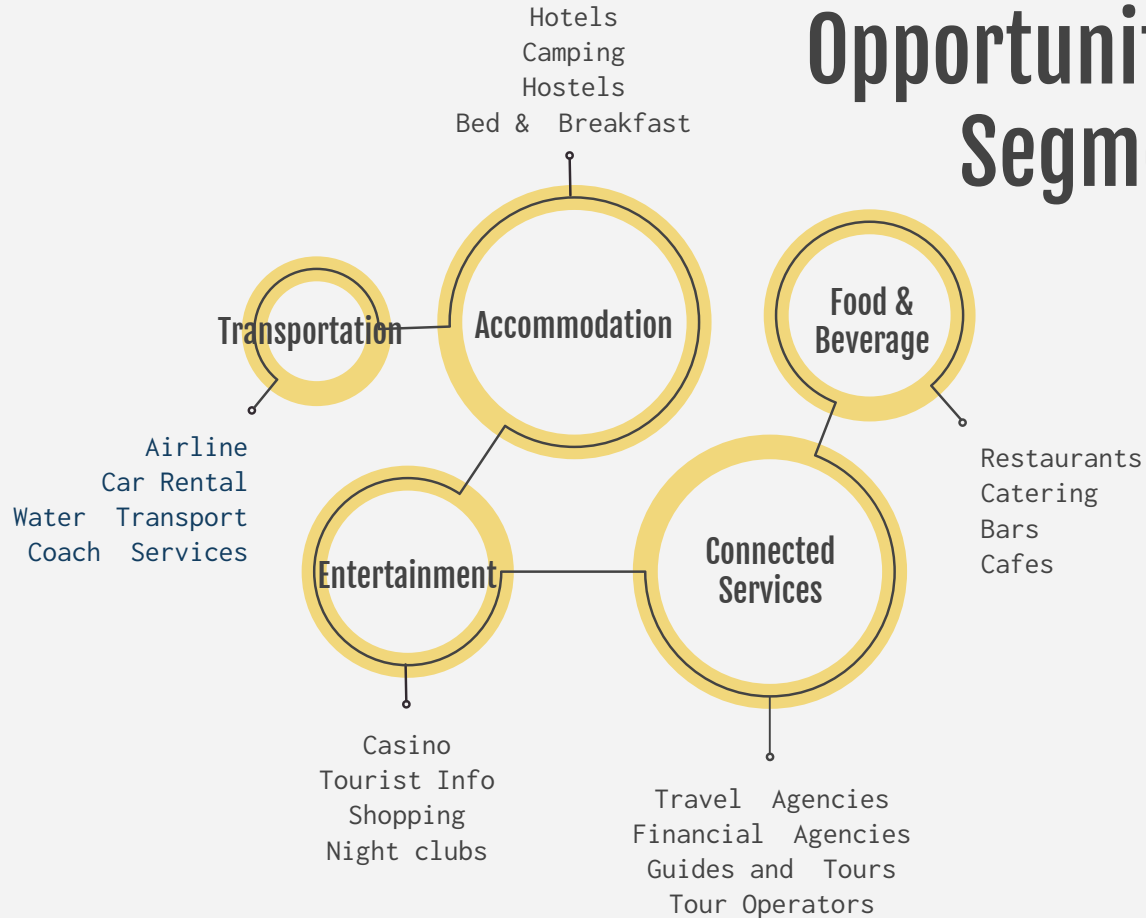
- Beautiful, varying landscapes
- Diverse culture, traditions, cuisines

# 04

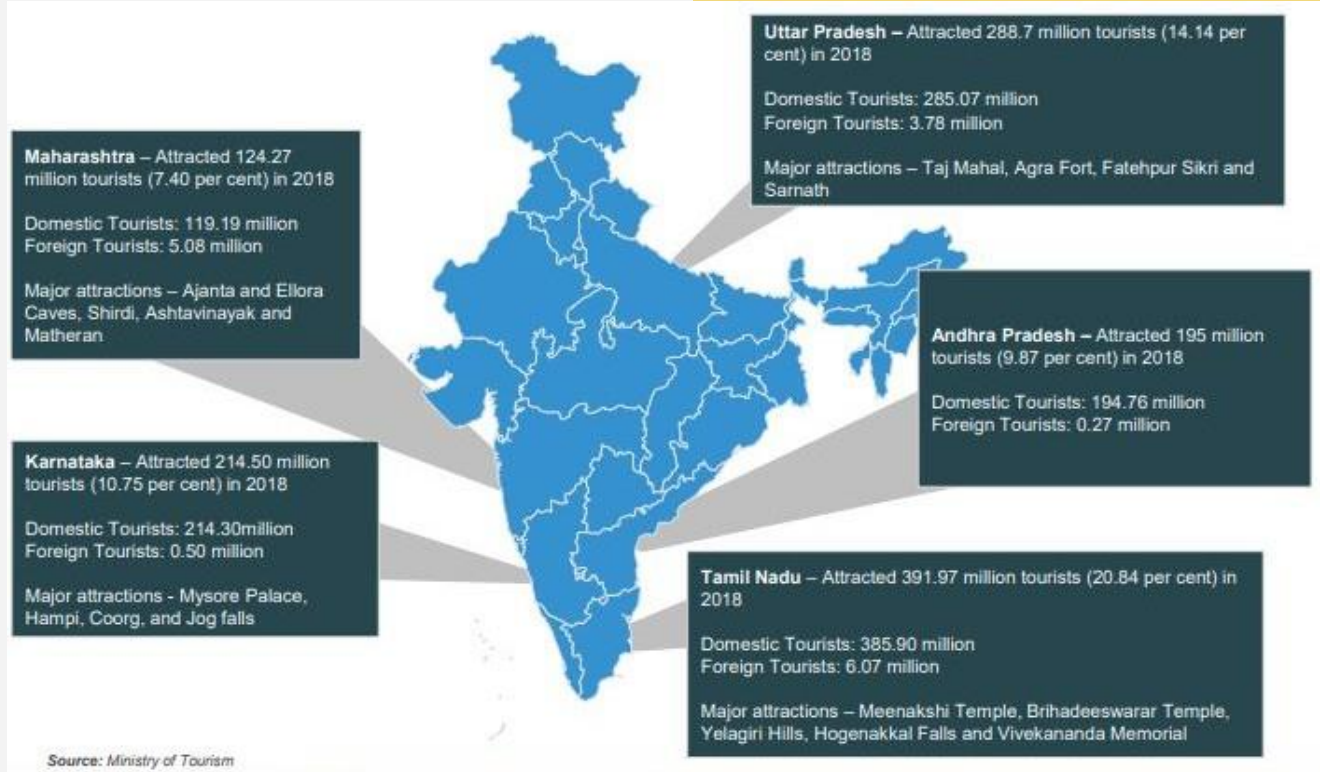
## BENEFITS?

- Increasing inbound and outbound tourists
- Enhancing digitization efforts by domestic players
- Increasing FDI inflow

# Business Opportunities/ Segments



# Leading States/ UTs



Other States-  
1. Rajasthan  
2. Kerala  
3. Goa

# Government Initiatives

- Ministry of Tourism launched Audio Guide facility App called Audio Odigos for 12 sites in India (including iconic sites).
- In 2019, Government reduced GST on hotel rooms to increase India's competitiveness as a tourism destination
- 100% FDI is allowed through the automatic route
- A five-year tax holiday has been offered for 2-, 3- and 4-star category hotels located around UNESCO World Heritage sites (except Delhi and Mumbai)
- MoT launched a 24x7 toll free tourist information helpline in 12 languages and issued guidelines on safety and security
- Statue of Unity was inaugurated with a view to boost tourism



## Swadesh Darshan

77 projects sanctioned  
Rs 1200 crore invested  
for development of  
tourist sectors  
along Northeast



## PRASHAD

Enhancing facilities and  
infrastructure provided  
at pilgrimage centers  
28 projects sanctioned



## DekhoApnaDesh

Provide information on  
destinations and  
culture and heritage  
across India  
Webinars available on  
social media handles  
48 webinars conducted

# Strategies to Boost this Sector

- Ensure convenience
- All services available on one platform

## One-stop Solution

- Medical visa to boost medical tourism

**M-Visa**

- Maximize sales
- Online and offline channels

## Multiple Channels

- Companies using AI to create a 360-degree profile of customers
- Better the service provided

**Data Analytics**

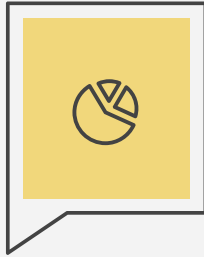
- Branding and marketing initiatives by GoI
- Incredible India 2.0 campaign

## Branding

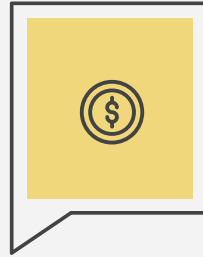
- Recognized destinations for spiritual tourism

**Spiritual Tourism**

# Investments and Licenses Required

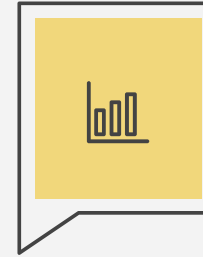


A basic registration for your company is required



Very minimal investment required-

- set up a website
- early stage promotions
- Early stage tie-ups



Needed-

- Good networks and contacts
  - Time
- Basic knowledge about the industry



# Marketing

- Create blogs/vlogs
- Create an engaging website
- Create an app
- Connect with travel bloggers/vloggers
- Connect with like-minded organizations for mutual promotion
- Grow your network with hotels, tour operators, other stakeholders
- Target social media sites like Instagram and Facebook to spread your message



What It's Like Traveling as a Plus-Sized, Black Solo Female Traveler



Retirement Travel: How to Get the Most Out of Senior Travel

# Start-ups



tripvillas  
Luxury Home Holidays



OYO  
ROOMS



thrillophilia



Byond  
.TRAVEL

trip38 



tripoto



SEEK SHERPA



nearify

goMowgli.



extravelmoney.com  
Exchange Your Travel Money



# Colleges, Institutes, Councils

- Indian Institute of Travel and Tourism Management
- Many State and Private Colleges
  - Courses in DU colleges
- MBA also available in various colleges
- Department of Tourism
  - Palace on Wheels
- Hotel Association of India (HAI)
  - Federation of Hotel and Restaurant Association of India (FHRAI)

**Colleges and  
Institutes**

**Councils**

# Road Ahead

- Expansion of e-Visa scheme is expected to double the tourist inflow in India
- India's travel and tourism industry has the potential to expand by 2.5% on the back of higher budgetary allocation and low-cost healthcare facility
- Post-COVID, travel is all set to rise
- Growing importance of sustainable tourism





**THANKS**