

## **TOURISM PROMOTION IN INDIA**

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### **ABSTRACT**

*In tourism, promotion means careful planning of activities used to communicate products and services viz. brochures, billboards, and newspaper advertisements etc. Potential customers get information through promotion that positively influences what they think of a product and convinces them to use its services. Effective tourism promotion requires high levels of skill to respond to increasingly sophisticated market needs.*

*By considering the significance of tourism, both the Central and the State governments initiates various policies to encourage people's participation in tourism development including Panchayati Raj Institutions, local bodies, cooperatives, non-governmental organizations and enterprising local youth to create public awareness and to achieve a wider spread of tourist facilities. However, attention will be focused on the integrated development of identified centres.*

*Further the government provides linkages and synergies in the policies and programs of all concerned departments/agencies by establishing effective co-ordination mechanisms at Central, State and District levels. The focus of national policy is to develop tourism as a*

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*common endeavour of all the agencies vitally concerned with it at the Central and State levels, the public sector undertakings and the private sector.*

**I. OBJECTIVES OF TOURISM PROMOTION**

The objectives of tourism promotion are to foster understanding between people, to create employment opportunities and bring about socio-economic benefits to the community, particularly in the interior and remote areas and to strive towards balanced and sustainable development and preserve, enrich and promote India's cultural heritage. One of the major objectives is the preservation and protection of natural resources and environment to achieve sustainable development.

*Tourism improvement of the nation depends on the subsequent issues.*

- **Protection and safety measures**

The protection and safety measures of tourists are of primary importance both from the point of view of tourism development and the national pride. It will be, therefore, given high priority in the national strategy for tourism development. Central government will take up with the State government to enact suitable legislation on travel trade/tourist police for protection and security of tourists and for providing institutional mechanism to deal with complaints received from tourists and the industry so as to create a better security perception amongst actual and potential visitors.

- **Make possible Services**

Tourists have to pass through several government agencies so as to meet the requirements under various laws. These include obtaining visas, undergoing immigration checks, obtaining permits to visit certain areas, payment of fees for certain facilities etc. The endeavour of the government would be to improve efficiency in providing such facilitation services and make travel to and within India a pleasant experience. Introduction of issue of visa on arrival at

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least for 15 days at all the airports, computerization of the system of issue of visa, streamlining of luggage handling system at airports, improving tourist facilitation services at the airports by adopting technological solutions are some of the important facilitation services in this regard.

- **Maintenance and Improvement**

Tourism development needs to be properly guided and regulated to avoid adverse impact on the natural environment and cultural heritage which constitute the tourist attraction. A judicious balance needs to be maintained between conservation and development. Government will continue its policy of trying to maintain balance through planning restrictions and by educating the people in appreciating their rich heritage and by eliciting their co-operation in preserving and protecting it.

- **Worldwide Assistance**

Tourism is a global industry requiring inputs from various international agencies and collaborations with other countries. The policy of the government therefore will be to foster positive win – win partnership with all international agencies and other countries.

- **Proficient Brilliance**

Tourism being a service industry it is necessary to enhance its service efficiency. The tourism policy will strive towards excellence by introducing professionalism through training and re-training of human resources and providing memorable visitor experience to both domestic and international tourists.

## **II. THE TASK OF AGENCIES IN THE PROMOTION OF TOURISM**

The government, private sector, voluntary agencies and public-private partnerships are largely engaged in the promotion of tourism by performing varying roles.

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**III. THE TASK OF GOVERNMENT**

Tourism is a multi-sectoral activity and the industry is affected by many other sectors of the national economy. The State has to, therefore, ensure intergovernmental linkages and co-ordination. It also has to play a pivotal role in tourism management and promotion. The specific role of the government includes:

- Plan tourism development as a part of the overall area development strategy.
- Provide the required support facilities and incentives to both domestic and foreign investors to encourage private investment in the tourism sector.
- Provide basic infrastructural facilities including local planning and zoning arrangements.
- Rationalize taxation and land policies in the tourism sector in all the States and Union Territories and in respect of the land owned by government agencies like railways.
- Introduce regulatory measures to ensure social, cultural and environmental sustainability as well as safety and security of tourists.
- Ensure that the type and scale of tourism development is compatible with the environment and socio-cultural environment of the area.
- Ensure that the local community is fully involved and the benefits of tourism accrue to them.
- Create nucleus infrastructure in the initial stages of development to demonstrate the potential of the area.
- Facilitate availability of trained manpower particularly from amongst the local population jointly with the industry.
- Undertake research, prepare master plans, and facilitate formulation of marketing strategies.
- Facilitate the growth of a dynamic tourism sector.
- Organize overseas promotion and marketing jointly with the industry.

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- Initiate specific measures to ensure safety and security of tourists and efficient facilitation services.

#### **IV. THE TASK OF PRIVATE SECTOR**

Tourism has emerged as the largest export industry globally and all over the globe private sector has played the lead role in this growth. The private sector has to consider investment in tourism from a long term perspective and create the required facilities including accommodation, time share, restaurants, entertainment facilities, shopping complexes etc. in areas identified for tourism development. Non-core activities in all airports, major stations and interstate bus terminus such as cleanliness and maintenance, luggage transportation, vehicles parking facilities etc. should be opened up to private operators to increase efficiency and profitability. The specific role of the private sector includes:

- i. Assume collective responsibility for laying down industry standards, ethics and fair practices.
- ii. Build and manage the required tourist facilities in all places of tourist interest.
- iii. Ensure preservation and protection of tourist attractions and give lead in green practices.
- iv. Involve the local community in tourism projects and ensure that the benefits of tourism
- v. Sponsor maintenance of monuments, museums and parks and provision of public conveniences and facilities.

#### **V. THE TASK OF VOLUNTARY AGENCIES**

Voluntary agencies and volunteers have to contribute their expertise and understanding of local ethos to supplement the efforts of other sectors to provide the human touch to tourism and foster local initiatives.

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**A. PUBLIC - PRIVATE CORPORATION**

Today, the role of private sector in the development of tourism is being recognized and private participation in development of tourism is being planned wherever feasible. Thus, a constructive and mutually beneficial partnership between the public and the private sectors through all feasible means is an absolute necessity for the sustained growth of tourism. It is, therefore, the policy of the government to encourage emergence of such a partnership. This will be achieved by creating a Tourism Development Authority consisting of senior officials of the government and tourism experts and professionals from the private sector.

**B. STANDARD IN TOURISM ADVERTISING**

The major difference in tourism promotion bodies in different countries is not the agencies themselves, or even the organizational structure. Most countries have the same kinds of tourism institutions. The difference is only with regard to the power - government versus private sector. In many developing countries and in countries where tourism is in a transition stage, the government's role is still strong. In more and more countries, such as Europe, North America and East Asia, the balance of power for tourism promotion has shifted in favour of the private sector. As the private sector is more entrepreneurial and responsive than the government, industry members can provide valuable expertise for market-driven promotional and marketing activities. At the same time, the government can provide a longer-term vision and guidance on tourism development.

Many aspects of tourism development can be considered public goods. Efforts such as nationwide image building, regulation, investment attraction, and infrastructure development may not be undertaken by the private sector alone, as their commercial benefits may not be immediately clear. Thus, the government still plays a key role in facilitating access to capital, land and skilled employees. Public-private partnership works best when there are formal mechanisms to link companies and industry associations with the government agency.

**C. TOURISM PROMOTION IN INDIA**

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The MoT, Government of India undertook a series of promotional initiatives to minimize the negative impact of the global economic crisis and to promote tourism to India viz.

- **Domestic Promotion**

In the year 2009-10, the MoT released a campaign in May–June 2009-10, on ‘Good Behaviour towards Tourists’ featuring Shri Aamir Khan. This campaign was released on various television channels. In August–September 2009-10, the Ministry also released a ‘Generic Campaign’ in the domestic market to promote India as a holistic attractive tourist destination. This campaign was launched on various television channels as well as in national newspapers and regional vernaculars. The MoT also produced four social awareness Television commercials on themes, ‘Honesty’, ‘Hospitality’, ‘Good Behaviour Towards Tourists’ and ‘Proud to be an Indian’ as part of social awareness efforts.

To reinforce the ‘Atithi Devo Bhavah’ message, encouraging the objective of responsible behaviour and to sensitize masses and tourism stakeholders, a campaign on social awareness was launched on Doordarshan and various TV channels in January–February 2010. To promote North-East of India, the Ministry released a TV campaign on various channels in January– February 2010.

- **International Promotion**

The MoT, in the year 2009-10, released five international campaigns to promote India as an attractive, multi-cultural, and modern and sports friendly destination year round. These campaigns are ‘Print Campaign Europe, Print Campaign Americas, Print Campaign Asia Pacific, Print Campaign Global and TV Campaign Asia Pacific’. The major part of the activity was undertaken in select TV channels, magazines, in-flight magazines and newspapers. Apart from the campaigns, the Ministry also undertook integrated programmes with select publications.

***The significant tourism promotional actions carry out by the MoT are listed below:***

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A Visit India Year 2009-10 Scheme was launched by the MoT in April 2009-10 in collaboration with all stakeholders including airlines, hotels, tour operators, for incentivizing travel to India. Under the scheme, participating airlines, hotels and tour operators provided incentives by way of one complimentary air passage for a travelling companion, one night complimentary stay in the hotel booked by the tourist and complimentary sightseeing tour in any one city of visit. In addition rural eco-packages and wellness packages were also offered to tourists from overseas.

As part of the promotional initiatives undertaken, Road Shows were organized in important tourist generating markets overseas with participation of different segments of the travel industry.

- Road shows, in collaboration with the Indian Association of Tour Operators were organized in Japan and South Korea, USA and Canada and West Asia during the months of April and May 2009-10.
- Road shows focusing on adventure tourism were organized in Australia and New Zealand (Adelaide, Brisbane, Melbourne, Sydney, Wellington and Auckland) in September 2009-10, in collaboration with the Adventure Tour Operators Association of India. To promote wellness and medical tourism, road shows were held in Dubai, Riyadh, Kuwait and Doha in October 2009-10. The road shows comprised of presentations on the varied tourism products of the country as well as presentations focused on medical and wellness facilities in the country. The delegation from India for the road shows was led by the Minister of State for Tourism.
- Road shows in collaboration with the PATA India Chapter were organised in Scandinavia – Helsinki, Stockholm (Sweden) and Oslo (Norway) in August 2009-10. The road shows comprised of presentations on India followed by one-to-one business meetings between the trade delegation from India and the travel trade in the respective countries. The delegation for the road show in Norway was led by the Minister of Tourism and Minister of Housing and Urban Poverty Alleviation.



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- The Ministry of Tourism supported a major India promotional event India Calling organized by the National Geographic Society in Los Angeles in September, 2009-10. The event showcased Indian music, culture, cuisine and handicrafts. Chefs from leading hotel chains in India and crafts persons from Rural Tourism Projects in the country were taken for the event.
- As part of the celebration of the Year of India in Russia mega promotional events featuring Indian culture and cuisine were held in Moscow and St. Petersburg in September, 2009-10. The highlights of the 'Incredible India Event' were the India Evenings organized at the Ritz Carlton Hotel, Moscow and at the Grand Hotel Europe, St. Petersburg. The India Evenings comprised of a cultural performance to showcase India's rich cultural heritage, followed by an Indian dinner. The India Evenings were followed by four-day long India Food Festivals in both cities. To coincide with the Events, an integrated outdoor advertising campaign and print media campaign were launched in Moscow and in St. Petersburg.
- India tourism, New York arranged for the premier screening of the film, Quest for the One-horned Rhino, a film produced by Richard Bangs, world renowned travel pioneer, author and producer, at the Explorers Club, New York on 17th September, 2009-10. The film focused on the story of wildlife conservation in the State of Assam, with particular reference to the one horned rhino. The screening of the film was attended by leading tour operators, media representatives, adventure enthusiasts as well as opinion makers in New York. The Chief Minister of Assam who was present addressed the gathering prior to the screening of the film. The Ministry co-sponsored an event India Show - a unique experience with modern entertainment, produced by M/s Prime Time Entertainment AG, Germany, to be shown in Germany, Austria and Belgium for a period of 18 months, i.e. from November 2009-10 till April 2011. The show presented to the Europeans the magic and mysticism of India and the fabulous world of the maharajas. The concept was to create India in luxury tents and to move them from city to city. The event provided an ambience of palaces, bazaars and other attractions, through modern stage technology. The

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World Premier of the event was held in Frankfurt on 17th December, 2009-10, which was attended by the Secretary (Tourism), Govt. of India.

- For greater visibility of Incredible India, outdoor advertising campaigns including advertising on taxis/buses/trams, hoardings and billboards were undertaken in Beijing, Shanghai, Guangzhou and Kunming, Tokyo, Seoul, Osaka, Sydney, Singapore, Dubai, Bahrain, Kuwait, Doha, Riyadh, Ras-alKhaimah, Johannesburg, Helsinki, Stockholm, Oslo, Amsterdam, Rotterdam, London, Manchester, Edinburgh, Belfast, Moscow, St. Petersburg, Vienna, Frankfurt, Munich, Dusseldorf, Hamburg, Berlin, Davos, Paris, Cannes and Nice, New York, Washington, Miami, Boston, San Francisco, Los Angeles, Vancouver, Ottawa, Toronto and Buenos Aires.
- Tourist Publications were printed in foreign languages, by the overseas offices, to meet the requirements of the markets under their jurisdiction. These include Mandarin, Cantonese, Arabic, French, Spanish, Portuguese, German, Russian, Hungarian, Romanian, Polish, Croatian, Japanese, Korean, Taiwanese, Norwegian, Finnish and Swedish.
- The Ministry provided Financial Support to Approved Tourism Service Providers viz., hoteliers, travel agents, tour operators, tourist transport operators etc. for undertaking various tourism promotional activities.
- For promotion of Indian cuisine, which is an integral component of the Indian tourism product, support was extended to Indian Food Festivals organized in Buenos Aires (Argentina), Montevideo (Uruguay), Colombia and Ecuador, Beijing (China), Dubai (UAE), Durban and Johannesburg (South Africa). (k) India tourism offices also participated in Cultural Festivals, including the “Namaste India” Festival in Tokyo, “Festivals of India” in Argentina, Indonesia and Ireland; “India Week” in Reykjavik, Iceland; the “Shared Histories” cultural festival in South Africa and a “Discover Incredible India” cultural festival in Los Angeles.

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***Other Promotional method Include:***

- A promotional calendar for the year 2010 was produced.
- The Ministry regularly produces its ‘Incredible India’ bi-monthly magazine.
- Promotional ‘Incredible India Carry Bags’ were also produced during the financial year.
- To promote Indian Tourism, ad-hoc print advertisements were released in various magazines.
- An online campaign covering major websites in USA, UK, Germany, Italy, France, Japan, China as well as search portals like Yahoo and Google were undertaken in International as well as domestic markets.
- A DVD comprising of Incredible India Television Commercials was also produced during the year.
- Development of ‘Visit India Year’ micro site was undertaken for promotion of the Visit India year.

## **VI. TOURISM ADVERTISING INSTITUTIONS IN INDIA**

- **Ministry of Tourism (MoT)**

The Ministry of Tourism functions as the nodal agency for the development of tourism in the country. It plays a crucial role in coordinating and supplementing the efforts of the State/UT governments, catalyzing private investment, strengthening promotional and marketing efforts and providing trained manpower resources.

The main task of the MoT is to undertake planned activities for the promotion of domestic and international tourism and for the development of tourism infrastructure. The functions of the Ministry in this regard mainly consists of policy matters (development policies, incentives, external assistance, manpower development, promotion and marketing, investment facilitation), planning, co-ordination with other Ministries, Departments, State/UT

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governments, regulation, infrastructure and product development, HRD, publicity and marketing and so on. The Ministry is also responsible for projecting India's image abroad through various modes of publicity media.

- **Hotel Association Of India (HAI)**

HAI was established on 4th December 1996 as an organization of hospitality industry in India. It represents all cross sections of hotel industry ranging from small individual hotels to large chain hotels. The HAI has a membership of over 250 hotels including heritage hotels and government owned hotels. The objectives of HAI include: creation of awareness about the significance of the industry through appropriate communication programmes, serve the members by establishing a data bank to provide timely information data, advisory and research studies, draw up a code of conduct for the industry, facilitate the industry in achieving higher standards and increasing customer satisfaction and so on.

- **India Tourism Development Corporation (ITDC)**

India Tourism Development Corporation is the only public sector undertaking of the MoT. Incorporated on 1st October, 1966, the ITDC plays a key role in the development of tourism infrastructure in the country. Apart from developing the largest hotel chain in India, the ITDC offers tourism related facilities like transport, duty free shopping, entertainment, production of tourist publicity literature, consultancy etc. The ITDC also plays a committed and pivotal social role in the development of tourism infrastructure in backward areas, thereby trying to promote regional balance. After the disinvestment of 18 hotels, ITDC consolidated its remaining activities and restructured itself to take up diversified service oriented business activities like consultancy and execution of tourism and engineering projects, training consultancy in hospitality sector, event management etc.

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- **Indian Institute Of Tourism And Travel Management (IITTM)**

Indian Institute of Tourism and Travel Management set up in 1983, as a pioneer in the field of travel and tourism education and training, for providing specialized training and education for tourism and travel industry both in the private and public sector. The Institute organized a Syllabus Review Workshop from 16th-18th October, 2006 at Delhi, and based on the recommendations of the Workshop, the Institute decided to offer the following All India Council for Technical Education (AICTE) approved programmes with an intake of 60 students each at Gwalior, Bhubaneswar and Delhi centres.

In order to tap the potential that India's coastline offers for water based and adventure sports, the Ministry established the National Institute of Water Sports (NIWS) on the beach of Panjim, Goa. The administrative control of NIWS stands entrusted to the IITTM. The Ministry has also sanctioned, during the year, the setting up of a South Centre of the IITTM at Nellore, Andhra Pradesh.

- **National Council For Hotel Management And Catering Technology (NCHMCT)**

For steering and regulating the academic efforts of the IHMs and FCIs, the Ministry set up, in 1982, the National Council for Hotel Management and Catering Technology. The mandate of the NCHMCT is to coordinate the growth and general advancement in the development of hospitality management education through its affiliated institutes. The Council undertakes recruitment and its jurisdiction extends over a wide range of administrative matters including admission, fees, bye-laws, syllabus for studies, courses, research, examinations and results, government approved activities viz., regulating building plans and equipment, training, publishing periodicals, magazines, etc also carrying out as prescribed from time to time. The NCHMCT is also the affiliating body and the 29 IHMs and five FCIs that came up with the support of Ministry are affiliated to it for admissions and regulations of examination. The NCHMCT has been given the mandate to affiliate private IHMs. As of now, 12 private institutes are affiliated to the NCHMCT.

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- **Travel Agents Association Of India (TaaI)**

TAAI was established at Mumbai on 16th October 1951 as the first trade association of the travel and tourism industry in India. It has more than 1500 members from all over the country. It includes active members, associate members and allied members. Sustainable development of travel trade industries in India, so as to achieve overall growth of tourism in the country, is the primary objective of the Association. It keeps liaison with all the government agencies to ensure tourism-friendly policies and programmes, particularly in the areas of civil aviation, taxation, incentives, visa policies etc.

- **Indian Association Of Tour Operators (IATO)**

It was founded in 1981 and is a joint forum of tour operators which promotes and aids development of tourism in India directly or through other agencies and bodies. The membership of the association is open to organizations of a good professional reputation and standing who have been connected with tourism and/or travel industry for at least one year. The main aim and objective of the association is to promote equal opportunity for all visitors in enjoying the tourism and travel facilities without distinction of race, colour, creed or nationality.

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ISSN: 2348 9510

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