

International Tourism in India

Why in news?

The Ministry of Tourism has recently organized the 1st Global Tourism Investors' Summit in New Delhi.

World Tourism Day has been held on 27 September each year since 1980.

Who is an International tourist?

- According to UN World Tourism Organization (WTO), an international tourist is a person who is on a tourism trip and is a non-resident travelling in the country of reference or a resident travelling outside of it.

What is the status of International tourism in India?

- India accounted for a mere 1.2% share in international tourist arrivals and ranked 23rd globally for the same in 2019.
- According to the Economic Survey 2021-22, the number of foreign tourist arrivals in India increased only from 0.2 crore to 1.1 crore between 1990 and 2019.
- The travel and tourism sector could generate 780 jobs in India per Rs. 1 crore of investment compared to 450 jobs in the manufacturing sector for a similar investment.

What are the measures taken by India to attract International tourists?

- **1st Global Tourism Investors Summit** - To showcase investible projects and opportunities in tourism and hospitality sector in India to domestic and international investors.
- The summit organized in the backdrop of India's G20 Presidency this year.
- The Global Tourism Investor Summit 2023 portal was also launched on the occasion.
- **Visit India Year 2023** - It is a unique, collective movement that invites the world to explore India during 2023.
- **PRASHAD** - Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) scheme offers a tremendous opportunity to undertake infrastructure developments at the important pilgrimage and heritage destinations/cities.
- **Swadesh Darshan Scheme** - For integrated development of theme-based tourist circuits with the objective to develop tourism infrastructure.
- The objective for the Swadesh Darshan 2.0 scheme envisages increase in private sector investment in tourism & hospitality.
- **International Tourism Mart** - To focus on promoting tourism in North Eastern region.

- **Utsav Portal** - To showcase festivals, events and live darshans across India to promote different regions of the country as popular tourist destinations worldwide.
- **Draft National Tourism Policy 2022** - It aims to transform our tourist destinations to provide world class visitor experience.
- It envisages to make India, one of the top 5 destinations for sustainable and responsible tourism.
- The draft policy also envisages a *National Green Tourism Mission* to prepare a framework for sustainable and responsible tourism.

What is the need of the hour?

- **Healthcare** - India must increase investment and leverage public-private partnership models in healthcare at a faster pace.
- **Medical tourism** - Expanding the scope of Medical tourism to develop India into a hub for spiritual and wellness tourism, as the country has much to offer in Ayurveda and Yoga.
- **Foreigner Regional Registration Office (FRRO)** - Simplify the process of registering online with the FRRO
- **Help-desks** - Establishing FRRO help-desks at major Indian airports and hospitals will provide visitors with the information to complete the process online.
- **Enhancing e-medical visa** - Increasing the number of annual visits allowed under an e-medical visa.
- **Metaverse** - Taking advantage of metaverse, travellers can be provided 3D experience of hotel tours before booking.
- **Infrastructure Tag** - Hotels, resorts, equipment, parks, etc having a project cost of *more than Rs. 1 crore* should be notified as 'infrastructure'.

References

1. [The Hindu Business Line | International Tourists](#)
2. [PIB | Measures Taken For International Tourism](#)