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ABSTRACT

Tourism is the most important industry in the service sector of the Indian economy. It is one of the world's fastest growing industry since world war II. It is widely recognized that Tourism can play the role in accelerating the economic development of the country. It has generated a number of social and economic benefits; promotes national integration and international understanding; creates employment opportunities to a large number of people; and foreign exchange earnings. Tourism also supports local handicrafts and cultural activities. For many developing countries, particularly the small country, they are mainly dependent upon tourism; this tourism offers a more reliable source of income.

The World Travel and Tourism Council calculated that tourism generated \$121 billion or 6.4% of the nation's GDP in 2011. It was responsible for 39.3 million jobs, 7.9% of its total employment. The GDP of the tourism sector has expanded 229% between 1990 and 2011. The sector is predicted to grow at an average annual rate of 7.7% in the next decade. In a 2011 forecast the World Travel and Tourism Council predicted the annual growth to be 8.8% between 2011 and 2021. This gave India the fifth rank among countries with the fastest growing tourism industry. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about Rupee 9,500 crore by 2015.

India has an immense bouquet of destinations of diverse types, more than what many countries have to offer together at an aggregate level. A rich saga which offers an unique combination of past and present, which includes architecture, culture, modern amenities and facilities as well. Some products like “Rural Tourism” are unique in nature, which no other country has thought of or conceived of. This is a wonderful promotional campaign which has attracted attention of millions of globe trotters across the world. India as a destination provides “value for money” compared to the other South East Asian as well as South Asian nations.

India offers diverse kinds and types of destination, in form of a complete package, compared to the south east/ Far East countries which strongly promote one or two themes/ products. Wide base of English speaking population – a major advantage compared to the South East Asian nations Booming economy, growing foreign investment in the major sectors have prompted immense flow of foreigners in recent times. Word of mouth has promoted Indian Tourism on the whole.

In **Chapter 1**, the research work deals with the Introduction to tourism in India. It is being intended to highlight in brief the present trends in tourism industry in India and in general.

Tourism in India has a massive sector that consists of a diverse range of purposes of travel, an extensive variety of suppliers and destinations and numerous forms. The complexity of Indian tourism, its vulnerability to external shocks, its economic significance and its potential detrimental impacts on destination communities and environments have created a need for in-depth understanding of all elements of the tourism system and for professional management to direct the future growth of tourism sustainability.

Chapter 2 is dealing with the tourism marketing its market research, planning, objectives . Thus one must keep in mind the interest of your tourist client. This could be accomplished by providing trip planning packages which include maps, attractions en route and on site, and information regarding lodging, food and quality souvenirs and mementos.

Chapter 3 provides broad descriptions about prospects of inbound tourism in India. Through this chapter we shall analyse the prospect of Inbound tourism in India. There are many tourist destinations and circuits that are yet to be identified, which meets to focus on integrated infrastructure development of the tourist sites. Therefore, in this chapter an analysis has been made on the prospects of tourism products in India with certain recommendations.

Chapter 4 has attempted to evaluate in detail the problems in inbound Tourism in India . Despite this encouraging growth of India's share of international tourist arrival is 0.64% of global market. This indicates that the country's potential has been grossly underutilized. One of the major reasons for this situation has been the high rates and multiplicity of taxes that has lead to tourist packages been out priced in comparison with those available in competing destinations. Therefore this chapter will investigate the areas of problem and will suggest recommendations to overcome the problem.

Chapter 5 will be overall suggestions, Goals, Priorities and Actions to be taken in the Development and Growth of Tourism in India and conclusion.

As India looks forward both the union government and individual states should continue to focus on innovative marketing campaigns and tourist facilitation services to remain attractive to the footloose FTAs. To boost inbound foreign tourism, the national government can waive tourist visa fees in targeted destinations. Also, reimbursement of VAT on purchases by foreign tourists can help boost inflows from the South and Southeast Asian sub-regions and even Africa. Improving destination connectivity, wayside amenities and security will boost word of mouth promotion. Cleanliness and security (in particular for women) in and around the tourist sites is a key concern for foreign tourists, and there is an urgent need to improve them.