

SECTOR SPECIFIC REPORT

(Tourism)



Policies Covered In The Edition

G20 to Promote Green Tourism as One of the Priority Areas under India's Presidency

India's Increasing Foreign Tourist Arrivals during 2022, Boosting Tourism Industry under Comprehensive Policy Framework

First Global Tourism Investors' Summit 2023 Opened up Massive Opportunities for Stakeholders

National Strategy and Roadmap for Medical and Wellness Tourism to Boost Medical Tourism in India

Coal India Turned Hostile Barren Lands into Beautiful Eco-tourism Destinations to Promote Sustainable Growth

Expert's Insight

G20 to Promote Green Tourism as One of the Priority Areas under India's Presidency

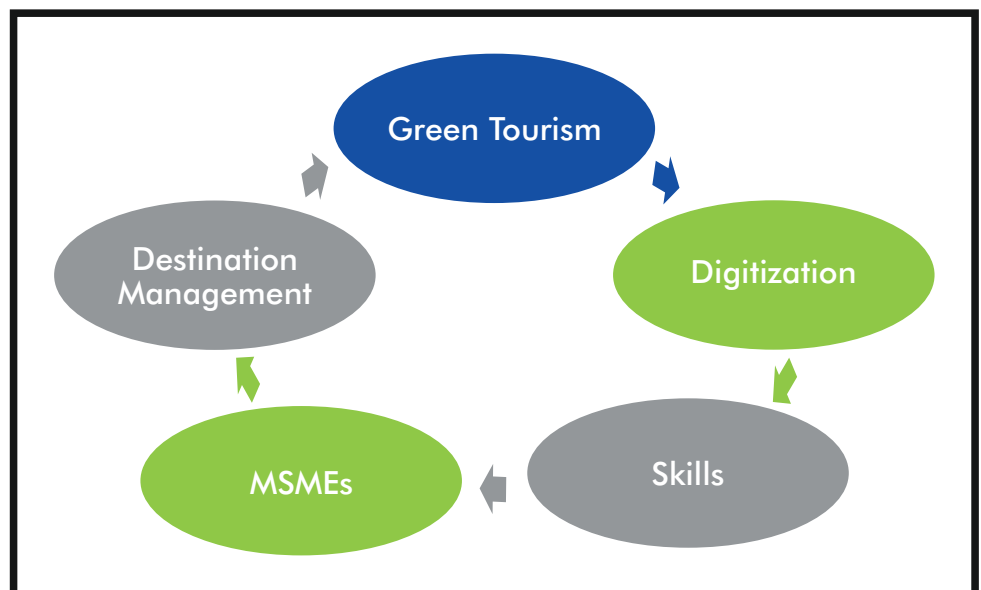
The 3rd Tourism Working Group (TWG) Meeting of G20 has been successfully conducted by the Ministry of Tourism, Government of India at Srinagar, Jammu, and Kashmir between 22nd May 2023 to 24th May 2023. It has given all the stakeholders from the G20 member countries a global stage to discuss, measure, and decide the future course of action for tourism development local as well as global.



Source: <https://pib.gov.in/PressReleaselframePage.aspx?PRID=1926176>

Under India's G20 Presidency, the TWG has outlined five priority areas that are interconnected in nature and form the building blocks for the smooth transitioning of tourism sector growth to attain the goals set under Sustainable Development Goals (SDG) 2030. Green Tourism is one of the key priority areas, guiding the G20 economies to boost resilient and sustainable practices in the sector in the Post Covid 19 world.

Key Priority Areas of the 3rd TWG Meeting



Based on discussions and valuable suggestions from the meeting, the final draft of a further **roadmap will be prepared in consultation with United Nation's World Tourism Organization (UNWTO)** to make the way forward for a smooth transition.

Key Takeaways of the 3rd TWG Meeting

300 New Tourist Destinations will be Developed in Jammu and Kashmir

Arrangement of Art & Craft Bazar to Showcase Local Handicraft and Artisans Work

Promotion of Film Tourism in Jammu & Kashmir besides Key Priority Areas

Promotion of Local Products from ODOP as Part of Delegate Souvenirs

To Reach to the Consensus on How to Achieve SDG Targets by 2030 through Speedy Transition in Tourism Sector



3rd Tourism Working Group Meeting

📍 Srinagar, Jammu & Kashmir

Side Event on

Film Tourism for Economic Growth and Cultural Preservation

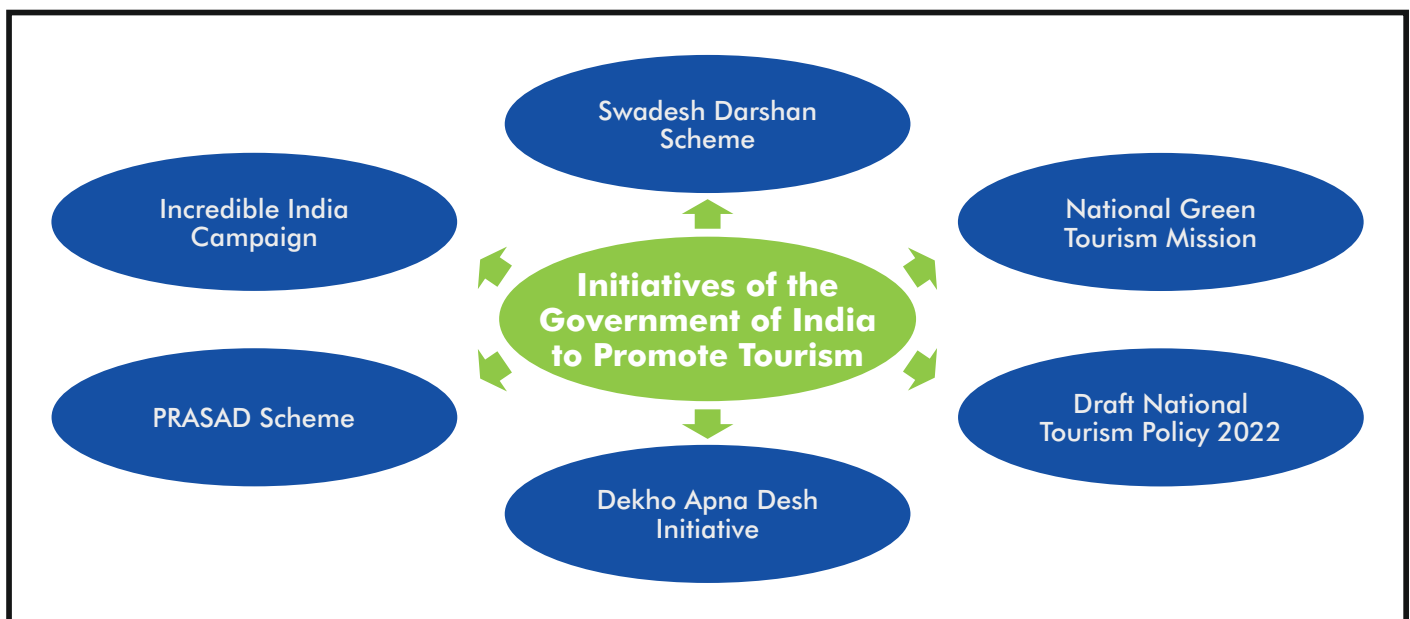
India is a geographically diverse and culturally rich country that is making its strong presence in global tourism and thus, its G20 Presidency is giving it a chance to showcase its incredible tourism experience before the world. It has brought new prospects of growth for Indian tourism to drive through a sustainable path for holistic economic development.

Key Facts of the Indian Tourism Sector



Source: <https://www.investindia.gov.in/sector/tourism-hospitality>

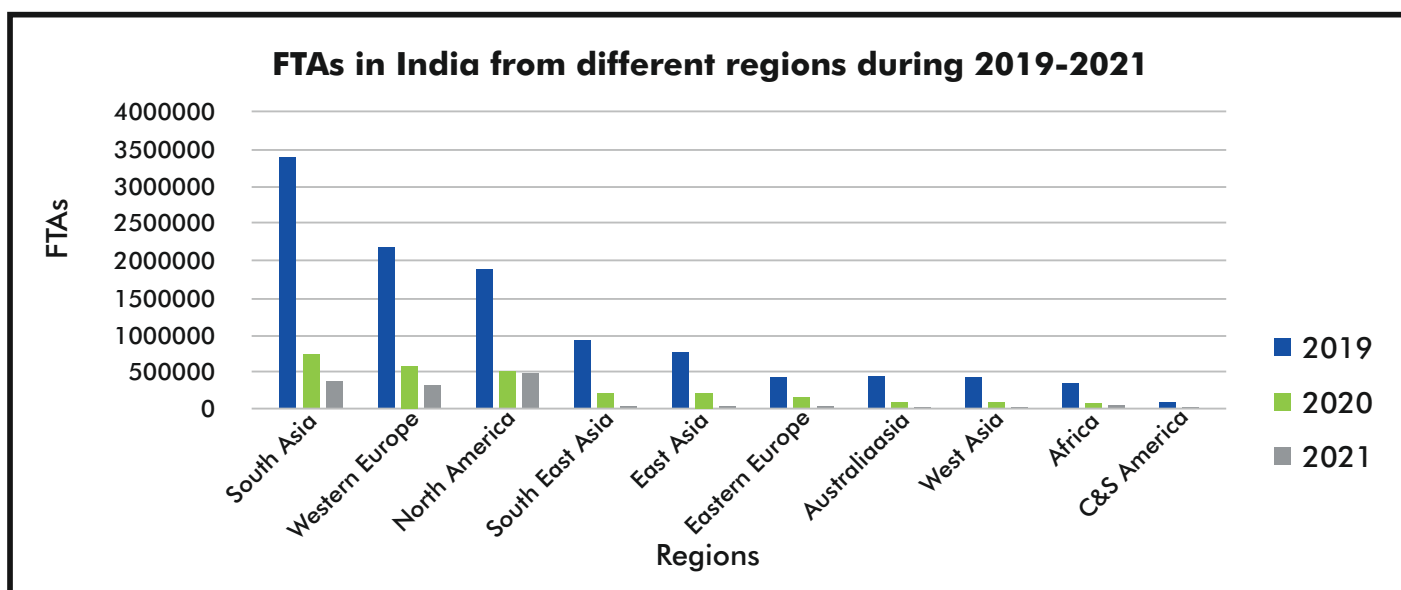
Besides preparing G20 Tourism Minister's Declaration, India is set to scale its green tourism with the help of MSMEs by leveraging the policy layout of the government to develop tourist circuits to attract foreign as well as domestic tourists. It will aim to boost the economic growth of such regions with limited environmental impacts.



The G20 member countries are prioritizing the integration of ecotourism growth with the increasing efforts of nature conservation to mitigate the challenges of degradation of the natural ecosystem and biodiversity. The growth of tourism activities while prioritizing greening of the sector will pave the way for sustainable tourism development across the globe in the years to come.

India's Increasing Foreign Tourist Arrivals (FTAs) during 2022, Boosting Tourism Industry under Comprehensive Policy Framework

The world tourism traffic has started showing positive responses since 2021 with a growth of 5.4% in the Post Covid 19 phase as a sign of revival of the tourism sector across the globe. Hence, India also recorded 6.19 million Foreign Tourist Arrivals (FTAs) in 2022 in comparison to 1.52 million FTAs in 2020 which was 10.93 million before the pandemic in 2019.



Source: <https://tourism.gov.in/sites/default/files/2022-09/India%20Tourism%20Statistics%202022%20%28English%29.pdf>

This has resulted in rising Foreign Exchange Earnings (FEE) in India's kitty in the last 2 years between 2021-2022. In the comprehensive policy framework, the Ministry of Tourism has launched various schemes such as Swadesh darshan, and PRASAD with the help of financial assistance from the central government and resulted in a significant rise in FEEs.

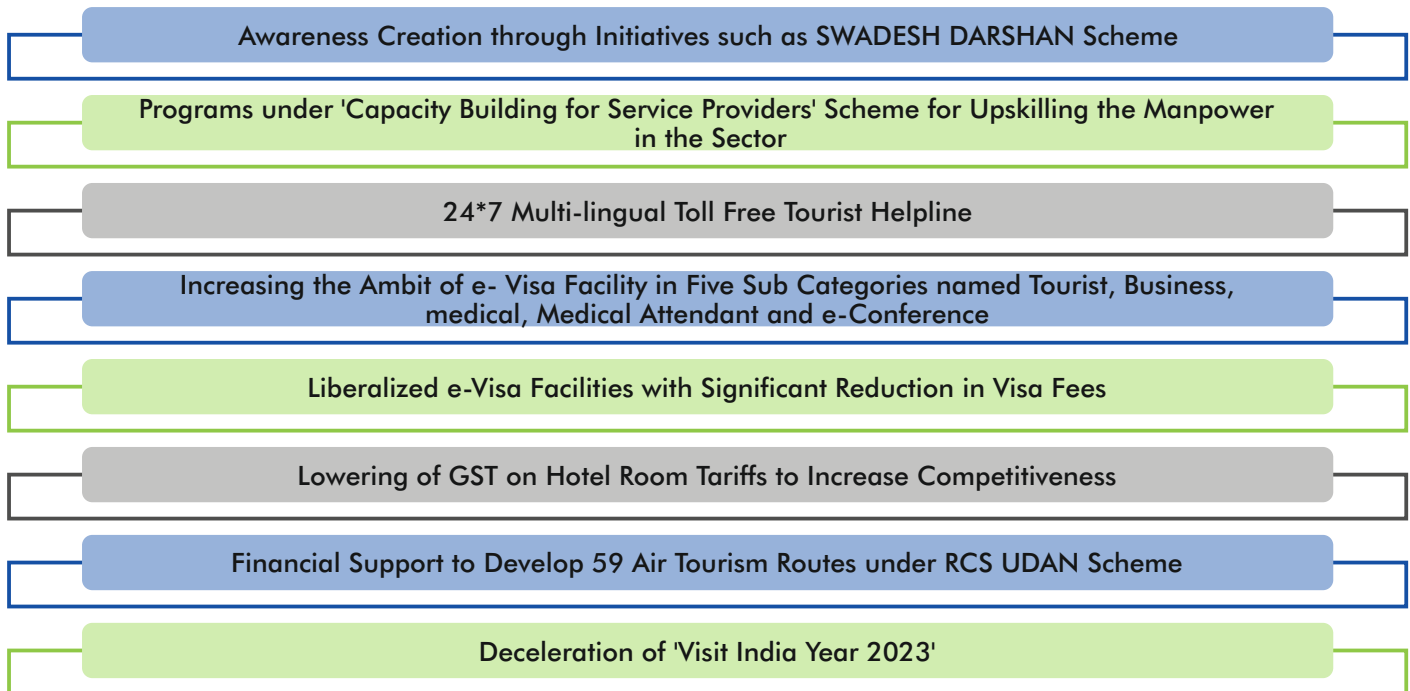
FEE Details from Tourism Sector in India (2021-2022)

Year	FEEs through tourism in India (in Rs. crore)
2021	65,070
2022*	1,34,543

Source: <https://pib.gov.in/PressReleaselframePage.aspx?PRID=1914516>

Besides this, other initiatives such as the provision of e-Visa in various categories, the launch of 24*7 multilingual toll-free tourist support and guidance facility, etc have enriched the overall experience of foreign tourists in the country along with the supporting infrastructural development.

Major Initiatives Supporting Higher FTAs in India



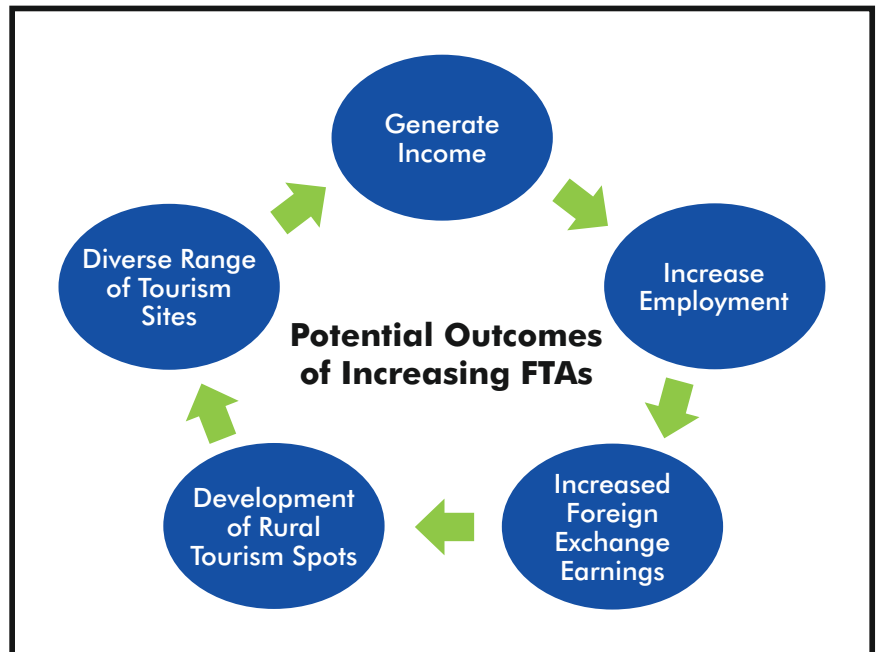
India is always one of the preferred destinations for foreign tourists, in the post-Covid period, with comprehensive policy support Indian tourism sector is progressing beyond the expectation. As per 2022 tourism statistics published by the Ministry of Tourism, **the top sources of India's FTAs are the United States, Bangladesh, and the United Kingdom.**



Source: <https://tourism.gov.in/sites/default/files/2022-09/India%20Tourism%20Statistics%202022%20%28English%29.pdf>

The increasing FTAs and positive growth statistics create an economic multiplier effect and bring significant multifaceted prospects for the Indian economy. With the Draft National Tourism Policy, the ministry has provided a needed thrust to the sustainable growth of Indian tourism while showcasing an array of possibilities for tourists, travellers, investors along with other stakeholders.

India's G20 presidency has also brought unseen opportunities for India to showcase its incredible attractions to foreign delegates as **the side events of various G20 meetings scheduled across 55 destinations**. All over India, such sites are also upgraded to international standards to attract foreign tourists and attract more FTAs on these identified tourist spots besides others. This will help to project India as one of the best tourism destinations by 2047 across the globe with upgraded security and infrastructural facilities for foreign tourists.



How AG Group Resources Can Help You

To get more detailed analytical view on India's Tourism sector and its hidden potential [Click Here](#)

First Global Tourism Investors' Summit 2023 Opened up Massive Opportunities for Stakeholders

The Ministry of Tourism, Government of India has organized the first of its kind Global Tourism Investor's Summit (GTIS) in New Delhi between 17 May 2023 to 19 May 2023 to present India as a preferred 'Investment Destination' before international investors. This has given a common platform to stakeholders of the Indian Travel and Tourism industry such as International and Domestic investors, Urban Developers, MSMEs, Startups, etc along **with centre and state governments to showcase tourism projects worth Rs 64,000 Crore investment.**

Features of GTIS



Source: <https://www.gtistourism.in/>

The discussion on the investment landscape of the country under roundtable interaction has guided the promotion of tourism growth. The summit was in line with the vision of the Prime Minister of India to boost the growth across the domains of the tourism industry such as Hospitality, Lodging, Wellness, Adventure tourism, Ecotourism, etc.

The summit has given a chance to stakeholders to present their bids in front of domestic as well as international investors and exchange best practices and knowledge for the growth of the Indian tourism sector as a whole.

Key Objectives	Catalyzing partnerships through B2B and B2G	To promote India as investment destination for travel, tourism and hospitality
Allow global investors to explore Indian Tourism products and services	Platform for investors from G20 countries to explore Indian tourism products	Bring in global investments beyond the hospitality industry, that is, into theme parks, adventure tourism, amusement parks and skiing destination infrastructure
Identify State-Specific investment possibilities	Opportunity for local players to cater to global demand and compete	Investments in the tourism infrastructure, technology, skill development, startups and more
		Create a platform for ready and investible projects




Source: <https://www.gtistourism.in/downloads/Global-Tourism-Investor-Summit-Brochure-2023-web-NDT.pdf>

Key Elements of GTIS



Source: <https://www.gtistourism.in/>

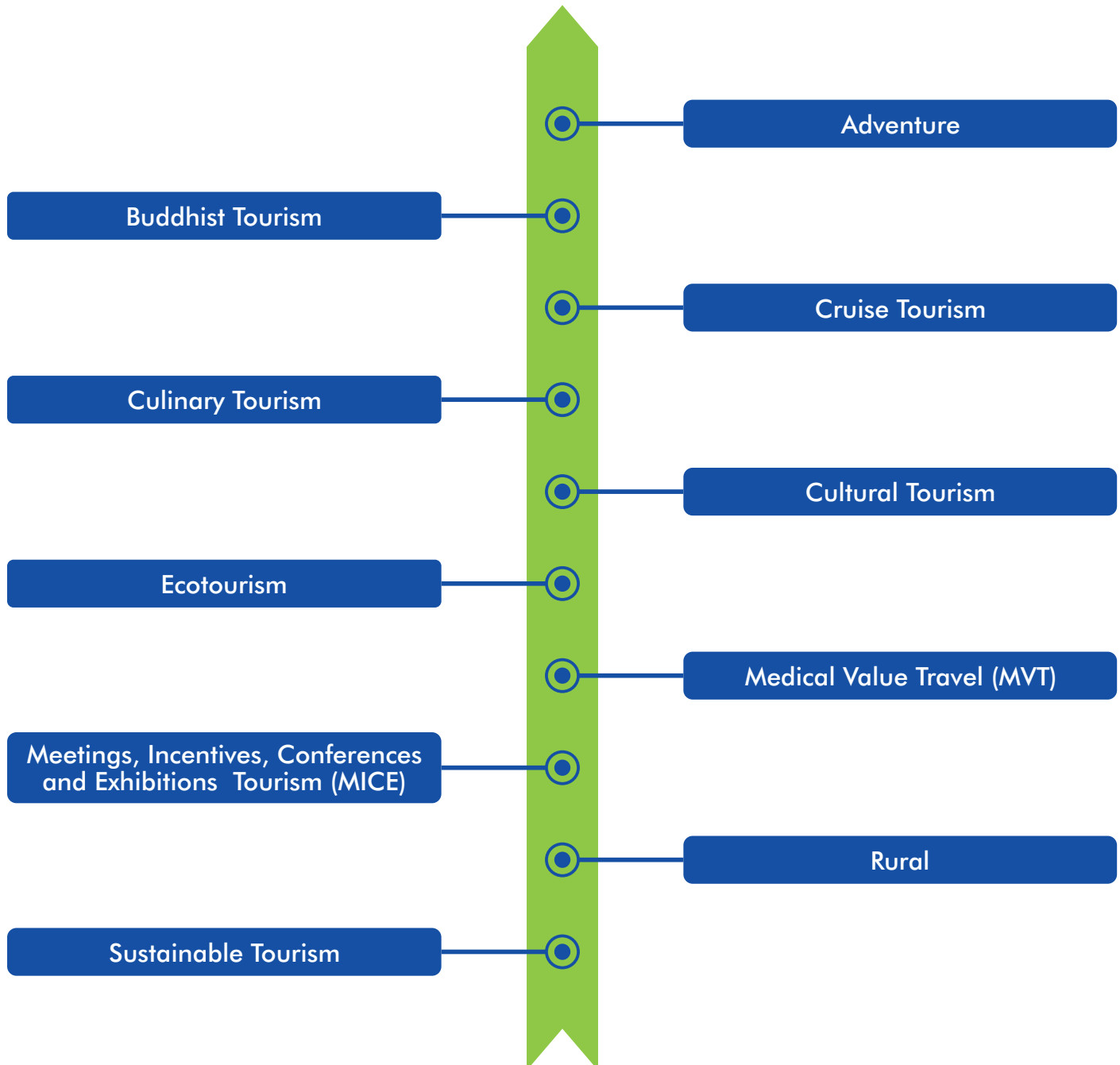
The summit has presented the vision of the growth of the Indian tourism sector by 2030 in various segments such as contribution to India's GDP, employment generation, along with expectations regarding Foreign exchange earnings.

<p>India Tourism Poised for Growth (Vision by 2030)</p>  <p>Travel and Tourism's contribution to India's GDP</p> <p>250 billion USD</p>	 <p>Employment generation in India</p> <p>Employment in tourism sector 140 million jobs</p>	 <p>Foreign Exchange Earner</p> <p>FEEs to be 56 billion USD</p>
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Source: <https://www.gtistourism.in/downloads/Global-Tourism-Investor-Summit-Brochure-2023-web-NDT.pdf>

The GTIS is organized in partnership with Invest India and Confederation of Indian Industry (CII) as Investment Promotion and Facilitation Partner and Industry Partner respectively. This has helped in creating a common platform to discuss the opportunities and objectives across niche tourism products.

Key Segments of Indian Tourism



The First GTIS summit under India's G20 Presidency will facilitate Business-to-Government (B2G) and Business-to-Business (B2B) modes of engagement among stakeholders. It will also leverage India's 100% FDI policy in the tourism and hospitality sector through an automatic route to streamline the sustainable growth of the sector with a deep focus on digitization in the years to come.

National Strategy and Roadmap for Medical and Wellness Tourism in order to Boost Medical Tourism in India

India being home to **traditional medicine systems such as Ayurved, Yoga, Unani**, etc and a cost-competitive medical destination for modern medicine is one of the preferred destinations for Medical and Wellness Travel. To leverage the valuable knowledge of medicine and make India Atmanirbhar in the area, the Ministry of Tourism, Government of India has come up with the National Strategy and Roadmap for Medical and Wellness Tourism to position India as a sustainable and responsible Medical and Wellness destination across the globe.

Key Pillars under National Strategy and Roadmap for Medical and Wellness Tourism



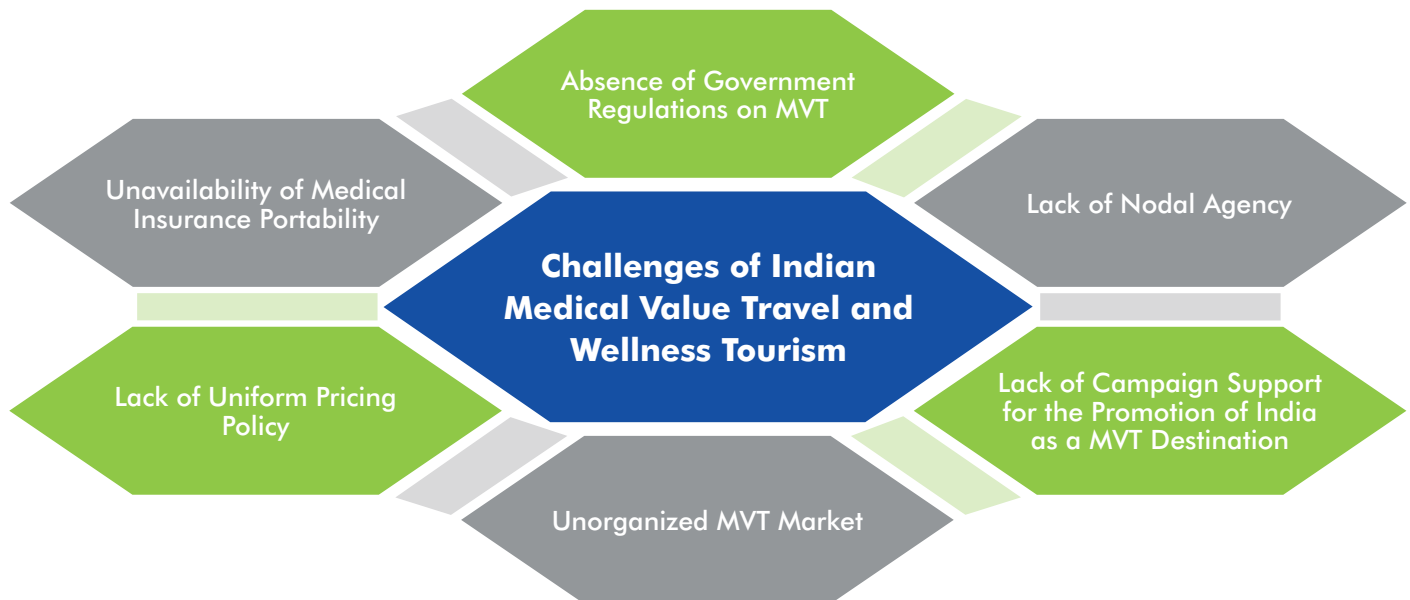
To achieve the desired objective, the ministry has prepared a robust framework where multiple key stakeholders such as Central Ministries, State Governments, as well as private investors, can collaborate with the help of a dedicated agency. As per **NITI Aayog's estimation, the global MVT market is expected to grow with a CAGR of 21.1% between 2021 to 2028** in which India will play a significant role.

Details of FTAs on Medical Purposes in India (2020-2021)

Year	Foreign Tourist Arrivals on Medical Purpose
2020	1.83 lakh
2021	3.04 lakh

Source: <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1909087>

India has bagged 10th rank in Medical Tourism Index in 2020-21 prepared by Medical Tourism Association and has a promising future and a fair share in the wellness tourism market. Still, the challenges related to language, cultural, and ethical barriers limit the growth of India's medical and wellness tourism growth which needs to be addressed through comprehensive strategies through stakeholder consultations.



While addressing these practical concerns about the exploitation of vulnerable foreign patients seeking MVT, India needs to majorly focus on its strengths.

The potential of India as the preferred MVT market has been led by the Ministry of Ayush which has showcased its strong presence at the global summit One Earth One Health - Advantage Healthcare India – 2023 held in New Delhi. Here, India has reiterated its commitment to making quality healthcare affordable for not only its citizen but for the whole world. This will pave the way for attracting foreign tourists who prefer India as their most preferred destination over its regional competitors such as Malaysia, Thailand, and Singapore time and again.

Strength of India as MVT Destination

- 01 Availability of Traditional Healthcare Therapies such as AYUSH
- 02 Internationally Acclaimed Healthcare Professionals
- 03 Low Cost of Quality Healthcare Services
- 04 Availability of Tele-consultation
- 05 State-of-the-Art Quality Medical Facilities
- 06 Accredited Hospitals
- 07 Availability of Diverse Tourism Products

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Advantage Healthcare – India 2023 One Earth – One Health

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Inaugral Session



Date: 26th-27th April 2023



Venue: Pragati Maidan, New Delhi



Coal India Turned Hostile Barren Lands into Beautiful Eco-tourism Destinations to Promote Sustainable Growth

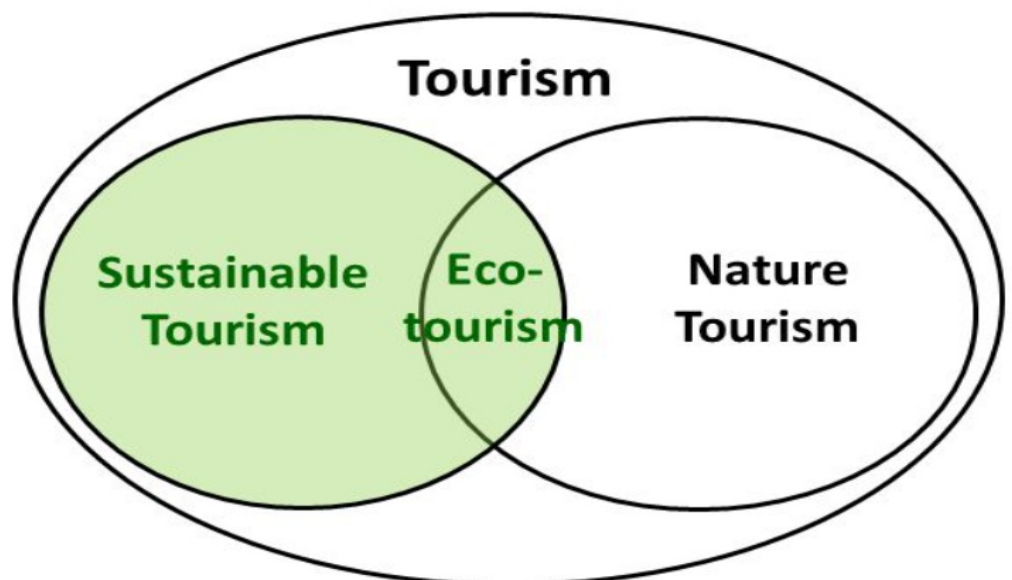
Coal India Limited (CIL), India's reputed Public Sector Company conferred with the status of 'Maharatna' has turned 30 of its abandoned mines from hostile barren lands into beautiful eco-tourism landscape destinations to showcase sustainable growth prospects. Some of the popular sites from these 30 new eco tourism destinations are Gunjanpark, Gokul Eco-cultural Park, BCCL, and AnanyaVatika, among many others.



Source: <https://www.news Bharati.com/Encyc/2023/2/22/30-mined-out-lands-transformed-into-beautiful-eco-tourism-destination.html>

This has given fillip to coal mine tourism in India as a part of eco-tourism. These sites show huge tourism potential along with providing livelihood opportunities for tribal people around them in Madhya Pradesh, Chattishgarh, etc. The beautiful landscapes in these remote areas are attracting major tourists with multiple recreational facilities.

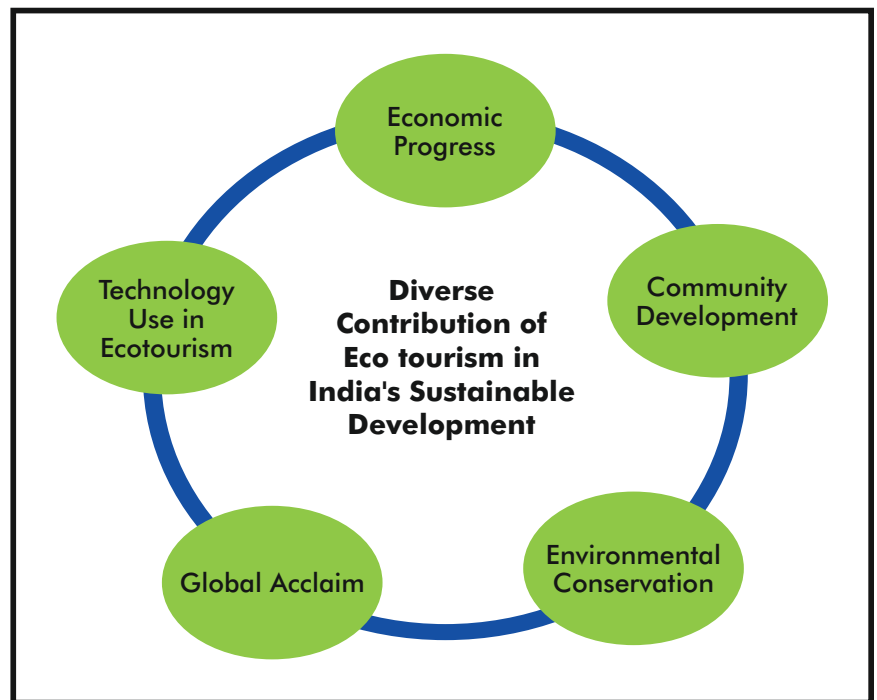
What is Ecotourism?



Source: <https://abhikipedia.abhimanu.com/Article/State/NDQ30AEEQQVVEEQQWV/Concept-of-Ecotourism-and-its-role-in-sustainable-development--Himachal-Pradesh-State>

The eco-tourism destinations provide small-scale alternatives of fragile and natural areas for tourists in comparison to commercial mass tourism destinations. It promotes sustainable growth of the regional economy along with conserving the environment of a natural landscape. This ecological conservation activity by CIL has accelerated the economic development of the region along with the infrastructure development around the sites.

Besides this, the **CIL also actively contributed to ecosystem conservation by achieving its annual plantation target of 1510 hectares in the fiscal year 2022-23** by adopting new techniques such as seed ball plantation, seed casting, etc. In the fiscal year **2022**, the **CIL has created a carbon sink of around 2.2 LT/year** through green drive across their mine lease areas to further leverage the potential of niche tourism products such as ecotourism and recognize the sustainable principles for the brighter future of the Indian tourism sector.



Expert's Insight

In order to fully capitalise on the potential of this sector, the government must prioritise it by conferring it with "infrastructure" status and including it in the Concurrent List. This will open up the sector to much-needed investments and support from the government, allowing it to grow rapidly. The future of tourism in India is full of promise. For the present generation of tourists, technology has already brought a revolution of discoverability and convenience. Technology is all geared to aid our future wanderlust further, fuelling the inner adventurer to take the road less travelled with just a few mouse clicks or voice commands.

Mr Deep Kalra
Founder and Chairman
MakeMyTrip

Resources

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