

SECTOR SPECIFIC REPORT TOURISM



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01

India Climbs to 39th Position in Global Tourism Index 2024

India has taken a stride to attain the 39th position in the World Economic Forum's Travel & Tourism Development Index (TTDI), 2024. It was an encouraging sign for India's tourism and hospitality sector as international tourism restored to normal across the globe post-pandemic. In the **WEF 2021 Global Tourism Index, India was ranked on 54th position.** This year, **the country is top-rated in the South-Asian countries among lower-middle-income economies categories.** The United States of America has retained its top position in the index which was preceded by Spain, Japan, France, and Australia.

Quick Facts from Global Tourism Index 2024

The country excelled in Natural Resources (6th), Cultural Resources (9th), and Non-Leisure Resources (9th)

India's robust infrastructure, particularly in Air Transport (26th) and Ground and Port (25th), positions it as a well prepared and accessible destination for global travelers

Despite a slight decline from 2019, India maintained robust travel and tourism sustainability scores

The global travel sector showed a strong recovery, with the Middle East leading in international tourist arrivals, surpassing 2019 by 20%

The WEF all-inclusive index analyses various dimensions including significant attributes like Information and Communication Technology (ICT). It has included the compatibility for enhancing

tourism and enabling a seamless experience for the visitor's safety and security. The viable business ecosystem and hygiene are maintained in the destinations to provide a healthy ambiance for the visitors. The index also takes into account how well the countries are equipped with the human resources and workforce market to cater to the needs of tourists and travellers.



Source: https://www.business-standard.com/india-news/india-rises-to-39th-position-in-wef-index-for-travel-tourism-development-124052101008_1.html

The rise in the Global Tourism Index ranking is a clear indication that India has bounced back well enough to compete at the international level. Furthermore, WEF reports have underscored the hard work and dedication of the Government of India to uplift tourism and travel in the country. It has highlighted India's visionary direction to promote viability and all-inclusive growth in this sector leading to enhanced ranking.

Key Highlights from Travel and Tourism Index 2024

The country excelled in Natural Resources attaining 6th rank, Cultural Resources attaining 9th rank, and Non-Leisure Resources attaining 9th rank.

Though due to pandemic in 2019 there was a slow down but India bounce backed to maintain sturdy travel and tourism viability scores.

India's powerful infrastructure, particularly in Air Transport (26th) and Ground and Port (25th), positions it as a well-prepared and accessible destination for global travelers.

The international travel vertical showed a strong recovery, with the Middle East leading in international tourist arrivals, surpassing 2019 by 20%.

This will indirectly boost the attention of international tourists to experience India's incredible natural beauty and cultural saga.

With better ranking and multi-dimensional efforts to attract domestic and international tourists with diverse tourism and hospitality offerings, India is ready to serve the rich platter of varying terrains, multiple cuisines, and age-old traditions to its guests. It will ensure economic stability for India by adding foreign reserves to its kitty. This will also encourage the country to sync its efforts for ecosystem conservation with the newly added adventure and eco-tourism experiences for its visitors.



Source: <https://www.newsonair.gov.in/india-climbs-to-39th-position-in-world-economic-forums-travel-tourism-development-index/>



02

India Facilitating First-ever Focused Working Group on Antarctic Tourism at Antarctic Treaty Consultative Meeting

India organized the 26th meeting of the Committee for Environmental Protection (CEP) and the 46th Antarctic Treaty Consultative Meeting (ATCM) between 20th May to 30th May 2024. It was organized with the joint efforts of the Antarctic Treaty Secretariat and the National Center for Polar and Ocean Research (NCPOR) as part of the Ministry of Earth Sciences. **The meeting held in Kochi, Kerala with once again the theme of 'Vasudhaiv Kutumkam'** was noteworthy progress for India towards handling statesmanship for the conservation efforts to restore the global ecosystem.



Source: <https://www.indianewsnetwork.com/en/20240521/india-to-host-first-ever-focused-working-group-meeting-on-antarctic-tourism-in-kochi>

The meeting was attended by the Union Minister for Earth Science along with more than 350 members from around 40 nations globally. This meeting highlights the committed efforts of India to manage the working group related to Antarctica tourism.

This has showcased India's devotion to achieving viable tourism practices in Antarctica, a place well-known for its extremely clean environment now experiencing the heat of climate change. India successfully resonated its efforts towards supporting sustainable environmental practices in the Antarctic region and promoted it as a flare of peace, science, and environmental protection for future generations.



Source: <https://matribhumisamachar.com/en/2024/05/01/india-set-to-host-the-prestigious-46th-antarctic-treaty-consultative-meeting-and-26th-meeting-of-the-committee-for-environmental-protection-in-2024/>

Representatives In ATCM

**Consultative
Parties**

**Non-Consultative
Parties**

Observers

**Invited
Experts**

The seven countries (Argentina, Australia, Chile, France, New Zealand, Norway, and the United Kingdom) among the signatories of the treaty have territorial claims on the region. Apart from these seven, the "basis of claim" has also been maintained by the USA and Russia. The working group was established purposefully to monitor the efficient management of tourism in Antarctica while creating the least impact on the region's surroundings.

Key Provisions of the Antarctic Treaty

Antarctica shall be used for peaceful purposes only

Freedom of scientific investigation in Antarctica and cooperation toward that end shall continue

Scientific observations and results from Antarctica shall be exchanged and made freely available

The NCPOR officials mentioned that India has formulated a valid foundation using the 2022 Indian Antarctic Act which regulates India's affairs in Antarctica inclusive of tourism. This has supported India's stand and demonstrated its commitment to conserving Antarctica's biosphere complemented by the acknowledgment of increased interest in Antarctica's icy-cold tourism.



Source: <https://adventure.com/antarctica-overtourism-the-conversation/>

India being part of the Antarctic Treaty System along with its other member nations is committed to the protection of Antarctica's ecosystem. It has shown its full commitment to supporting peaceful scientific studies to encourage efforts to enhance viable and sustainable tourism in the Antarctic region.

How AG Group Resources Can Help You

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03

Ministry of Tourism Launched 'Cool Summers of India' Campaign in Arabian Travel Mart 2024

The Ministry of Tourism (MoT), Government of India has taken part in Dubai's Arabian Travel Mart 2024 and launched the campaign 'Cool Summers of India'. The event lasted between 6th May – 9th May 2024. India put ahead its best moves to highlight the prime importance of India's diverse destinations across the tourism circle of the Middle East through this digital campaign.



Source: <https://ddnews.gov.in/en/arabian-travel-mart-2024-ministry-of-tourism-launches-cool-summer-of-india-campaign-in-dubai/>

The result-oriented initiatives and strategies have revealed that India is one of the most preferred travel destinations around the year. It can be visited throughout the year, emphasizing the Himalayas and unexplored hilly landscape of northeastern India which are ready to provide refreshing experiences to travellers even during summer.

The objective of launching this digital campaign is to overcome the perception that India is too hot for tourist who loves travelling during summer. The campaign has presented the offerings to have a memorable and refreshing time in India in the hot summer by showcasing its prominently cool travel destinations.

This initiative has given a new flavour to India's tourism campaign and presented India as one of the strongest choices for summer travel in the Middle East region. India being home to diverse weather conditions has presented its tourists with a never-before experience. From India, **the event has been attended by the industry giant Indian Railway Catering and Tourism Corporation (IRCTC) along with other members from wellness resorts, tour operators, and the luxury hotels industry.**

The Incredible India team attracts the attention of visitors from the Middle East and North Africa (MENA) region on a large scale. This has given a great opportunity to the participants from the Indian tourism and hospitality industry to develop collaborations and showcase their offerings. The sector is expecting a major boost through this digital campaign and is ready to engage tourists enabling employment and revenue generation.



Map Representation of India's Cool Summer Gateway





04

India Showcasing it as a Premier Global Hub for MICE Activities in IMEX, Frankfurt 2024

The Ministry of Tourism participated in the IMEX, Frankfurt 2024 event between 14th May to 16th May 2024. India tried to demonstrate its potential to be considered one of the preferred MICE destination choices worldwide. **IMEX serves as the global platform for industries that are working in event management at the international level.**



Source: <https://www.travelandtourworld.com/news/article/imex-2024-to-welcome-global-travel-industry-meetings-and-events-professional-at-messe-frankfurt-on-this-may-14th/>

Furthermore, this platform offers opportunities to boost the productivity and outreach of the global event industry. It brings rewarding outcomes for professionals working in the industry to uplift their businesses, scale up business connections, and gain access to significant pieces of information.



Source: <https://www.travelandtourworld.com/news/article/imex-2024-to-welcome-global-travel-industry-meetings-and-events-professional-at-messe-frankfurt-on-this-may-14th/>

India was confident about attracting a greater number of conventions and conferences by offering the country's top-class tourism infrastructure, the knowledge repository, and a variety of tourism destinations to incorporate MICE activities. The tourism ministry has recognized MICE as a significant sector that can be utilized to take advantage of the uniqueness of India's weather conditions and attract people across the globe for MICE-related travels throughout the year.



Source: <https://www.travelandtourworld.com/news/article/india-triumphs-as-365-day-tourist-hotspot-at-imex-frankfurt-2024/>

To upscale these moves and tap potential business, the tourism ministry has launched a unique sub-brand 'Meet in India' under its landmark 'Incredible India' campaign.

This sub-brand will solely be responsible for broadening the publicity initiatives to choose India as one of the preferred MICE destinations. It will also highlight the presence of state-of-the-art infrastructures in the country including the vital connectivity presence through air, road, and water enabling seamless travel experience, premium connectivity, an abundance of diverse travelling platforms and a place to be rejoiced.



Source: <https://www.travelandtourworld.com/news/article/imex-2024-to-welcome-global-travel-industry-meetings-and-events-professional-at-messe-frankfurt-on-this-may-14th/>

Insights from IMEX 2024

The event was attended by MICE Leaders, Destination Management Organizations, Conference Managers and the India Convention Promotion Bureau.

India ranked IX position in the International Congress and Convention Association (ICCA) in 2022 this upward trend shows its inclination towards a MICE choice.

This event has opened promising avenues for the Indian event management industry in the form of developing genuine global connections. After the successful G20 events across 56 Indian cities, this platform has given a chance to the industry to reap the benefits and utilize India's rich cultural and traditional heritages for unforgettable MICE activities.

How AG Group Can Be a Help

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05

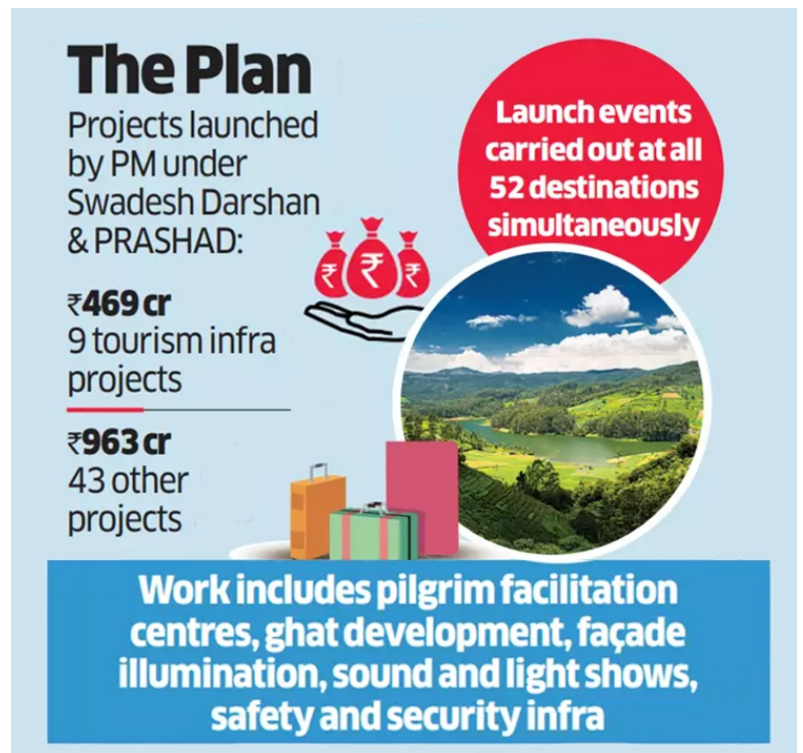
52 Tourism Sector Projects under Swadesh Darshan and PRASHAD Scheme Launched

The Prime Minister of India recently initiated a wide range of 52 projects in the tourism sector. **The overall value of the 52 projects is estimated at around INR 1400 crore.** These projects are especially launched under the impact full government scheme **Swadesh Darshan** and complemented by the **Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)** scheme.



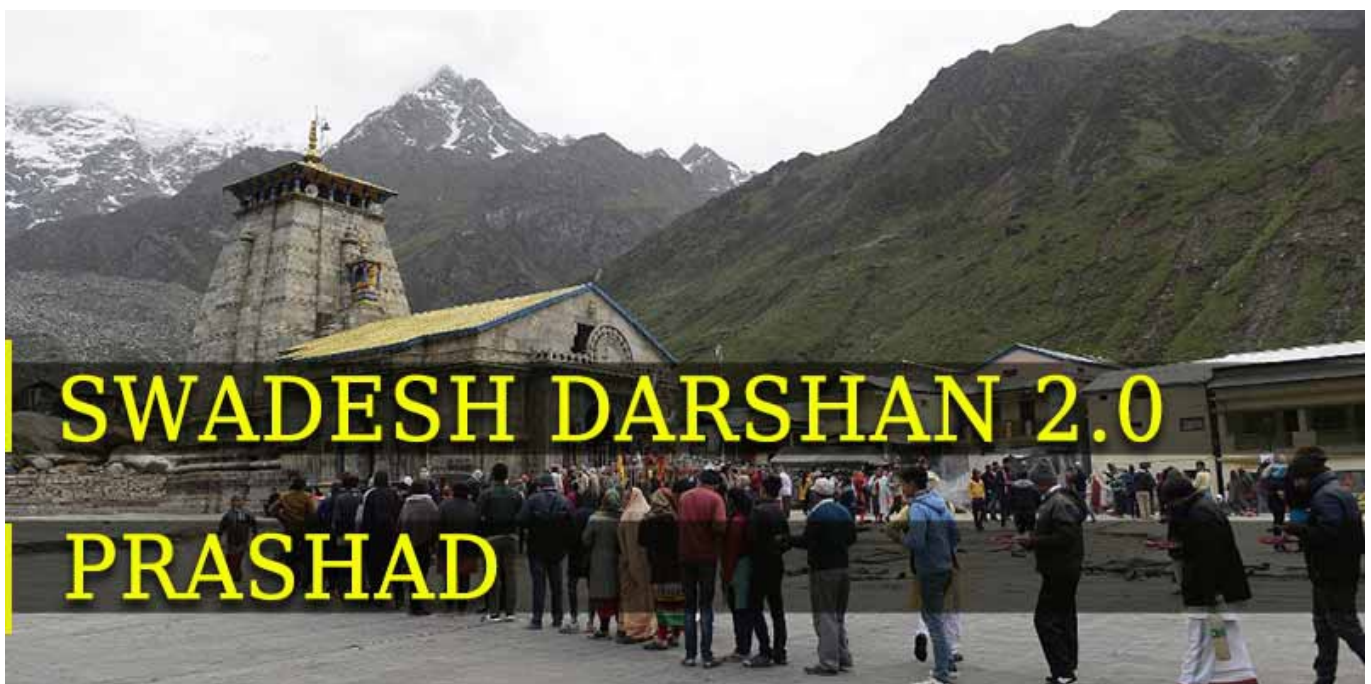
Source: <https://ibgnews.com/2016/09/07/india-tourism-update-goi-approves-projects-of-rs-450-crore-under-swadesh-darshan-for-madhya-pradesh-uttarakhand-tamil-nadu-uttar-pradesh-and-sikkim/>

Under the Swadesh Darshan scheme, the government aims to advance viable tourism. The plan is to flourish the existing infrastructure set up to meet the futuristic standards and demands. It will be provided through seamless national connectivity to enable a great travel experience by establishing cutting-edge road and air connectivity. It will promote domestic tourism and boost the experience of the travellers about the diverse and rich culture and heritage of India. These projects will be delivered through coordinated efforts of the Ministry of Tourism and respective state governments/ UT administrations including local authorities.



Source: <https://images.app.goo.gl/RJAc5EEUssqV52zWA>

The government implemented the PRASHAD scheme to restore religious places in various locations in India. The new projects will ensure comfortable and safe visits to pilgrimage sites of India on diverse terrain so that people can travel comfortably from distant places.



Source: <https://www.manoramayearbook.in/current-affairs/india/2024/02/06/swadesh-darshan-prashad-scheme.html>

These projects span across the country from Srinagar to Tamil Nadu including the Northeastern states such as Mizoram. These will focus on the enhancement of basic features like flourishing the existing infrastructure, super connectivity across geographical locations, and enabling a promising experience to lead to greater inner satisfaction in such blessed locations.

Insights of Launched Projects

The potential investment will ensure the development of tourism through advanced infrastructure and underlying services. In longer run it will boost India's economy, generate employment and upscale domestic businesses.

The group of projects covers India's region in its entirety including ancient sites, religious places and prime as well as lesser traveled destinations.

Improved infrastructure will ensure improved connectivity along with accommodation for visitors leading to a broader spectrum of travelling options and visitors exposure.

Besides these initiatives, to ensure sustainable growth and development of India's tourism sector, the Government of India has initiated various extensions of existing schemes such as '**Dekho Apna Desh**'.

Key Initiatives to Ensure People's Participation in Tourism Sector

Chalo India Global Diaspora Campaign

Dekho Apna Desh People's Choice 2024

Challenge Based Destination Development

The government's vision to boost the country's tourism sector through providing infrastructure and connectivity support is promising growth. This showcases the dedication towards progressively attaining cultural conservation through the restoration and development of diverse locations to preserve the cultural, traditional, and natural heritage of the country.



Eminent's Insight

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States will be encouraged to take up comprehensive development of iconic tourist centres, branding and marketing them at global scale. A framework for rating of the centres based on quality of facilities and services will be established. Long-term interest free loans will be provided to States for financing such development on matching basis. To address the emerging fervour for domestic tourism, projects for port connectivity, tourism infrastructure, and amenities will be taken up on our islands, including Lakshadweep. This will help in generating employment also.

Smt Nirmala Sitharaman
Minister of Finance Government of India

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