



*Department of Tourism & Hospitality Management*

**“GUFTAGU SERIES”**

**One-day extension lecture on “How India is a global market for the tourism industry”**

Department of Tourism and Hospitality Management, Jamia Millia Islamia in continuation of **Guftugu Series of Lectures**, organised a one-day extension lecture for its postgraduate students on 26th April , 2022 from 11 am to 12.30 pm in seminar hall of the department. Mr. R K Suman, Deputy Director-General, Ministry of Tourism who holds enormous experience in the tourism industry was welcomed by Dr. Vijay Kumar. Mr. Suman shared his views on the topic “How India is a global market for the tourism industry”. As part of the discussion, Mr Suman pointed that India is a large market for travel and tourism and offers a diverse portfolio of niche tourism products such as cruise, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural, religious tourism, etc. India has been recognized as a destination for spiritual tourism for domestic and international tourists.



He also mentioned facts that India, as a land of geographical diversity, is blessed with a history of ancient civilizations and culture and has a potential tourism paradise with a wide

variety of attractions ranging from beautiful beaches, hill stations, scenery, forts, monuments, fairs, festivals, art, crafts, culture, forest, wildlife, and religious places, etc.

Further he highlighted on the Indian tourism reports, stating that India has one of the world's richest natural heritages: 65,000 species of fauna including 350 mammals 28 (7.6 percent of the world's total), 408 of reptiles (6.2 percent), 197 of amphibians (4.4 percent), 1244 of birds (12.6 percent), 2546 of fishes (11.7 percent) and as well as 15000 species of flora (6 percent) attract the tourists for the development of tourism. India's forests, rivers, and streams are bursting with rich wildlife. In India, there are 80 national parks and 441 sanctuaries. The largest wildlife sanctuaries in Asia viz. Kanha National Park –Madhya Pradesh (Tiger project), Jim Corbett National Park (Uttarakhand), Gir(Gujarat), Ranthambore (Rajasthan), Kaziranga (Assam),Bandipore (Karnataka), etc. The temple trails in India like the GreatGurudwara i.e., Golden Temple in Amritsar, TirupatiBalaji, Mathura, Ayodhya, Badrinath, Haridwar, and Rishikesh. The hill stations like Shimla, Kulu, Manali, and Mussoorie in the north, Shilling and Darjeeling in the east, Ooty, Kodaikanal, and Munnar in the south, and Mahabaleshwar, Matheran, Chikaldara, and Amboli in the central. All these tourist places are mostadmired and attract a large number of tourists.

Mr.Suman mentioned the launch of several branding and marketing initiatives by the Government of India such as 'Incredible India!' and 'AtithiDevoBhava' which have provided a focused impetus to tourism growth. He provided information that the Ministry of Tourism has introduced the Incredible India Tourist Facilitator (IITF) and Incredible India Tourist Guide (IITG) Certification Programme, aimed at creating an online learning platform for well-trained tourist facilitators and guides across the country. The IITF concept is aimed to promote micro-tourism, i.e., tourism in less explored areas of the country.

A prominent mention made by him was that the Ministry of Tourism which is the nodal agency to formulate national policies and programs for the development and promotion of tourism. The Ministry has allocated a budget of INR 2189.22 crore for 2019 – 20 as a provision to meet the expenditures of the various programs to be undertaken by the Ministry .As per the data furnished by State / UT Governments and other information available with the Ministry of Tourism, there were 1652.49 million domestic tourist visits all over the country during the year 2017. In 2017, a total of 1.7 million foreign tourists arrived on e-Tourist Visa registering a growth of 57.2% over 2016 and the same was 2.1 million from January-November, 2018 registering a growth of 41.5% over the corresponding period of the previous year.He pointed out that in 2020, the Indian tourism sector accounted for 31.8 million jobs, which was 7.3% of the total employment in the country. By 2029, it is expected to account for about 53 million jobs.

As part of the lecture, Mr.Suman explained that the Government of India has also announced to develop 17 iconic tourist sites in India into world-class destinations as per Union Budget 2019-20. Ministry of Tourism launched *Dekho Apna Desh* webinar in April 2020 to provide information on the many destinations and the sheer depth and expanse of

the culture and heritage of Incredible India. Until July 2021, 90 webinars have been conducted under the series. He mentioned that these webinars are still continued as part of the on-going process. All the above statistics and data were compiled by the ministry of tourism India, and since have been shared on most of the tourism websites as reports for further assessment and use for university teachings and as a part of information sharing for public use.

The concluding remarks of Mr.Suman were that with 29 states, 4,000 cities, a rich history, and incredible diversity of culture, India's travel and tourism industry has tremendous potential to serve as an engine for economic growth, job creation, and development. All these data, reports, and initiatives were well put by Mr.Suman together to expand the vision in the field of tourism for the postgraduate students of the department as part of the knowledge building and experience sharing.

Finally Dr. Nusrat Yasmeen gave vote of thanks to Mr. R. K.Suman. The lecture ended with a group photograph and great enthusiasm among students towards the development of tourism on various opportunities that exists in tourism in the near future.