



# INDIAN TOURISM

DIASPORA PERSPECTIVES

EDITED BY  
NIMIT CHOWDHARY,  
SUMAN BILLA & PINAZ TIWARI

# **Indian Tourism**

Indian tourism has come of age. It is time that it moves forward in the right direction. Analysis of authors in the book allows for a deeper, objective perspective based on what possible competitors in the world are doing – a must-read for tourism practitioners and students.

*G Kamala Vardhana Rao*  
*Director-General, Ministry of Tourism, Govt of India*

I appreciate the authors for coming up with such a scholarly contribution to a pertinent thematic segment of Indian tourism. Lately, more and more diasporic communities visit their homelands, perhaps reroot their identities. Although different generations of the Indian diaspora have different reasons for travelling to India, which needs to explore. Lucid and topical, this book will be useful for students and scholars not only in the tourism sector but also for political studies, sociology, diaspora studies and international relations.

*Sat Prakash Bansal*  
*Professor of Tourism and Vice-Chancellor,*  
*Central University of Himachal Pradesh, India*

Indian tourism has come of age, and it is time that it is researched and analysed in depth to develop in the right direction. The book offers an in-depth analysis of Indian tourism and provides a comprehensive perspective based on global competitiveness. The Editors should be congratulated for providing a dynamic overview of tourism in India. The book is a must-read for tourism students, academics, researchers and professionals interested in Indian tourism.

*Dimitrios Buhalis*  
*Professor, Bournemouth University Business School;*  
*Visiting Professor at the School of Hospitality and Tourism*  
*Management, The Hong Kong Polytechnic University*

It is delightful reading this book on Indian tourism. Anyone interested in Indian tourism must read this book to get insight into how global tourism academics look at Indian tourism. Contributors have made an objective analysis. In this book, the

Editors have created content that any academic on Indian tourism would like to discuss in their class. This book presents an outside view of tourism dynamics in India as understood by global Indo-centric researchers.

*Rajiv Mehra*  
*President, Indian Association of Tour Operators*

The external narrative is essential to get an insight into the functioning of the Indian Tourism System, and this collection fills the void on it. The selection of a wide array of scholarly works is appreciable and would be valuable for researchers and practitioners in the field. I congratulate the team on the book.

*Manjula Chaudhary*  
*Professor of Tourism and Dean,*  
*Academic Affairs, Kurukshetra University;*  
*Ex-Director, Indian Institute of Tourism and Travel Management*

This page intentionally left blank

# Indian Tourism: Diaspora Perspectives

EDITED BY

**NIMIT CHOWDHARY**

*Jamia Millia Islamia, India*

**SUMAN BILLA**

*United Nations World Tourism Organisation, Spain*

And

**PINAZ TIWARI**

*Jamia Millia Islamia, India*



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited  
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2022

Editorial matter and selection © 2022 Nimit Chowdhary, Suman Billa and Pinaz Tiwari.  
Individual chapters © 2022 The authors.  
Published under exclusive licence by Emerald Publishing Limited.

**Reprints and permissions service**

Contact: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-80262-938-5 (Print)

ISBN: 978-1-80262-937-8 (Online)

ISBN: 978-1-80262-939-2 (Epub)



**ISOQAR**

REGISTERED

Certificate Number 1985  
ISO 14001

ISOQAR certified  
Management System,  
awarded to Emerald  
for adherence to  
Environmental  
standard  
ISO 14001:2004.



INVESTOR IN PEOPLE

# Table of Contents

List of Figures	<i>xi</i>
List of Tables	<i>xiii</i>
About the Contributors	<i>xv</i>
Preface	<i>xxi</i>
Acknowledgements	<i>xxv</i>

## Part 1 Introduction

<b>Chapter 1 Indian Tourism and Hospitality, the FTAs, Domestic Tourism, GDP and Tourism Promotion</b>	<b>3</b>
<i>Shaheed Khan and Freeda Maria Swarna M</i>	
<b>Chapter 2 Indian Tourism and the World</b>	<b>21</b>
<i>Toney K. Thomas</i>	
<b>Chapter 3 Indian Tourism: A review of Research on Indian Tourism and hospitality</b>	<b>33</b>
<i>Pinaz Tiwari and Nimit Chowdhary</i>	

## Part 2 Niche Tourism Products: Case Studies

<b>Chapter 4 Wellness Tourism Sector in India: A Critical Perspective</b>	<b>57</b>
<i>Bindiya Dutt</i>	

<b>Chapter 5 Gastronomic Tourism in India – A Transaction Cost Perspective</b>	69
<i>Amit Sharma</i>	
<b>Chapter 6 Role of Vlogs in Promoting Gastronomic Tourism in India Post-COVID-19</b>	83
<i>Ankita Ghosh and Swathi Ravichandran</i>	
<b>Chapter 7 Urban Tourism in Mumbai: A Critical Analysis</b>	97
<i>Anya Diekmann</i>	
<b>Chapter 8 Rethinking Urban Heritage Tourism Practices in India: Critical Perspectives From Europe</b>	111
<i>Shraddha Bhatawadekar and Mrinal Pande</i>	
<b>Chapter 9 Acknowledging the Shades of Grey: The Past, Present and Future of Dark Tourism in India</b>	125
<i>Nitasha Sharma</i>	
<b>Chapter 10 Rural Tourism in India – A Perspective on the Role of Rural Middle Class in Engendering the Experience Economy</b>	143
<i>Gunjan Saxena</i>	
<b>Chapter 11 The Responsible Imperative for Incredible India: An Approach to Adopting Responsible Tourism as a National Policy</b>	157
<i>Suman Billa</i>	
<b>Part 3 Contemporary Issues and the COVID-19 Pandemic</b>	
<b>Chapter 12 The ‘Smart’ Recalibration of Indian Tourism</b>	173
<i>Sowmya Venkat-Kishore</i>	
<b>Chapter 13 Tourism in India and the Impact of Weather and Climate</b>	187
<i>Anil Padhra</i>	
<b>Chapter 14 Making India a Safe Destination</b>	199
<i>Jung Ha Kim</i>	

<b>Chapter 15 Disaster, Pandemics and Tourism: Strategies for Local Economic Revival</b>	213
<i>Pooja Biswas Rambhakta and Ekta Chauhan</i>	
<b>Chapter 16 Revitalising Indian Tourism: What Does India Need to Become a Top Tourism Destination? Lessons Learned From the COVID-19 Crisis</b>	231
<i>Jacques Bulchand-Gidumal</i>	
Index	243

This page intentionally left blank

## List of Figures

Figure 1.1.	Grab From the LK Jha Committee Report of 1963 (Page 41).	13
Figure 1.2.	Domestic Consumers to Lead Growth (Tourists' Pattern of Spending).	15
Figure 3.1.	PRISMA Flow Diagram Specifying the Steps Involved in Identifying and Screening Sources for the Indian Tourism and Hospitality Research Review.	38
Figure 3.2.	Top 10 Tourism and Hospitality Journals That Published the Highest Number of Articles Related to Indian Tourism From 1976 to 2021.	39
Figure 3.3.	Growth Trajectory of Research on Indian Tourism and Hospitality From 1976 till 2021.	40
Figure 3.4.	Co-occurrence Analysis and Network of Authors' Keywords From 458 Indian Tourism and Hospitality Articles. The figure indicates eight clusters, and 50 keywords frequently appeared from 1976 to 2021.	41
Figure 3.5.	Co-authorship Amongst Authors From Different Countries.	42
Figure 3.6.	Citation Analysis of Documents. The figure demonstrates four clusters with the most cited ITH articles from 1976 to 2021.	44
Figure 3.7.	Citation Analysis of Documents Related to ITH From 1976 to 2021.	46
Figure 9.1.	From Left to Right (Clockwise): The Cellular Jail in Andaman & Nicobar Islands; the Cremation Grounds or the Burning Ghats in Varanasi; the Bhangarh Fort in Rajasthan; the Jallianwala Bagh in Amritsar.	132

*xii List of Figures*

Figure 10.1.	The Role of Rural India's Middle Class in Sustaining the Experience Economy.	147
Figure 10.2.	Coffee Tour at a Plantation in Chikmangalur.	150
Figure 13.1.	Monthly Percentage Share of Foreign Tourist Arrivals in India in 2018.	189
Figure 14.1.	Tourist Safety Framework.	205
Figure 16.1.	Message Received by a Passenger (Left) and Webpage He/She Is Redirected to (Right).	235

## List of Tables

Table 1.1.	WTTC Regional Overview, for the Years 2019 and 2020.	4
Table 1.2.	The Top 10 Indian States in Domestic Tourist Footfall - 2018 (in Million).	6
Table 1.3.	The Top 10 Indian States in Domestic Tourist Footfall - 2020 (in Million).	6
Table 1.4.	FTA Arrivals in India From 2016–2020.	7
Table 1.5.	Advantage India.	16
Table 3.1.	List of Most Influential Authors and Their Citations in the Indian Tourism and Hospitality Research.	43
Table 3.2.	Most Cited Documents Related to Indian Tourism and Hospitality.	45
Table 5.1.	Sources of Transaction Costs, and Benefits in Gastronomic Tourism.	76
Table 7.1.	Websites Providing Information on Mumbai Tourism and the 10 Ranked Main Attractions per Site.	104
Table 7.2.	Number of Visitors to Centrally Protected Ticketed Monuments.	105
Table 10.1.	Key Impediments to Rural Tourism in India.	145
Table 12.1.	Demonstrates the Smart Tourism City Global Highlights.	178
Table 15.1.	Contribution of Travel and Tourism on National GDP.	217
Table 15.2.	Fiscal and Monetary Measures.	221

This page intentionally left blank

## About the Contributors

**Shraddha Bhatawadekar** is affiliated with the DFG-Research Training Group ‘Cultural and Technological Significance of Historic Buildings’ at the Brandenburg University of Technology, Cottbus-Senftenberg, Germany, from where she has pursued her doctoral degree in heritage conservation. Shraddha is an archaeologist by training and has worked in the field of heritage conservation, management and education for over a decade. She has gained international research experience through prestigious fellowships like the Fulbright-Nehru Academic and Professional Excellence Fellowship, USA (2015–16), and Alexander von Humboldt German Chancellor Fellowship, Germany (2016–17). Shraddha is also actively engaged in heritage outreach activities and training for diverse groups.

**Suman Billa** is an officer belonging to the Indian Administrative Service and is currently Director, Technical Cooperation & Silk Road at the United Nations World Tourism Organisation. Before taking up this assignment, he has worked in several capacities in the tourism sector. As Joint Secretary in the Ministry of Tourism, Government of India, he spearheaded the Swadesh Darshan project for developing tourism infrastructure with around 1 billion USD, launched the Incredible India V2 campaign, started the India Travel Mart and was Chairman of the India Convention Promotion Bureau. As Secretary, Kerala Tourism, he championed the Responsible Tourism initiative which won the UNWTO Ulysses Award for Excellence and Innovation in Tourism in 2014. He has also worked as Director of Kerala Tourism in an earlier stint.

**Jacques Bulchand-Gidumal** is a Professor at the Institute of Sustainable Tourism and Economic Development at the University of Las Palmas de Gran Canaria, Spain. He teaches Digital Business, Digital Tourism and Digital Entrepreneurship courses. His research interests are related to the implementation of information systems and information technology in organisations with a focus on digital tourism, social media, artificial intelligence, and service automation. He has written more than 100 papers, has published in the top journals in the tourism field, such as *Tourism Management*, *Annals of Tourism Research*, *Current Issues in Tourism* and *Journal of Destination Marketing and Management*. He holds a Bachelor in Computer Sciences and a PhD in Business Management. He has more than 15 years of experience in the public and private sectors in areas related to the planning and management of information systems. He advises several organisations regarding innovation and entrepreneurship.

**Ekta Chauhan** is currently pursuing her PhD in World Heritage Studies at Brandenburg Technical University, Cottbus (Germany). She has previously done a Master's in Public Policy from National Law School of India University (Bangalore) and a Bachelor's in History from St. Stephen's College, Delhi University. Her doctoral thesis focuses on the role of communities in managing heritage tourism in New Delhi. Her research interests lie in community development, heritage landscape management, oral history and tourism development.

**Nimit Chowdhary** is an Engineer with an MBA and a PhD in Management. He has more than 27 years of postgraduate teaching and research experience. He has been a Full Professor for close to 14 years serving at Mizoram University, IITTM (Gwalior, Noida and Nellore), and currently working as a Professor in the Department of Tourism and Hospitality Management at Jamia Millia Islamia, New Delhi. Recently, Arizona State University accorded him the honour of Adjunct Professorship. He is a recipient of the AICTE Career Award for Young Teachers; SIDA Fellowship, Sweden; Linnaeus Palme Exchange Programme Grants, Sweden; Scholars' Grant (EMTM), Erasmus Mundus, Europe, among others. His research has focused on tourism, travel, service experiences and transformational travel. He is a referred researcher in many international journals. He has researched for UGC, ICSSR, AICTE and Ministry of Tourism, Government of India, worth around US\$ 5 million. He has supervised 15 PhDs, authored eight books, edited four books and contributed more than 125 papers.

**Anya Diekmann** is Professor in Tourism at the Université Libre de Bruxelles (Belgium) since 2006. After her studies in Archeology and working as an archaeologist for 10 years, she joined the tourism department in 1997 where she did her PhD on the relationship between heritage protection and tourism management. Anya has collaborated on numerous national, European and international research projects related to cultural and social tourism in Europe and India. In addition, for over a decade, Anya teaches extensively in India (Mumbai) and Vietnam. Her research and publications include work on social tourism and cultural tourism with a particular focus on heritage, urban slum and ethnic tourism in Europe and India.

**Bindiya Dutt** is a student in the faculty of Media and Social Sciences at the University of Stavanger and has written an article titled 'The wellness modification of yoga in Norway' in the *International Journal of Spa and Wellness* published by Taylor & Francis.

**Ankita Ghosh** holds a PhD in Hospitality Management from the University of Nevada, Las Vegas. She has published in top-tier peer-reviewed hospitality journals and presented at international academic conferences. She taught undergraduate courses at the Middle Tennessee State University and University of Nevada Las Vegas. She received her Master's Degree from Kent State University in Hospitality and Tourism Management.

**Shaheed Khan** is academically qualified and armed with postgraduate degrees in History, Tourism, Business Administration and Law. His focus areas have been

Tourism, Mergers and Acquisitions and Human Resources. He also has a micro-specialisation in Strategy Management from the Indian Institute of Management Kozhikode and a Corporate Program in Leadership Management from the Harvard School of Publishing. He brings to the table multiple facets of functioning that supports any area of academics and practice in the corporate world. Having worked in the Government, Private and Social Sectors, Shaheed has a broad understanding of Tourism, Travel and Hospitality (TTH). Shaheed is the Head, Research and Training, with Dharthi Learning Centre, Bangalore. He is also an Adjunct Faculty for a Leading Deemed to be University and engages in in-class sessions for Corporates in Leading IT and manufacturing companies of India in the domain of Strategy, M&A, Tourism and Human Resources.

**Jung Ha Kim** is Associate Professor, Department of Airline Service and Tourism, Kyung-In Women's University, Incheon (South Korea). She was a visiting scholar at MDS University, Ajmer, India, and has travelled India from Ladakh and Sikkim to Kerala. Her research interests include international tourism, tourism policy, and tourism marketing.

**Anil Padhra** is an Associate Professor at the University of West London, UK, and a Senior Researcher at the University of Cambridge, UK. He has a background in aviation and meteorology and has authored several research papers on the impacts of climate change on aviation and tourism. Since 2019 he has been a member of the expert team studying the impacts of climate change and variability on aviation at the UN World Meteorological Organisation. Anil is a Visiting Associate Professor in aviation management at the Kazimieras Simonavicius University in Lithuania and an approved IATA instructor in Airline Revenue Management. He has previously worked within the aviation industry with National Air Traffic Services (NATS), UK, EasyJet Airlines and British Airways.

**Mrinal Pande** is an anthropologist whose research, publication and interests are centred on performance, media representations and body-sensory complexities of religion, particularly Hindu practices. Her doctoral research work (2012–15), in the DFG initiative of the Excellence Cluster, 'Religion and Politics' at the University of Muenster, focused on voice as a medium of popular religiosity within Hindu performances. Her postdoctoral project (2015–19) at the Collaborative Research Centre 1150 'Cultures of Decision-Making' (DFG) investigated the socially constructed practice of matrimonial decision-making including language, identity, memory and culture. She has taught courses on the anthropology of decision-making, narratives, migration, marriages in India and media anthropology.

**Swathi Ravichandran** is a Professor and Founding Director for the Cedar Fair resort and attraction management programme at Bowling Green State University. Before this, she was the faculty of the hospitality management programme at Kent State University for 14 years. She has published extensively in prestigious peer-reviewed journals and generated \$1.6 million in grants for projects related to enhancing student access to higher education and degree completion. The 131st general assembly of Ohio named her one of "Ohio's finest educators."

Ravichandran has a doctorate in foodservice and lodging management from Iowa State University.

**Gunjan Saxena** holds a chair in Marketing at the Faculty of Business, Law and Politics, University of Hull, United Kingdom. She has published extensively on Integrated Rural Tourism. Her current research focuses on creative enterprise in marginal communities with a particular thrust on how women owned small and micro firms. Email: [g.saxena@hull.ac.uk](mailto:g.saxena@hull.ac.uk); +44 1482-463970.

**Amit Sharma** is Professor and Associate Director of the School of Hospitality Management, and Director of the Food Decisions Research Laboratory at Pennsylvania State University. He is also a Senior Research Associate at the University of Johannesburg (South Africa), Visiting Professor at Institut Paul Bocuse (France) and a former Visiting Professor at the Kyung Hee University (South Korea). Dr Sharma teaches finance and economics, and his interdisciplinary research focuses on Cost–Benefit Analysis, small business financing and economics of the food service system. He has published his research in top-tier hospitality and tourism journals and received funding from the USDA and World Bank Group. He is founding editor of ICHRIE Research Reports, past President (2017–18) of International Council of Hotel, Restaurant, and Institutional Education (ICHRIE), President of the International Association of Hospitality Financial Management Educators (iAHFME) (2020–23) and creator and host of the *allinfoodz* podcast featured on iTunes.

**Nitasha Sharma** is a tourism geographer and works as a Research Affiliate at the University of Groningen, Netherlands. Her research broadly examines the multiple and contested representations of South Asia and Europe through projects situated in critical tourism studies and human–environment interactions. Her research interests are tourist psychology and behaviour; authenticity; ethics and moral issues in tourism; rituals and sacred geographies; sustainability issues in tourism; and postcolonial studies. She has published several peer-reviewed research articles on dark tourism in India using critical theory-based approaches.

**Freeda Maria Swarna M** has over 15 years of experience in the Sustainability, Conservation Science, Environment, Communities and Tourism domains. Her strength lies in combining Applied Sciences and the integration of sound research with a robust implementation. As Director, Dharthi NGO was nominated to the Karnataka Ecotourism Development Board as a member of the General Body, where during her three-year tenure, she was instrumental in conducting Cumulative Impact assessment (CIA) studies, having consultations with stakeholders for a robust Ecotourism Policy for the State of Karnataka. Freeda is in the process of authoring two books, one on Ecotourism, and has published articles and papers to her credit. With a penchant for writing, she is in the process of putting up her blogsite called <https://highwaymybeckoning.com>, which will contain impactful stories of her travels, people and places.

**Toney K. Thomas** is an Assistant Professor in Tourism at the School of Tourism Studies, Mahatma Gandhi University, India. Before his appointment at

Mahatma Gandhi University, Toney has held positions of Associate Professor, Programme Director, Deputy Dean and Head of School in Taylor's University Malaysia. His main academic endeavour is focusing on tourism research including publications, projects and conferences in the Asian tourism context. His research interest is on Asian Tourism Research, Destination Benchmarking and Tourist Behaviour.

**Pinaz Tiwari** is a Senior Research Fellow in the Department of Tourism and Hospitality in Jamia Millia Islamia, New Delhi, India. She completed her graduation in Commerce from Delhi University and completed her MBA in Tourism with a specialisation in International Tourism Business. Her research areas are tourists' behaviour, tourism marketing, destination management and tourism education. She has more than 12 publications to her credit including book chapters in edited books published by Routledge, Palgrave Macmillan, Springer and Emerald, SCOPUS-listed and ABDC-'A' category research articles, and conference papers.

**Pooja Biswas Rambhakta** has a PhD in Economics from the Université Paris 1 Panthéon-Sorbonne. She has two master's degrees to her credit, in Town & Regional Planning (The University of Sheffield, UK) and Geography (CSRD, JNU). Pooja is an Urban Planner and a Social Scientist with a keen interest in sustainable international development and urban heritage. She specialises in sustainable development, heritage management, cultural conservation, community development, socio-economic studies and inclusive urban planning. She has worked nationally and internationally on multiple and diverse urban projects. She worked on the economic feasibility of conserving private buildings for her Doctoral research titled: 'Endangered built Heritage: Understanding Economic Viability of Conservation – A Tale of Two Cities'. She is the Co-Founder of ArtH Design Studio and heads the research and development team.

**Sowmya Venkat-Kishore** has a BA in Economics and Commerce (Bombay University) and a Master's in Tourism Administration (The George Washington University, D.C.). Having worked with The National Trust for Historic Preservation, Organization of American States, Consulate of Canada and Kuoni Travel, since 2005, she has been with Centennial College, Toronto, Canada, as Faculty (School of Hospitality, Tourism & Culinary Arts) and currently on secondment with their Centre of Faculty Development and Teaching Innovation. An avid researcher, she has received numerous institutional Fellowships and Scholarships of Teaching and Learning and also chairs Centennial's Research Ethics Board. She is pursuing her Doctoral degree in Management (University of Liverpool, UK) and has previously contributed to the book *Indian Tourism: A View From Outside*. Sowmya is multilingual, enjoys reading, the creative arts and the outdoors.

This page intentionally left blank

# Preface

India is one of the fastest emerging tourist destinations in the world. Marketed as 'Incredible India' by the Ministry of Tourism, Government of India, the country is known for its diversity, cultural values, spirituality and delightful cuisines. The tourism and hospitality sector in the Indian subcontinent has witnessed unprecedented growth, thanks to governmental intervention in marketing and promoting the country as a tourist destination. According to the Ministry of Tourism, Government of India, the foreign tourist arrivals (FTAs) were 10.89 million in 2019, indicating a growth of 3.2% compared to 2018. Likewise, the Foreign Exchange Earnings (FEEs) during 2019 were US\$ 29.96 billion with a growth rate of 4.8% compared to the previous year. Undoubtedly, the increased growth unleashed employment opportunities for millions of Indians. Moreover, the promising role of tourism and hospitality is backed by several enabling initiatives like e-visa facility, cleanliness drive, smart city initiative, leveraging adoption of heritage sites to private stakeholders for better management and creating infrastructure along tourist circuits to name a few. But does an increase in tourist footfalls and introducing new schemes indicate the long-term growth of the sector?

India as a tourist destination has fascinated many tourists, researchers and investors primarily because of its varied tourism products. The perspective of looking at India differs by different sectors of society. One of those sectors is the Indian diaspora. During the colonial period, Indians migrated initially to South Africa, Fiji, the Caribbean and Southeast Asia owing to the enormous demand for cheap labour in these regions. However, when the Britishers abolished slavery in the early twentieth century, migrations of skilled and semi-skilled personnel from India became a common phenomenon. Millions of Indians migrated from India to other parts of the world in search of better jobs, increased standard of living and to create a better future for their descendants. According to official reports, the Indian diaspora is present in all continents and regions on the planet – from the Caribbean islands to the Americas, Europe, Gulf countries, South-east Asia and New Zealand. As per the official statistics, the Indian diaspora currently stands at a whopping number of 20 million. Despite living away from their homeland, Indian diasporas are culturally connected to India and often visit the country for several reasons. Some of these are meeting their extended families, attending family functions, transferring property rights, making investments and involving in charitable works and vacations.

Recently, the Government of India lauded the Indian diaspora for their significant contributions in different domains all over the world. Despite adapting to the culture of the foreign land, their individuality is reflected in their work and thoughts. Considering the international tourist arrivals in the country, diaspora forms a considerable part of the overall numbers. Based on the authors' experience, the people belonging to this section of society vocally discuss and compare the situations in their homeland and foreign lands. The diasporas weave their experiences and often compare them with that of their home country. For instance, an Indian diaspora is very likely to compare Indian cuisine offered at an Indian restaurant in the United Kingdom with that in India. Or maybe, compare the roads and state of tourist infrastructure in India with the United States. Indeed, if you are an Indian, you'll know that drawing comparison is in our genes!

Giving these comparisons a theoretical lens, the book offers objectivity by including the diaspora's perception of 'development' in the Indian tourism and hospitality sector. With this thought, the editors came up with an idea to critically analyse the situation of the Indian tourism sector and explore the potential from the perspective of the Indian diaspora the world over.

Accordingly, the chapters are structured in a way that would take readers from a macroscopic to a microscopic viewpoint of Indian tourism, and Indian diaspora's perception of the current and potential state of tourism in the country. Section A discusses the historical development of the Indian tourism sector over the period, growth in the number of tourists as well as governments' policies and initiatives. Chapter one highlights that despite enormous growth, the metrics, especially the FTAs, are less compared to similar tourist destinations like Thailand, Maldives and Singapore. Chapter two examines several paradigms of the Indian tourism sector that makes it distinct from other countries, such as tourist mechanisms inside the country and various types of tourism industry modelling. The last chapter of section A presents a macro view of the state of research in Indian tourism and hospitality using Bibliographic review, indicating a dearth in addressing several themes and evaluating the effectiveness of Government's initiatives for sectoral development.

Section B provides an objective view of different tourism products offered in India. It includes wellness tourism, rural tourism, gastronomic tours, urban tourism, smart tourism, heritage walks, dark tourism and responsible tourism practices. The authors have discussed these tourist products extensively and attempted to compare and contrast their potential in the light of technology, COVID-19 and sustainability.

Section C puts forward some contemporary topics for discussion, like the impact of climate change. Chapter 13 elaborates that there is an opportunity for India's tourism industry to adapt through physical and policy interventions to make India a more competitive and sustainable tourism destination.

COVID-19 occurred when India's tourism sector was on a strong growth trajectory. Along with other businesses in the service sector, the pandemic posed a serious threat to the survival of the tourism and hospitality industry. The industry suffered huge losses on account of nation-wide lockdowns with subsequent restrictions on the movement of people and transport. Millions lost their jobs,

companies got shut down and destinations observed a situation of zero tourism worldwide. Nevertheless, as the world struggles to survive the COVID-19 pandemic, tourism prepares for resurrection, and encouraging domestic tourism is seen as the first step towards revival. Chapter 14 focuses on domestic tourism and proposes a phased approach for safe tourism, with the 3S (Safety, Security and Sanitation) India campaign and networks between public and private sectors as suggestions for safe tourism amidst COVID-19. To attain long-term sustainability and build resilience in the sector, Chapter 15 discusses several disaster management strategies to be adopted by the Indian tourism sector. The last chapter analyses the relatively low number of international arrivals in India using a multi-perspective approach. It is worth noting that the challenges faced by the tourism sectors of different countries are different. The socio-cultural, economic and political situations vary in emerging countries compared to developed countries. Indeed, not only the promotional but also the revival strategies for tourism and hospitality need tailor-made solutions.

Nimit Chowdhary  
Suman Billa  
Pinaz Tiwari

This page intentionally left blank

# Acknowledgements

As the editors of this book, we would start by thanking the authors for their hard work. Despite the uncertainties due to COVID-19, all the contributors have been supportive and sympathetic. Without their critical insights, bringing this book to readers would not have been possible. The book reflects the ideas shaped by the contributors, belonging to different countries across the globe – India, Spain, United Kingdom, Belgium, Canada, South Korea, Germany, Norway, Netherlands and Singapore. We extend our heartfelt gratitude to the team of Emerald for supporting the idea of this book and ensuring a hassle-free publication process. We would also like to thank *Niall Kennedy* for helping us initiate the idea, and *Sheena Regunath*, *David Mulvaney* and *Sangeetha Rajan* for guiding us throughout the process.

This book is an outcome of a discussion between the editors, and we thank our organisations for building a conducive environment that allows us to brainstorm and bring value to the academic world. The Department of Tourism and Hospitality Management (DTHM), Jamia Millia Islamia, New Delhi, and the United Nations World Tourism Organisation, Spain, deserve special mention.

We would like to thank our reviewers who helped us review some of the chapters – Rohan Bhalla (Senior Research Fellow, DTHM), Aditya Ranjan (Senior Research Fellow, DTHM), Wasil Asrar (Research Scholar, DTHM) and Mohammad Ashraf (Junior Research Fellow, DTHM). We are extremely thankful for your valuable work that helped us improve the quality of the book.

Last but not the least, a big thanks to our families for their unconditional love and support.

Nimit Chowdhary  
Suman Billa  
Pinaz Tiwari

This page intentionally left blank

# **Part 1**

## **Introduction**

This page intentionally left blank

## Chapter 1

# Indian Tourism and Hospitality, the FTAs, Domestic Tourism, GDP and Tourism Promotion

*Shaheed Khan and Freeda Maria Swarna M*

### Abstract

Tourism and hospitality have had a dynamic role in different countries and became the mainstay of the economy. Tourism, if proliferated appropriately, supports countries to accrue the benefits of the industry. Considered to have multiplier effects, tourism banks on visitors who come to a host country from other countries or are domestic visitors who move around the country. Countries such as Thailand, Malaysia, India and the Maldives have depended on Foreign Tourist Arrivals (FTA) for several years. More the FTAs, the higher the benefits. India too had the facet of promoting the country as a tourist destination to the world and inviting them to be part of the tourism juggernaut. Unfortunately, the metrics are not in line with the quality of destinations in India compared to the FTAs in Thailand, the Maldives or even in Singapore. With a black swan event like the twenty-first century COVID-19 pandemic, many countries focus on domestic travellers, so does India. Just before the pandemic, several plans and policies encouraging domestic travel made their way along with the promotion of quality tourism globally with a lesser number of Overseas Tourism Offices (OTO). The Federal Government in India, in a strategic manner, ensured that domestic travel and FTAs would happen in tandem. It was done through robust global tourism promotion through the India Missions and OTOs that ensured a positive growth trajectory and the metrics that provided the ammunition for economic growth. The research team also got to interview former officers of the Ministry of Tourism, Government of India and players from the private sector that have played a role in the sectoral business operations.

*Keywords:* Foreign tourism arrival; domestic traveller; FAM (familiarity) tours; overseas promotion; Indian missions; metrics

---

Indian Tourism, 3–19

Copyright © 2022 Shaheed Khan and Freeda Maria Swarna M

Published under exclusive licence by Emerald Publishing Limited

doi:[10.1108/978-1-80262-937-820221001](https://doi.org/10.1108/978-1-80262-937-820221001)

## Generic Tourism Scenario

Tourism, Travel and Hospitality (TTH) has played a dynamic role and ensured economic growth in regions, destinations and countries. The World Tourism and Travel Council (WTTC) data for 2019 indicated that Travel and Tourism (including its direct, indirect and induced impacts) accounted for one in four of all new jobs created worldwide; 10.6% of all jobs (334 million), and 10.4% of Global GDP (US\$9.2 trillion). International visitor spending amounted to US\$1.7 trillion in 2019 (6.8% of total exports, 27.4% of global services exports, (WTTC, 2021)). WTTC demonstrated the comparison between 2019 and 2020 metrics highlight how tourism has suffered globally (see Table 1.1). For several countries worldwide, tourism is the main engine for regional development that accelerates economic activities. It positively impacts revenue, jobs, gross income and production (Ren, Can, Paramati, Fang, & Wu, 2019). By attracting international tourists, tourism generates foreign exchange earnings that offer employment, improved infrastructure and quality of life. As tourists add to the area's sales, profits, salaries, tax revenue and exports, tourism helps contribute to the country's sustainable economic growth (FaladeObalade & Dubey, 2014).

India reaped the best of both travel segments (i.e. inbound and outbound), and the Government of India focused on the trends and ensured the tourism activity in the domestic market.

Table 1.1. WTTC Regional Overview, for the Years 2019 and 2020.

Regions	2019		2020	
	GDP Contribution %	Employment Numbers and %	GDP Contribution in Numbers & %	Employment Numbers and %
1 North America	8.8	25.4m 11%	-910b -42.2%	-7.1m -27.9%
2 Caribbean	14.1	2.8m 15.4%	-34b -58%	-0.7m -29.3%
3 Latin America	8.1	17m 8%	-110b -41.1%	-4m -23.4%
4 Europe	9.5	38.5m 10.1%	-1,126b -51.4%	-3.6m -9.3%
5 Africa	6.9	24.7m 6.5%	-83b -49.2%	-7.2m -29.3%
6 Middle east	8.9	6.9m 8.9%	-138b -51.1%	-1.2m -17.4%
7 Asia-Pacific	9.9	185.1m 10%	-1,645b -53.7%	-34.1m -18.4%

Source: WTTC (2021).

## Tourism for the Domestic Traveller

Ministry of Tourism, Government of India (MoT, GoI) had come out with schemes that had one of the best intents of quality tourism promotion; besides inbound, the focus was on Domestic Tourism, which had been neglected for many years. The government had introduced some of the finest of programmes, viz., *Dekho Apna Desh*, *Swadesh Darshan Scheme*, Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) (MoT, 2020) under the Incredible India 2.0 campaign, which not only focused on ‘footfalls’, but spoke of enhancing tourist experience and employment opportunities in a sustainable fashion. These programmes had come into existence by 2019 and the Indian TTH ecosystem was looking for a phenomenal opportunity.

## Travel and Tourism Competitiveness Index, Boost

The Travel and Tourism Competitiveness Index (TTCI) Report of 2019 (Statista, 2021) had ranked India at 34th Position (out of 136 countries) (Up from 40th position in 2017). ‘India showed the greatest percentage improvement to its overall TTCI score, which has helped it become the only lower-middle-income country in the top 35’, the report praised its natural and cultural assets and price competitiveness. From a sub-regional perspective, the nation (India) has better air infrastructure (33rd) and ground and port infrastructure (28th), international openness (51st) and natural (14th) and cultural resources (8th) (Business Standard, 2019). The TTCI is optimistic not only to the Foreign Tourist Arrivals (FTA) but even to the domestic travellers who would move across the nation in an organised way. SP Singh, a retired Deputy Director General (DDG) of the Ministry of Tourism, Government of India (MoT, GoI), considered this to be to the ‘advantage of the nation’. ‘No time, the tourism system had given importance to the domestic traveller’, was the point of discussion, the researchers had with the officer. The Government aimed to ensure a push towards the growth of the tourism segment, whereas inbound, domestic tourism would be given a fillip. Mr Singh, who had worked in the Overseas offices of the MoT and headed three of the four Tourism Regions of India before his superannuation, clearly saw the new policies as an opportunity. The impacts would be felt on the destinations, the businesses and yes, the overall GDP of the nation.

Tables 1.2 and 1.3 demonstrate the performance of states in regards to domestic tourism in 2018 and 2020, which would provide adequate food for thought for other states to follow suit. With schemes like *Dekho Apna Desh*, more Indians would start their travel sojourn across the nation and see for themselves what the nation has to offer. When data for 2018 and 2020 was collated and compared; 2020 we were in a pandemic scenario and we find that Indians did travel, the numbers are proof of the resilience that the domestic

Table 1.2. The Top 10 Indian States in Domestic Tourist Footfall - 2018 (in Million).

<b>Position</b>	<b>State</b>	<b>Domestic Tourist Footfall, 2018 (in Million)</b>	<b>% of the Total</b>
1	Tamil Nadu	385.91	20.8
2	Uttar Pradesh	285.08	15.4
3	Karnataka	214.31	11.6
4	Andhra Pradesh	194.77	10.5
5	Maharashtra	119.19	6.4
6	Telangana	92.88	5.0
7	West Bengal	85.66	4.6
8	Madhya Pradesh	83.97	4.5
9	Gujarat	54.37	2.9
10	Rajasthan	50.24	2.7

Source: Grant Thornton and FICCI (2020).

Table 1.3. The Top 10 Indian States in Domestic Tourist Footfall - 2020 (in Million).

<b>Position</b>	<b>State</b>	<b>Domestic Tourist Footfall, 2020 (in Millions) (of a Total of 610.22 Million)</b>	<b>% of the Total</b>
1	Tamil Nadu	140.65	23.04
2	Uttar Pradesh	86.12	14.11
3	Karnataka	77.45	12.69
4	Andhra Pradesh	70.82	11.60
5	Telangana	40	6.55
6	Maharashtra	39.23	6.42
7	West Bengal	28.84	4.72
8	Madhya Pradesh	23.52	3.85
9	Gujarat	19.46	3.18
10	Punjab	16.69	2.73

Source: Statista (2022).

traveller and the TTH stakeholders put up. As was remarked by Ranganath, Director, Quantascend Consulting LLP,<sup>1</sup>

I make it a point to travel out every fortnight even it means travelling 250 kilometres away from my place of work. It provides me with an opportunity to learn about India, meet people of various hues and get to know the country better.

It is not that Indians are only known to travel only for pilgrimages or visit friends and relatives (VFR). They even travelled for leisure, adventure, drives with friends and of course, the pandemic scenario introduced us to ‘staycations’, ‘workcations’ and the winner of them all, ‘revenge-travel’, not with negativity but with an interest to move out of the place of stay and go to another destination.

### Quality Overseas Tourism Promotion and FTA Success

Inbound travel was looking until 2019 end when the pangs of COVID-19 were evolving on a global scale. A look at the FTA data would assuage the need for arguments and counterarguments on how one can analyse the benefits of FTAs (Table 1.4).

Compared to other countries and the multitude of Indian Tourism products, India may not have higher inbound visitor numbers in relation to Thailand which received 39.9 million in 2019 (Statista, 2021b); Singapore receiving 19.11 million in 2019 (Statista, 2021c) or even Malaysia receiving 26.10 during the same year (Tourism Malaysia, 2021). Is there a reason India has lost out in the FTA number game? CRV Rao, an officer of the MoT, GoI from 1970 to 2004 having worked in all positions of Information Assistant, Assistant Director, Director and Deputy Director-General/Regional Director under a myriad of Tourism Leaders viz., Som Nath Chib, who has been considered by many an old-timer as

Table 1.4. FTA Arrivals in India From 2016–2020.

Year	FTA Arrivals (Million)	Growth % Over Previous Year	Global Share of FTA (%)	Asia Pacific Region Ranking
1 2020	2.74 (Statista, 2021a)	-74.9	NA	NA
2 2019	10.93	3.5%	1.23%	7
3 2018	10.56	5.2%	1.2%	7
4 2017	10.04	14.0%		
5 2016	8.8	9.7%	1.18%	8

Source: Government of India, Ministry of Tourism.

'Father of Indian Tourism', Dr Karan Singh, one of the earliest and erudite Ministers of Tourism in Government of India and Civil Servants who truly championed the cause of Indian Tourism, Mr Rao, opines,

It was the way we promoted India, as a destination of Culture, Heritage, Archaeology, Philosophy, Religion, the Arts, the dance, the crafts, the food, the music and its variation, and the effervescent Air India, our National Carrier, the Maharaja, who was best of marketing mascots ... the 'Know India' Seminars (not webinars of today), ensured a quality understanding among the prospective travellers.

Mr Rao, goes on to mention,

The sixty-odd destinations that Air India serviced in its Inbound operations ensured an Indianness to the Foreign Tourists, and the Indian tourism scenario played out the India feature, which was the best one could get.

Having worked with Civil Servants like T. Balakrishnan, largely considered as the creator of the Kerala Tourism milieu, and passing on skills that went along with Mr Amitabh Kant, who was instrumental at a later stage in the creation of the Incredible India mission, Mr Rao laments,

The human capital in the tourism sector at present is not in a position to capitalize on the brilliance of the Indian Tourism system. Our offices overseas, which have been cut short on account of budgets, could not proliferate the cause of India, the country and tourism, the product to the discerning Foreign Travel who is keen to know about India.

Having worked with the MoT Headquarters, Mr Rao mentions that states began to churn out trade fairs after Kerala successfully created the Kerala Tourism Mart (KTM) (on the lines of ITB):

If Kerala went from strength to strength, the other states just imitated the KTM, but could not do much and create an impression on the most important stakeholder, the Foreign Traveller or the business surrounding Tourism and Travel.

During the discussions with Mr Rao, the authors were reminded of Mark Twain's visit and his idea about India. One such quote about India, Mark Twain writes, 'India is the One Land that all men desire to see, and having seen once, by even a glimpse, would not give a glimpse for all the shows of the rest of the globe combined' ([Amrita, 2020](#)). Twain goes on to add, 'India is, the cradle of the human race, the birthplace of human speech, the mother of history, the