

## International Tourism in India

### Why in news?

*The Ministry of Tourism has recently organized the 1<sup>st</sup> 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 23<sup>rd</sup> 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](#)