

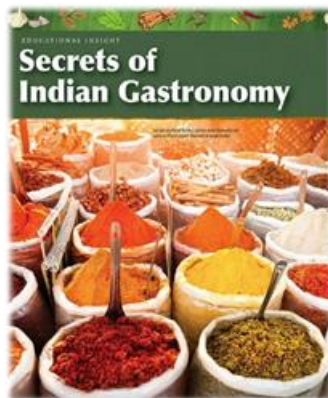
May 2020



University of Wales
Trinity Saint David



SWANSEA BUSINESS CAMPUS
(School of International Hotel Management)



INDIA

Industry Destination Review





A nineteenth-century German scholar named Max Mueller once said, “If I were asked under what sky the human mind has most fully developed some of its choicest gifts, has most deeply pondered on the greatest problems of life, and has found solutions, I should point to India.” 60+ Inspirational Indian Quotes to Live Your Best Life (2020).

This review provides industry focused insights for professionals.

India is located in South Asia bordering the Indian and Arabian Sea and the Bay of Bengal. India also borders six countries – Pakistan, China, Nepal, Bangladesh, Bhutan, and Myanmar (Burma), Beyond The Border: Road Trips You Can Make From India (2020). Sri Lanka used to border India via a land-bridge called the Adam’s Bridge, however it was wiped away by a cyclone in 1480 and therefore no longer borders India, Adam's Bridge - Image of the Week - Earth Watching (2020). India is divided into twenty-nine states, Welle (2020) and seven union territories: Today, Affairs, Stats and Desk (2020). The difference between a state and union territory in India is that union territories are too distinctive to be incorporated into a state and too small to have their own local government, Difference between States and Union Territories (2020). There is also two islands which form part of India - one of them is called Lakshadweep which is the smallest of the two and the other Island is called Andaman and Nicobar Islands. India also has the seventh largest land area in the world measuring 3.29



Above: India and its bordering countries



Above: Where Adam's Bridge used to connect Sri Lanka and India prior to the Cyclone in 1480

million square kilometres, The Largest Countries In The World (2020). The capital of India is New Delhi, which is the district capital union territory made up of eleven districts.

No.	Name of District	Area (sq km)	Population	Name of Head Quarters
1	Central Delhi	23	578,671	Daryaganj
2	North Delhi	59	883,418	Sadar Bazaar
3	South Delhi	249	2,733,752	Saket
4	East Delhi	49	1,707,725	Preet Vihar
5	North East Delhi	56	2,240,749	Shahdara
6	South West Delhi	421	2,292,363	Palam
7	New Delhi	35	133,713	Connaught Place
8	North West Delhi	2,344	3,651,261	Kanjhawala
9	West Delhi	131	2,531,583	Rajouri Garden
10	Shahdara	-----	322,931	Shahdara
11	South East Delhi	-----	637,775	Defence Colony

Delhi District Map



Above: Left, The 11 Delhi Districts & Right: Delhi District Map. Source for both: List of districts in Delhi, (2020)



Above: Lakshadweep Island, and the Andaman and Nicobar Islands



Above: 7 Union Territories



Above: The Capital of India – New Delhi



Above: 29 States and 7 Union Territories of India



Above: National Flag of India



Above: India, 3.29 million square kilometres. The Largest Countries In The World (2020).



Topography

The physiology of India includes the world's highest mountains, southern tropical rain forests, many high and large alluvial plates, long stretches of white coastal regions and land slopes. For example, India's land slopes include flat, gentle, moderately steep, steep, and very steep land slopes – these vary significantly depending on the area. India's latitude and longitude is 22° 00' N and 77° 00' E, India Latitude and Longitude Map (2020). At the time of writing, India's population currently stands at 1,378,393,157, according to PopulationStat.com which presents real-time data from the World bank and United Nations. Tourists are able to use topography to determine where it is safe to plan a hike or canoe fish and other outdoor activities.

Key Regions

India's largest city is Mumbai, followed by New Delhi (Capital), Bangalore (also referred to as Bengalaru) and then Hyderabad. The table below shows the population, area size.

Location	Population (Million)	Area Size (Sq. Km)
Mumbai	20.4	603
New Delhi (Cap)	30.2	1484
Bangalore	12.3	709
Hyderabad	10	650

World Population Review (2020)



India is full of diverse cultures that include a variety of languages, customs, art/entertainment, spiritual practices, gastro styles, heritage places, architecture, and various species. It is a destination that is very dynamic, full of charm, character, and of course former home to Mahatma Gandhi.

Film Tourism - The Bollywood Scene



Bollywood is the nickname for the film industry in India. Bollywood is the largest film producer in the world releasing approximately 800 films a year - double the amount of films produced by Hollywood. Approximately 14 million Indians visit the cinema every day, CBBC Newsround (2020). Indian people like to party and always spread positive energy! Bollywood Music and dance choreography is very popular worldwide.



Above pictures: Aerial Acrobatics and Vagrant Love (Malang, Dhoom 3) (2020)

Bollywood influences inbound travel through film induced tourism. Many tourists travel to India to meet celebrities, locations where films were shot and to experience culture as seen on screen. According to India Tours & Travel Blog (2020), Bollywood holds the potential to reach over 1 million Film Tourists by 2022. According to Plog (1974), the type of tourist who would embark upon Film Tourism in India would be an allocentric type – very outgoing, searching for unique destinations and entertainment as seen within a film. Mumbai is where many of the Bollywood films are produced. People from all over the world enjoy singing and dancing to Bollywood.

Gastro/Food/Culinary Tourism

This type of travel is derived from people who wish to explore food as a motive for tourism, Varinder (2020). India is known throughout the world for its spicy street food and snacks that are conveniently accessible. Artisan food found in high end restaurants/hotels throughout India is enjoyed by many tourists and locals. Experiencing food in India is truly enticing.



Above: 1) Street Food Stall and 2) Mirch (veg masala fried snack). Sarin (2020)



Above, left to right: 1) Steamed Betki, 2) Pepper Fried Prawns – Executive Chef Ravitej Nath at the Amaranta by Oberoi in Gurgaon, India. Seth (2020) – Food Review.

Mumbai is India's largest city within the Maharashtra State, which is densely populated and actively engaged in more street food activities/experiences.

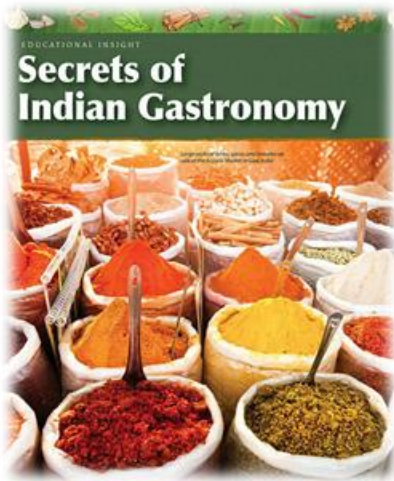


Above three pictures from left to right: 1) High Street food shop serving an assortment of Spicy food, 2) Tawa Pilau, 3) Bombay duck. 25 Indian Street Food Dishes You Must Try in Mumbai, India - David's Been Here (2020).

There is research that strongly indicates Indian cuisine is possibly UK's most popular choice of food, Morrissy-Swan (2018).

However, for a true Indian Culinary experience, the homeland is the place to be. Food tourists will be able to explore and discover authentic, tasty and filling Indian food – naturally grown (organic) on Indian soil – the concoction of spices, choices of meat (chicken, lamb and beef where permitted), seafood and vegetables, India will transport gastro tourists to a time zone where they will feel fulfilled. Contemporary Indian food is always available too and it is continuously evolving and impressive.

Cookery lessons for Culinary/Gastro Tourists



Above: Source - Monastery (2020)

India has many parts where cows are sacred (beef eating is prohibited) and vegetarian/vegan food is popular - culinary tourism should be proceeded with caution.

There are many places in India where gastro tourists are able to take up cookery lessons. For example, in South India – Goa, there is Rita's Gourmet, where holidaymakers are able to learn 5 hours per day over 4-5 days at approximately 3000 rupees.



Rita's Gourmet – Chandra (2016).

Heritage Tourism

The Himalayas

Great Himalayan National Park is a UNESCO recognised heritage site since 2014, Great Himalayan National Park gets UNESCO world heritage tag, (2020).



*Above: **The Himalayas**. Source: How to Climb the Himalayas (2020)*



***Snow Leopard** – also known as the Grey Ghosts, only 450-500 left in the country, Top places for Snow Leopard Sighting in India (2020). Picture uploaded by: King Vikram (2017): <https://images.app.goo.gl/7GfSokoXU7HaerZ6>*

The Himalayas is a habitable place where tourists are able to stay at spa hotels and lodges, and take up trekking, walking, and explore biodiversity – including the possibility of sighting the beautiful snow leopards in the wilderness, How to Climb the Himalayas (2020). It is most definitely suited for both allocentric tourists, Plog (1974), as well as wildlife and wellness tourists due to the luxury hotels and spas.



Biodiversity. Source: Jobari and Jobari, (2020)



Luxury hotel. Source: Divya Dugar (2020)



Spa Hotel (by Oberoi). Source : Wildflower Hall - Himalayas, India - Luxury Spa Resort (2020)

The Taj Mahal

The Taj Mahal is the most visited heritage site in India and one of the seven wonders of the world, Asquith (2020). It is highly regarded with UNESCO who refer to the site as 'Outstanding Universal Value,' UNESCO (2020).



Photograph by Jan Fritz, Getty Images, This Colossal Tomb Is an Enduring Monument to Love (2020)

The Taj Mahal is situated in the city of Agra. It was built by Emperor Shah Jahan in memory of his wife Mumtaz Mahal. The site began its construction in 1632AD and completed in 1653AD. Artists/architects, and engineers from all over the world were involved in this large-scale project.

The number of visitors to the Taj Mahal was recorded as 5.65 million, of which 0.87 million were foreign tourists, India Tourism Statistics (2019).

Andaman and Nicobar Islands - Sentinelese Tribe



Top left: Jarawa's refusing entry of other humans to the island. Top Right: Curious Jarawa approaching tourists. Bottom Picture: Jarawa's prepared to attack other humans. Source: Dobson (2020)

Interestingly, one of the two Indian island territories called Andaman and Nicobar Island is inhabited by the Sentinelese tribe who have been cut-off from the rest of the world for many years until recently as Indians from the mainland have begun to settle there. They are generally known as Jarawa's and have very dark (black) complexions, red eyes and eat raw animals. The indigenous people at the Andaman wish to be left alone - they fight against anyone who attempts to enter the territory and continue to make that clear, Dobson (2020). *Hotels and vacation packages may be available with government permission*, Official website of Tourism Department of Andaman and Nicobar Islands | National Portal of India (2020).

Andaman and Nicobar Islands – Cellular Jail – Dark Tourism

The jail is located in the capital called 'Port Blair'. It is considered a UNESCO site due to the building retaining some authentic features. For example, three of its original wings remain intact. The construction started in 1893 and completed in 1905-06. Cellular Jail was used during the British Rule for torturing Indians and after India's independence in 1947, India declared it as a National Memorial on 11/02/1979, Cellular Jail, Andaman Islands - UNESCO World Heritage Centre (2020). It is now a museum and receives many tourists. Andaman and Nicobar Islands consist of 550 islands, 28 of which are believed to be inhabited with wonderful endemic species, which is also appealing to wildlife tourists, India (2018).



Above: Left, Cellular Jail AKA 'Kala Pani' (black water) - Joshi (2012). Right: Cellular Jail, Chandra (2012)



Above: Entry to Cellular Jail, Yatra (2020)

Sustainability & Nature/Eco-Tourism

India is big on sustainability – some of that is due to cost of living and delayed technological advancements/availability in certain areas: rickshaw and paddle boat travel due to costs involved in technologically powered means, recycling trade by poor people in order to earn a living (plastic bottles and tin/metal collected and sold to recycling plants), same with food waste recycling – particularly fats (from food and oil waste) which is eventually converted to soap bars, lipstick and shampoos (health and safety regulated by each nation that accepts imports), and cow manure (mainly in rural areas) used as an energy source - patted and dried on sticks and then ignited (flammable fuel for cooking). However, the Indian government supports sustainable activities and is looking to phase out for example, single plastic bottle usage, Five things to know about plastic waste and recycling in India (2020).



Above from left to right. 1) Woman patting cow dung/manure on sticks for later use as fuel. Source: India Content (2020). 2) woman with sacred cow., Source: (International report - The rising vengeance of India's sacred cows (2020).

India is appealing to Nature Tourists, who would be able to partake in activities such as cow dung patty making (above pic) to make it a truly experiential tour. There is also a high proportion of sustainable developments and practices by the mainstream private and government commercial sector which actually contributes towards a positive global naturistic impact. For example, eco-hotels, commercial legislation and programmes on sustainability within educational establishments, Indian Institute for Human Settlements | School of Environment and Sustainability (2020).

Tourism Economy in India

Currency & Exchange

According to the British government travel advice, Foreign Travel Advice India (2020), the currency for India is Rupee and tourists are not allowed to bring Rupees into India unless they are a resident. However, foreign cash, travellers' cheques and bank cards are permitted in India and tourists must declare notes in excess of £5,000 or a combined amount of £10,000 in travellers' cheques and notes.

Tourism Statistics

One of the most popular tourism sectors is the cultural and heritage sites, which in 2018 were: 1) The Taj Mahal, 2) Agra Fort, followed by 3) QutbMinar (Delhi) and 4) Red Fort, India Tourism Statistics (2019).

India's government usually release a statistics report each year through its Ministry of Tourism agency. India's most recently published statistics report dated 2019, which reflects 2018, indicates there were over 10.56 million foreign tourist arrivals and 1854.9 million domestic visits. The report also mentions India was ranked thirteenth in the world with regard to foreign exchange earnings, and seventh position for foreign tourist arrivals within the Asia & Pacific region.

In 2018 India seen Travel and Tourism bring in the third highest foreign exchange earnings, and the amount was \$240 bn. That was 9.2% of India's GDP. India also employed approximately 42.67m people in the sector and that is an 8.1% of its total employment, Tourism & Hospitality India (2020).

There are many Travel and Tourism related foreign private investments in India. Some of these include International hotel brands by for example, Marriott International, Hilton Worldwide, World-Class designers such as Gucci and Armani as well as food venues by Pizza Hut and Nando's. Other International private Investments relating to tourism in India include shopping malls for example,

Forecast

According to tradingeconomics.com which claim to only use official data sources, India seen an increase of International investment in March 2020 and is predicted to receive over 12 million foreign tourists by 2021, which will be another increase when cross-referencing against its ministry of tourism report that mentions 10.56 million foreign tourist arrivals (as stated in the tourism statistics section above).

The world economic forum's Travel & Tourism Competitiveness Report (2019) indicates that India is one of the key movers having climbed into the top 25% from 40 to 34 over 2017.

The sector is predicted to grow at an annual rate of 6.9% to \$460 bn by 2028 which is 9.9% of GDP, The World Travel and Tourism Council (WTTC) (2020).

Conclusion

India has a vast population, huge size, varied culture, and natural resources, which attracts millions of tourists with a variety of interests – Film tourists, gastro tourists, eco and heritage to name a few.

For many centuries India continues to be a safe destination for tourists from all over the world. Countries such as the United Kingdom, United States and France continue to tour India.

India's government is closely monitoring tourism performance through its Ministry of Tourism division. The Ministry continues to use latest and official world-class tourism research and acts where necessary. This is reflected in their annual report which links to many credible organisations and sources involved in the global tourism industry. The world economic forum recently mentioned that India has outstanding natural resources and cultural variety, which they combine well with price competitiveness. Through its efforts, India has made significant improvements - as eluded to earlier India has reached to position 34 from 40 (now in the top 25%) in the competitiveness report by the world economic forum. Overall, having regard to the extensive research, particularly the government report, world tourism organisations, economic elements and the strengths - types of tourism availability, number of people employed in the sector and foreign investments, it could satisfactorily be argued that India is excellent at taking care of their tourists on an excellent Global Tourism and Destination management level.

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