

8/10/21

Ques) Discuss the approaches that are required to set about the revival path of tourism in India fastening inclusive growth. (200 words).

Ans) The Covid-19 pandemic caused a major setback to the tourism industry with a decline of 65% on International tourist arrivals (ITA) year on year basis.

The Asia Pacific zone was specially affected as it contributed 95% of decline.

Notwithstanding, tourism industry in spite of having a huge potential has lagged behind its counterparts even before the pandemic. It attained a much lower rank in Global Tourism Competitive Index 2019.

India can tap on to its geographical and cultural diversity to attract tourists from internationally as well as globally locally.

Initiatives by government include -

1. Projects like Dekho Apna Desh, Swadesh Sachhan, Incredible India etc.
2. NIDHI - (National Integrated Database for Hospitality Industry) incorporation for accessible integrated database
3. Signing of MOU with UNEP towards faster Sustainable Tourism.



To revive the industry to its fullest some initiatives can be adopted taken -

- ① Ranking and reviewing the ~~best~~ tourist hotels on the basis of sustainability, ~~initially~~ eco friendliness such as Rainwater Harvesting Mechanism, Plastic less supplies etc.
- ② Promotion of local and unexplored places as short trips are the need of ~~best~~ current situation
- ③ Redirecting Indians to local locations.
- ④ Digital tourism incorporation with adoption of VR, AR (Augmented Reality) technology
- ⑤ Assessment of capacity and sustainability of resorts and location to prevent overutilisation of resources or pollution.
- ⑥ Attempting for a more organised waste management and collection plan for a cleaner atmosphere for visitors.

The restoration of tourist activities in near future provides ample opportunity to give the sector a boost up. It can pay back enormously if investment for revival and proper management is done. It will automatically address the livelihood deprivation issues of every day stake holder this promote inclusive growth.