

Need of Marketing of India as a Tourist Destination: Evaluation of India's Performance in Tourism

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Abstract

India is a country with a huge variety of tourism products. Each corner of India is unique and different from the other when it comes to food, music, dances, festivals, weather, ecology, flora and fauna, and so forth. India offers a totally distinct tourism experience with its diverse geography and cultures. The present research paper mainly evaluated the need of marketing of India as a tourism destination. The research paper briefly lists the major promotional schemes of the Government of India and examines the performance of the Indian tourism industry in comparison with other major countries of the world (in general) and Asia-Pacific (in particular). The study finally concludes that the marketing and promotional efforts have resulted in improved performance of the tourism industry in India. However, India is still unable to utilize its full tourism potential and needs to put in more rigorous efforts for tourism promotion as well as marketing.

Keywords : Tourism, GDP, foreign exchange earnings (FEE), foreign tourist arrivals (FTA), employment, destination, travel and tourism

JEL Classification : E2, M31, M38

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India is a country with a huge diversity and dissimilarities in speech, art, architecture, music, dance, cuisine, geographical conditions, rituals, and so forth. Different regions of the country and different religions followed by our countrymen add a unique flavor to Indian culture and society. Diversities and varieties inherited in Indian culture, society, and geography are clearly reflected in the tourism products of the country.

Tourism and travel industry has achieved growing internationalization (Reisinger & Turner, 2003). In recent years, tourism has emerged as one of the major sectors for growth in Indian economy (Dey & Sarma, 2010). It generates revenue, jobs, investment, exports, and so forth, and thus stimulates economic activities around the world. On the other hand, it also generates opportunities for alleviation of poverty and inequality in society as well as aids in the preservation of the natural and cultural heritage of the country. India represents an interesting case of a country which, despite its size and its immense potential as a tourist destination, has seen relatively low levels of international tourist arrivals and receipts (Raguraman, 1998).

Objectives and Methodology

In India, tourism promotion and development is primarily the responsibility of the government. The Government of India chalks out and implements policies and strategies for tourism development in the country. The primary aim of this research is to examine the need for promotion and marketing of the Indian tourism industry in the global market. The research will bring out the contribution of tourism in development and growth of the country as well as show the position of India among other countries of the world. The present study will also shed some

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light on the current schemes and strategies of the Government to promote tourism in India. The research is basically qualitative in nature. Relevant data were collected from authentic secondary sources. Other than government publications, including reports, tourism statistics, plan documents, and so forth, various journals, books, websites, and so forth were also referred to. Data available on the website of the World Travel and Tourism Council (WTTC) was also used extensively for the present study. The research examines the available statistical data for the time period between 2001-2013.

Efforts Taken for Promotion and Marketing of India as a Preferred Tourist Destination

The function of tourism promotion may be summarized as initiating changes in purchase behavior or reminding tourists of an existing destination (Mill & Morrison, 1985 as cited in Awaritefe, 2004). Promotion is particularly invaluable in tourism because of its intangible and immovable nature (Awaritefe, 2004). Many destinations with a variety of attractions have failed to attain their tourism potential because their promotion is not themed or effectively targeted. Tourism destinations and products of India need appropriate and competitive strategy for their development, promotion, and marketing in the domestic and international markets. A successful creation as well as implementation of tourism development and marketing schemes can bring the desired results, like- more foreign exchange, employment, and so forth.

Tourism is essentially a service. The successful marketing of tourism requires the development and promotion of all the individuals and organizations involved in providing the tourism experience. It may include- development of infrastructure (hotels, transportation, communication, etc.); development of human resources (supply of workforce, training of staff, etc.) ; basic facilities (security, hygiene, courtesy, etc.); publicity and marketing communication (advertisements, sales promotion, fairs and exhibitions, road shows, etc.), and so forth. According to the Report of the Working Group on Tourism for the XII Five Year Plan during 2007-12 (11th plan period), the Ministry of Tourism (MoT) implemented the following schemes for the promotion of tourism in India (Planning Commission of India, 2011) :

Central Government's Schemes for Tourism Development during the 11th Five Year Plan (2007-12) :

- (1) Scheme development of tourism infrastructure :**
 - (1.1)** Product/infrastructure development for destination and circuits (PIDDC),
 - (1.2)** Assistance to large revenue generating projects,
 - (1.3)** Incentives for accommodation infrastructure,
 - (1.4)** Creation of land banks,
 - (1.5)** Assistance to central agencies for tourism infrastructure.
- (2) Schemes for development of human resources :**
 - (2.1)** Assistance to IHMs / FCI / IITTM / NIWS / NIAS / NCHMCT,
 - (2.2)** Capacity building for service providers (CBSP Scheme),
- (3) Schemes for promotion and publicity :**
 - (3.1)** Overseas promotion and publicity including market development assistance,
 - (3.2)** Domestic promotion and publicity including hospitality.
- (4) Miscellaneous :**
 - (4.1)** Market research including 20 years perspective plan,
 - (4.2)** Computerization and information technology,

(4.3) Others (externally aided projects and construction of building for IISM).

Among the above-mentioned schemes, the Central government gave special attention to schemes of product/infrastructure development for destinations and circuits, overseas promotion and publicity, and central assistance to IHMs/FCIs and other institutes. The development of a good tourism infrastructure at tourist destinations is essential to attract more tourists from international and domestic markets. According to Raguraman (1998), inadequate tourism infrastructure is clearly one of the main reasons behind India's inability to attract tourists. Facilities that are currently available in India are considered by many potential visitors as falling short of their requirements of an interesting and pleasant travel experience. In National Tourism Policy 2002, the Government of India recognized the worth of mass media (like TV, radio, newspapers, etc.) in branding and positioning of India as a unique and complete tourism destination. As a result, an aggressive and extensive electronic as well as print media advertising campaign with the brand name “Incredible India” was launched.

Evaluation of Needs of Promotional Efforts (India vs. Others)

Tourism has been described as a leisure and smokeless industry. This industry is considered one of the most ancient industries in the world (Raina & Agarawal, 2004). Tourism is not a single core industry, but draws in many varied sectors, including travel operators, accommodation providers, hospitality providers, and attraction owners to define its own system (Raina & Agarawal, 2004 ; Seaton & Bennett, 1996). According to Leiper (1979), the tourism industry consists of firms that purposely undertake joint coordination of their activities for the purpose of serving the tourists. Coordination of activities is the core issue, which points out the importance of an analysis of the actors of tourism and their interactions.

India faces stiff competition in promoting its tourism products overseas (Raguraman, 1998). International tourism is fiercely competitive. Even with the right products, success still depends on marketing, monitoring, and continuous improvement (Narayan, Rajendran, Sai, & Gopalan, 2009). The performance of the tourism industry is improving in India, and it has become an important tool for development of the country. Anyone can easily become satisfied and happy with the current efforts of the government, when he/she sees the contribution of the

Table 1. International Tourist Arrivals (Worldwide and by Regions) (2001-2013)

Year	Region/Sub region									
	Africa	Americas	Asia-Pacific	Europe	Middle-East	World	India			
	Number (million)	Number (million)	Number (million)	Number (million)	Number (million)	Number (million)	Number (million)	% share in world	% share in Asia-Pacific	Rank in world
2001	28.8	112.2	114.5	393.4	24.5	683.4	2.54	0.37	2.22	51th
2002	29.8	116.7	123.4	404.9	28.4	703.2	2.38	0.34	1.93	54th
2003	31.4	113.2	119.9	405.0	29.5	691.0	2.73	0.39	2.28	51th
2004	34.2	126.0	143.4	422.5	35.9	762.0	3.46	0.45	2.41	44th
2005	35.8	133.3	153.6	441.0	37.8	803.4	3.92	0.49	2.55	43rd
2006	39.6	135.8	166.0	463.6	40.9	846.0	4.45	0.53	2.68	44th
2007	43.2	142.9	182.0	485.4	46.9	894.0	5.08	0.57	2.79	41st
2008	44.4	147.8	184.1	485.2	55.2	917.0	5.28	0.58	2.87	41st
2009	45.9	141.7	181.1	463.5	52.4	833.0	5.17	0.58	2.85	41st
2010	49.9	150.6	205.1	485.6	58.2	950.0	5.78	0.61	2.82	42nd
2011	49.4	156.0	218.2	51.6	54.9	996.0	6.31	0.63	2.89	38th
2012	52.4	163.1	233.6	534.2	52.0	1035.0	6.58	0.64	2.82	41st
2013	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Africa (North Africa + Sub Saharan), Americas (Caribbean + Latin America + North America), Asia-Pacific (North-East Asia + Oceania + South Asia+ South-East Asia), Europe (European Union + Other Europe), NA= not available

Source : Ministry of Tourism, Government of India. India Tourism Statistics (MOT) 2008, 2009, 2010, 2011, 2012

Table 2. International Tourist Receipts (Worldwide and by Regions) (2001-2013)

Year	Region/Sub region									
	Africa	Americas	Asia-Pacific	Europe	Middle-East	World	India			
	US \$ billion	US \$ billion	US \$ billion	US \$ billion	US \$ billion	US \$ billion	US \$ billion	% share in world	% share in Asia-Pacific	Rank in world
2001	11.4	120.0	88.1	226.5	17.8	463.8	3.20	0.69	3.63	36th
2002	11.9	113.6	96.5	241.5	18.5	481.9	3.10	0.64	3.21	37th
2003	16.1	114.3	93.7	282.7	22.6	529.3	4.46	0.84	4.76	37th
2004	19.1	132.2	124.1	332.6	25.2	633.2	6.17	0.97	4.97	26th
2005	22.0	145.0	135.7	349.3	26.6	679.6	7.49	1.10	5.52	22th
2006	24.8	154.5	156.9	378.3	24.8	744.0	8.63	1.16	5.50	22th
2007	29.0	171.3	187.0	435.1	34.7	857.0	10.73	1.25	5.74	22th
2008	30.3	189.0	208.5	471.7	39.9	939.0	11.83	1.26	5.67	22th
2009	28.4	166.1	204.2	412.3	42.2	853.0	11.13	1.31	5.45	20th
2010	30.4	180.7	255.3	409.3	51.7	930.0	14.19	1.53	5.56	18th
2011	32.7	197.9	298.6	466.7	46.4	1042.1	16.56	1.59	5.55	18th
2012	33.6	212.6	323.9	457.9	47.0	1075.0	17.74	1.65	5.48	16th
2013	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Africa (North Africa + Sub Saharan), Americas (Caribbean + Latin America + North America), Asia-Pacific (North-East Asia + Oceania + South Asia+ South-East Asia), Europe (European Union + Other Europe), NA= Not available

Source : Ministry of Tourism, Government of India. India Tourism Statistics (MOT) 2008, 2009, 2010, , 2011, 2012

tourism industry in earnings of foreign exchange, GDP, employment, BoP, and so forth. However, the evaluation of tourism industry's performance in comparison to other countries of the world (in general) and Asia-Pacific (in particular) can be an eye opener. The real need of promotion and marketing of the Indian tourism industry can be ascertained by evaluating India's performance in comparison with the performance of other competing nations. The primary purpose of marketing of any tourist destination is to attract more and more tourists to the destination. The statistical data from Ministry of Tourism, Govt. of India shows that international tourism is growing in all regions of the world. World tourist arrival (WTA) increased from 683.4 million in 2001 to 1035.0 million in 2012. At the same time, the figures increased from 114.5 million in 2001 to 233.6 million in the Asia-Pacific region (Table 1).

Foreign tourist arrivals (FTA) in India have increased rapidly. FTA in India grew from 2.54 million international tourists in 2001 to 6.58 million in 2012. However, the share of India in international tourist arrivals with respect to the world and Asia-Pacific has remained relatively very small. India received 6.58 million international tourists in the year 2012 (41st rank in the world), which is only 0.64% of the world and only 2.82% of the Asia-Pacific region (Table 1). Whereas, geographically smaller and ecologically & culturally less diverse countries of the Asia-Pacific region like Indonesia (34th rank in the world), Malaysia (10th rank in the world), Singapore (25th rank in the world), Thailand (15th rank in the world) receive much more international tourists than India (see Table 3).

The most important economic benefit of tourism is earning of foreign exchange. The receipts from international tourists provide a valuable source of earning for many countries, both developed as well as developing countries like India (Mittal, 2001). International tourists spend on travel, food, accommodation, leisure, fun, entry tickets, art and crafts, and so forth. The economy of many small countries like Switzerland, Malaysia, Canada, Spain, and Thailand revolve around earnings from international tourism. India's rank and share in tourism receipts is small in comparison to many countries of the world (see Table 3). In 2001, India earned US \$ 3.20 billion (36th rank in the world) in foreign exchange from tourism. In 2012, India's FEE from

Table 3. India's Position among Major Countries (World and Asia-Pacific) in Terms of Tourist Arrivals & Tourism Receipts (2011-2012)

Tourist arrivals (millions)						Tourism receipts (US \$ billions at current prices)					
S.N	Country	2011		2012		S.N	Country	2011		2012	
		TA	Rank	TA	Rank			TR	Rank	TR	Rank
1	France	81.6	1	83.0	1	1	United States	115.6	1	126.1	1
2	United States	62.7	2	67.0	2	2	Spain	59.9	2	55.9	2
3	China (Main)	57.6	3	57.7	3	3	France	54.8	3	53.6	3
4	Spain	56.2	4	57.7	4	4	China	48.5	4	50.0	4
5	Italy	46.1	5	46.4	5	5	Macao (China)	38.5	7	43.7	5
6	Turkey	34.7	6	35.7	6	6	Italy	43.0	5	41.2	6
7	United Kingdom	29.3	7	29.3	8	7	Germany	38.9	6	38.2	7
8	Germany	28.4	8	30.4	7	8	United Kingdom	35.1	8	36.6	8
9	Malaysia	24.7	9	25.0	10	9	Hong Kong (China)	27.7	10	32.1	9
10	Hong Kong (China)	22.3	13	23.8	12	10	Australia	31.5	9	31.5	10
11	Thailand	19.2	15	22.4	15	11	Thailand	27.2	11	30.1	11
12	Macao (China)	12.9	20	13.6	20	12	Turkey	25.1	12	25.7	12
13	Singapore	10.4	22	NA	25	13	Malaysia	19.7	14	20.2	13
14	Japan	**	**	8.4	33	14	Singapore	18.1	15	19.3	14
15	Indonesia	7.6	36	8.0	34	15	Austria	19.9	13	18.3	15
16	Taiwan	**	**	7.3	39	16	Switzerland	17.5	16	**	**
17	Vietnam	**	**	6.6	40	17	Canada	16.8	17	**	**
18	India	6.3	39	6.6	41	18	India	16.6	18	17.7	16

TA= Tourist arrivals (in millions), **= not above India, TR= Tourism receipts

Source: Ministry of Tourism, Government of India. (2012). India tourism statistics.

tourism became US \$ 17.74 billion (16th rank in the world). This was a mere 1.65% of total tourism receipts around the world and 5.48% of the Asia-Pacific region (Table 2).

In the Asia-Pacific region, China (4th rank in the world), Macao (5th rank in the world), Hong Kong (9th rank in the world), Australia (10th rank in the world), Thailand (11th rank in the world), Malaysia (13th rank in the world), and Singapore (14th rank in the world) earned more foreign exchange than India (Table 3).

According to the World Travel & Tourism Council (WTTC), travel and tourism is an important economic activity in most countries around the world. It has direct as well as significant indirect and induced economic impact. Direct contribution primarily reflects the economic activities generated by industries such as hotels, travel agents, airlines, and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurants and leisure industries directly supported by tourists. WTTC recognized that the total contribution (considering direct and indirect & induced impact) of travel and tourism to GDP is three times greater than its direct contribution (World Travel and Tourism Council, 2014b). The tourism industry is a major contributor to the gross national product of many nations (Reige & Perry, 2000). Travel and tourism's share in India's GDP is also much below than what it is for many countries around the world (Table 5). Proper marketing and promotion backed by necessary infrastructure development can help India to earn more revenue from the tourism industry. The direct contribution of travel and tourism to India's GDP in 2013 was US \$ 37.19 billion. This was only 1.73% of the world, 5.69% of the Asia-Pacific region, and was 2% of India's GDP. The total contribution of travel and tourism to India's GDP in 2013 was US \$ 113.21 billion (6.1% of the GDP). This was 1.65% of the world, 5.71% of the Asia-Pacific region, and 6.10% of India's GDP (Table 4).

Table 4. Contribution of Travel and Tourism to GDP (World and Asia-Pacific) (2001-2013)

Year	Region/Sub region									
	Direct contribution (at current prices)					Total contribution (at current prices)				
	Asia-Pacific	World	India			Asia-Pacific	World	India		
	US \$ billion	US \$ billion	US \$ billion	% share in world	% share in Asia-Pacific	US \$ billion	US \$ billion	US \$ billion	% share in world	% share in Asia-Pacific
2001	232.98	1094.55	10.37	0.95	4.45	703.42	3385.01	35.92	1.06	5.11
2002	242.65	1103.97	12.41	1.12	5.12	736.31	3401.15	42.67	1.25	5.79
2003	260.06	1217.79	15.21	1.25	5.85	798.48	3746.28	52.20	1.39	6.54
2004	293.35	1374.74	17.20	1.25	5.86	899.03	4270.16	60.49	1.42	6.73
2005	310.56	1464.67	16.51	1.13	5.31	978.16	4596.36	56.74	1.23	5.80
2006	345.21	1580.93	18.99	1.20	5.50	1068.77	4975.42	65.23	1.31	6.10
2007	396.31	1764.15	24.07	1.36	6.07	1247.44	5592.07	84.12	1.50	6.74
2008	436.78	1854.87	26.68	1.44	6.11	1377.62	6037.86	92.33	1.53	6.70
2009	440.77	1715.80	25.41	1.48	5.77	1407.67	5570.87	82.90	1.49	5.89
2010	508.53	1834.43	31.63	1.72	6.22	1572.19	5926.20	102.04	1.72	6.49
2011	586.24	2044.85	36.44	1.78	6.22	1827.73	6619.75	116.82	1.76	6.39
2012	634.13	2096.29	36.65	1.75	5.78	1966.86	6800.60	112.37	1.65	5.71
2013	654.06	2155.50	37.19	1.73	5.69	2017.11	6990.54	113.21	1.62	5.61

Africa (North Africa + Sub Saharan), Americas (Caribbean + Latin America + North America), Asia-Pacific (North-East Asia + Oceania + South Asia+ South-East Asia), Europe (European Union + Other Europe)

Source: World Travel and Tourism Council. (2014a). Economic data search tool 2013 -2014. Retrieved from www.wttc.org/research/economic-data-search-tool/

The Table 5 clearly shows that direct and total contribution of travel and tourism in a country's GDP was highest for USA (450.22 billion and 1416.01 billion), followed by China (241.83 billion and 850.13 billion), Japan (108.63 billion and 339.90 billion), France (100.36 billion and 246.17 billion), and the U.K. (90.31 billion and 268.65 billion). Many smaller and less developed economies of Asia-Pacific like Malaysia (7.10% and 16.00% of the GDP), Hong Kong (8.90% and 21.70% of the GDP), Thailand (9.00% and 20.20% of the GDP), Maldives (47.70% and 94.00% of the GDP), Fiji (13.70% and 37.10% of the GDP), Cambodia (10.40% and 23.40% of the GDP), New Zealand (3.20% and 13.70% of the GDP), Nepal (3.80% and 8.20% of the GDP), and Pakistan (3.00% and 7.00% of the GDP) received significantly higher direct and total contribution in their GDP than India (see Table 5).

One of India's biggest problems is to find ways to employ its ever-growing population. India had the largest number of unemployed persons in the world in the year 1999 (Kuthiala, 2001). The importance of tourism lies not only in the foreign exchange it brings but, more importantly, in the employment it generates at several locations and in several layers of the society. The Planning Commission of India identified tourism as the second largest sector in the country in providing employment opportunities for low-skilled workers (Annual Report, Ministry of Tourism, 2012). Tourism directly generates jobs in its own sector as well as - via indirect and induced effects - in connected sectors of the economy. Travel and tourism directly create employment opportunities in hotels, restaurants, airlines, travel agencies, passenger ships, and so forth. Whereas, as a result of the spread effect, it creates jobs in industries like construction, telecommunication, manufacturing, and retail trade. The total contribution of tourism in job creation includes all direct and indirect & induced jobs. India's share in direct job creation in the world and in the Asia-Pacific region was 22.12% and 35.21% respectively (Table 6).

India receives a lesser number of tourists and less foreign exchange than France, United States, China, Turkey, Singapore, and Indonesia (Table 3). However, when it comes to job creation in the country, Indian tourism

Table 5. India's Position among Major Countries (World and Asia-Pacific) in Terms of Contribution of Tourism to GDP and Employment Generation (2013)

	Country	Contribution to GDP (2013)				Contribution to employment generation (2013)			
		Direct contribution		Total contribution		Direct contribution		Total contribution	
		US \$ billion	% of GDP	US \$ billion	% of GDP	'000	% of employment in country	'000	% of employment in country
1	France	100.36	3.80	246.17	9.40	1195.50	4.40	2833.00	10.50
2	United States	450.22	2.60	1416.01	8.40	5434.70	3.70	14120.70	9.80
3	China (Main)	241.83	2.60	850.13	9.20	22779.80	2.90	64412.30	8.30
4	Spain	74.16	5.70	203.76	15.70	866.40	5.10	2655.70	15.80
5	Italy	81.90	4.10	201.85	10.20	1105.80	4.90	2619.00	11.60
6	Turkey	37.39	4.50	101.23	12.30	587.60	2.30	2317.40	9.00
7	United Kingdom	90.31	3.50	268.65	10.40	1765.20	5.40	4020.00	12.40
8	Germany	58.51	1.60	164.22	4.70	765.90	1.80	2093.40	5.00
9	Malaysia	22.39	7.10	50.34	16.00	880.80	6.70	1857.40	14.10
10	Hong Kong (China)	24.61	8.90	59.83	21.70	346.10	9.20	716.50	19.10
11	Thailand	34.93	9.00	78.09	20.20	2562.80	6.50	6011.40	15.30
12	Macao (China)	21.65	43.10	43.27	86.10	165.30	47.10	293.70	83.70
13	Australia	39.04	2.50	151.05	10.00	522.20	4.40	1449.30	12.40
14	Singapore	15.31	5.20	31.72	10.90	147.10	4.30	295.60	8.60
15	Japan	108.63	2.20	339.90	6.90	1447.10	2.20	4496.80	7.10
16	Indonesia	27.06	3.00	80.84	9.20	3042.40	2.70	9227.50	8.30
17	Taiwan	10.02	2.00	25.80	5.30	271.90	2.40	643.40	5.80
18	Vietnam	7.14	4.50	14.82	9.50	1899.10	3.60	4071.30	7.80
19	India	37.19	2.00	113.21	6.10	22320.20	4.80	35438.50	7.70
20	Fiji	0.54	13.70	1.47	37.10	42.90	12.30	116.30	33.40
21	New Zealand	5.82	3.20	24.37	13.70	108.10	4.70	374.70	16.60
22	Bangladesh	2.85	2.10	5.89	4.30	1328.40	1.70	2846.40	3.80
23	Pakistan	6.94	3.00	16.08	7.00	1484.30	2.50	3562.50	6.20
24	Maldives	1.18	47.70	2.32	94.00	62.20	44.30	121.60	86.70
25	Nepal	0.74	3.80	1.56	8.20	****	****	1111.90	7.00
26	Srilanka	2.66	3.90	6.33	9.30	286.10	3.50	688.50	8.40
27	Cambodia	1.61	10.40	3.62	23.40	735.10	8.90	1689.90	20.40

Source: World Travel and Tourism Council. (2014a). Economic data search tool 2013 -2014. Retrieved from www.wttc.org/research/economic-data-search-tool/

industry contributes more than the above said countries. In 2013, travel and tourism created 22320200 direct and 35438500 total jobs in India. The tourism industry directly created 4.80% jobs in India, and its total contribution was 7.70% in the country (Table 5). On the other hand, the tourism sector in many smaller destinations like Fiji, Maldives, Cambodia, Macao, Thailand, Hong Kong, Malaysia, and so forth generates more direct and indirect jobs than it does in India (Table 5).

Research Implications

The ultimate aim of the research was to examine the need of marketing of India as a tourist destination by studying

Table 6. Contribution of Travel and Tourism in Employment (World and Asia-Pacific) (2001-2013)

Year	Region/sub region									
	Direct contribution					Total contribution				
	Asia-Pacific	World	India			Asia-Pacific	World	India		
	Number ('000)	Number ('000)	Number ('000)	% share world	% share Asia-Pacific	Number ('000)	Number ('000)	Number ('000)	% share world	% share Asia-Pacific
2001	52989.80	87121.90	18697.00	21.46	35.28	132077.80	236295.00	37692.90	15.95	28.54
2002	55261.60	89323.20	20651.60	23.12	37.37	136485.90	239337.00	42512.80	17.76	31.15
2003	56618.20	91328.10	21874.70	23.95	38.64	137995.60	242619.00	45432.20	18.73	32.92
2004	58973.90	95464.40	22185.30	23.24	37.62	145098.50	255103.00	46323.30	18.16	31.93
2005	59457.10	96863.40	21180.30	21.87	35.62	145200.30	258171.00	40395.80	15.65	27.82
2006	62925.80	100455.00	23104.00	23.00	36.72	150552.50	266252.00	40698.70	15.29	27.03
2007	61510.20	99594.00	21981.10	22.07	35.74	154378.80	273160.00	44432.30	16.27	28.78
2008	61524.60	99206.80	23676.50	23.87	38.48	143589.30	262457.00	36712.90	13.99	25.57
2009	59749.40	96197.90	22495.90	23.39	37.65	140328.20	254666.00	34666.90	13.61	24.70
2010	60256.40	96547.80	21717.90	22.49	36.04	137837.40	251604.00	33930.50	13.49	24.62
2011	61524.90	98095.60	22045.70	22.47	35.83	141879.10	256757.00	34853.50	13.57	24.57
2012	62500.70	99502.40	22202.60	22.31	35.52	144323.10	261152.00	35254.80	13.50	24.43
2013	63385.60	100894.00	22320.20	22.12	35.21	146865.20	265855.00	35438.50	13.33	24.13

Africa (North Africa + Sub Saharan), Americas (Caribbean + Latin America + North America), Asia-Pacific (North-East Asia + Oceania + South Asia+ South-East Asia), Europe (European Union + Other Europe)

Source: World Travel and Tourism Council. (2014a). Economic data search tool 2013 -2014. Retrieved from www.wttc.org/research/economic-data-search-tool/

the performance of the Indian tourism industry against the performance of tourism sectors of other countries. This research also discusses the current schemes and strategies of the Government of India in brief. Such studies are helpful in the formulation of effective tourism policies and strategies as well as give an opportunity to the policy makers to find gaps and deficiencies in current policies. This study can aid in understanding the relationship between various economic variables and their impact on the economy of a country. India is a developing country, and the tourism potential of India is hugely unexplored. Serious problems like poverty, unemployment, unequal development across the country, and so forth can be easily solved by developing and promoting India as a preferred tourist destination for tourists across the world. This study discusses the performance of the tourism sector in several countries of the world and examines the contribution of tourism to their GDP, foreign exchange earnings, employment, and so forth. Hence, the study provides an opportunity to understand as well as design policies and framework to improve the overall tourism environment of India in the global scenario.

Conclusion

India's share in global tourism is disproportionately very small (Raguraman, 1998). India has a lot to showcase to its domestic and international tourists. However, tourism in India has been facing the problem of not getting the expected number of visitors despite extensive marketing efforts. 'India' as a country has been sending correct signals to travel enthusiasts across the globe (Chaudhary, 2000).

In the past decade, the policy makers of India have taken tourism seriously and have tried to create a financially beneficial and tourist-friendly environment in the country. In the National Tourism Policy (2002), the Government of India recognized the worth of mass media (like TV, radio, newspapers, and so forth) in branding and positioning of India as a unique and complete tourism destination. As a result, an aggressive and extensive

electronic as well as print media advertising campaign with the brand name “Incredible India” was launched in 2002. The statistical data prima-facie shows that international marketing initiatives (like the Incredible India campaign) have performed very well, and India improved its performance in the tourism sector on several economic parameters. Between 2001 and 2013, India improved its global ranking in foreign tourist arrivals (from 51st to 41st rank) and foreign exchange earnings (from 36th to 16th rank) (Tables 1 and 2). Also, during the same period, the direct and total contribution of the tourism sector in the GDP of India increased by more than three times (Table 4). However, a deep analysis of the data revealed that the tourism potential of India is still hugely unexplored and the current marketing and promotional efforts are not sufficient. At the international level, India stands far behind when we compare India's performance in tourism with the performance of other major tourism destinations/countries of the world like - United States of America, France, China, United Kingdom, Germany, and so forth. Even many smaller and less developed economies of the world (like- Spain, Turkey, Thailand, Malaysia, Indonesia, Taiwan, and so forth) have performed better than India when it comes to contribution of the tourism sector in their economy. Hence, there is a strong need to intensify the marketing and promotional efforts and also remove the bottlenecks that India is facing in tourism.

Limitations of the Study and Scope for Further Research

The present study relies entirely on secondary data obtained from various sources of Government of India and World Travel and Tourism Council (WTTC). Though the study sheds some light on Government of India's tourism promotional schemes and efforts, the study is mainly restricted to comparing India's performance in the tourism sector with the performance of few major nations of the world (in general) and Asia-Pacific (in particular). At the same time, this research does not include a comparison of India with all the nations that have performed better than India on several parameters. We compared the performance of the Indian tourism industry against other regions/countries for the time period from 2001- 2013 only. For some variables, the performance of only the past 2-3 years was studied (Tables 3 & 5). The research has a scope of using some statistical tools (descriptive and non inferential statistics) for analysis of the secondary data. The application of statistical tools on secondary data could bring some hidden insights into light.

This research gives rise to several questions, which can become the basis of future research studies :

- Studies can be made to compare the performance of the Indian tourism industry against the performance of all the countries of the Asia-Pacific region.
- There is a huge difference in economic prosperity and living standards of people across the globe. Researchers can study the role of tourism development in economic growth of various regions of the world (i.e. Africa, Americas, Asia-Pacific, Europe), especially the backward regions.
- Researchers can compare India's tourism infrastructure, products, tourist facilities, and so forth with major tourist destinations/countries of the world.
- Researchers can study various promotional policies / programmes of the Government of India for tourism promotion, and can examine the performance of such policies since their inception.

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