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# STRATEGY FOR NEW INDIA @75 – DRIVERS PART 4

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- 2) Downloadable & printable **PDFs**
- 3) Weekly Revision Class - **#2019Pledge**
- 4) Sectional Tests & Comprehensive Mocks with **All India Ranking System**
- 5) We Check Your **English Papers**. English is the most scoring in Phase 2.
- 6) This document will help you to cover **NITI AAYOG INDIA@75** from the exam point of view.
- 7) A **video series\*** is also made on NITI AAYOG INDIA @75 to help you out with the preparation.  
\*You can watch those videos for free on our **Youtube** channel.

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**Part 1, 2 & 3 of the PDF is available on the website:**  
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#### 4- Travel, Tourism and Hospitality:

##### OBJECTIVES:

- Increase India's share in global international tourist arrivals from **1.18 per cent to 3 per cent**.
- Increase the number of foreign tourist arrivals from **8.8 million to 12 million**.
- Double the number of domestic tourist visits, from **1,614 million in 2016 to 3,200 million visits**.

##### CURRENT SITUATION:

**Contribution of travel and tourism in India, 2016**

Travel and  
Tourism

- India moved up 12 places from **52nd to 40th** in the **World Economic Forum's Travel and Tourism Competitiveness Index in 2017**.



- India has 35 world heritage sites, 10 bio-geographical zones and 26 biotic provinces, that's why it has significant potential to increase the number of tourist arrivals.
- Contribution in national income:
  - **Foreign Exchange Earning** of USD 2017 - 18= 22.92 billion
  - **Foreign Direct Investment (FDI)** in 2016-17 = 0.9 billion
  - Share in total FDI from April 2000 to October 2017 – **3%**
  - Share in employment:
    - **Direct jobs** – 5.8 % of India's total employment
    - **Indirect jobs**- 3.5 % of India's total employment
    - **Total share** – 9.3 %
  - Government has undertaken several measures to facilitate tourism, such as:
    - Introduced tourist visa on arrival
    - the “**e-Tourist Visa**” for tourists from 150 countries
    - a round-the- clock, toll-free tourist helpline in 12 international languages
    - develop islands as tourist destinations
    - improve connectivity and develop niche offerings such as medical tourism and pilgrimage-based tourism.

**CONSTRAINTS:**

**entry/exit:**

- low awareness about e-visa facility
- process of applying for a visa still cumbersome.
- number of repeat visits and accompanying persons are limited under medical-visa.

**Infrastructure and connectivity:**

- Deficiencies in infrastructure and inadequate connectivity to some heritage sites.

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- India has very few various tourist circuits or segments such as the Golden Triangle (Delhi- Agra-Jaipur).

### Promotion and marketing:

- online marketing/branding remains limited
- campaigns are not coordinated
- Tourist information centers are poorly managed

### Skills:

- limited number of multi-lingual trained guides
- limited understanding of the benefits and responsibilities associated with tourist growth

### **THE WAY FORWARD:**

#### **Entry/exit for tourism:**

- Increase e-visa awareness globally
- launch an e-visa regime to attract clientele from the **Meetings, Incentives, Conferences and Exhibitions (MICE)** market
- validity period of e-visas may be increased to 10 years.
- Simplify the process of registering online with the **Foreigner Regional Registration Offices (FRRO)**.
- Increase the number of visits (currently 3 visits in a year) and accompanying persons (currently 2 persons) under e-medical visa.

#### **Infrastructure and connectivity:**

- Schemes are already undertaking the development or maintenance of heritage sites such as:  
**Swadesh Darshan and National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)** schemes
- Conservation and development of all heritage sites should be undertaken and completed through either government funding or through NGOs/Corporate Social Responsibility (CSR) activities.

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- Improve flight connectivity by the Ministry of Civil Aviation's Regional Connectivity Scheme – **UDAN (RCS-UDAN)**.

### **Building tourist circuits or segments:**

- Develop the marine leisure industry
- Promote river cruise tourism by making the entire stretch of **National Waterway No. 1, the River Ganga, from Allahabad to the Farakkah Barrage**, fully navigable.
- Build deep-water marinas in the coastal areas
- fully utilize the **Swadesh Darshan and existing schemes** to promote India's Buddhist circuit
- Develop 100 "**Smart Tourist Destination Sites**"
- Develop 100 "**Model Swachh Tourist Destinations**"
- Develop at least five "**Beach Destinations**" as Develop as exclusive tourism zones.
- Develop at least five "**World Class Museums**"
- Plan and develop five globally competitive and world-class national circuits from entry to exit.

### **Skill Development:**

- expanding the number of implementing agencies for delivering the Ministry of Tourism's "Hunar Se Rozgar Tak" initiative to create employable skills.
- Local crafts persons, masons, carpenters and laborer should be engaged for heritage conservation and restoration activities to create jobs.

### **Promotion and marketing:**

- Launch targeted promotional campaigns in Asian countries such as China, Thailand, Malaysia, Singapore and South Korea, using digital media.
- Consider establishing cultural centers in additional countries to spread Indian culture worldwide.
- Provide foreign exchange counters at each tourist site.

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### Doubling the Farmer's Income:



During 1993-1994 to 2015-16; annual growth rate in farmer's income is 3.3 %. Doubling farmers' income between 2015-16 and 2022-23 will require an annual growth rate of 10.4 per cent in farmers' real income.

This can be done by various measures such as:

- (I) modernizing agriculture
- (II) Policy & Governance
- (III) Value Chain & Rural Infrastructure



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