

## **Case Study: 1**

### **Incredible India Campaign**

Incredible India started off as a marketing campaign in 2002 by the Government of India to boost tourism in the country and project India as a credible tourist destination. The incredible diversity that exists in India, be it the people and their customs or the topography, lends itself perfectly to the slogan 'Incredible India'. But if only a marketing campaign could bring tourists to a country, then, all countries would invest heavily in marketing, rather than making the country tourist friendly.

#### **Incredible India**

The biggest advantage that India has from the perspective of tourism is its diversity. Very few countries in the world have this eclectic fusion of the traditional and the modern, the historical and the contemporary, the mountains and the seas, the deserts and the forests, and the different religions and communities. Yet, India received only 2.4 million (approx.) foreign tourists in 2001. By contrast, Switzerland received close to six million tourists and Spain more than 13 million. To check this gross imbalance and exploit the untapped potential of India as a destination for international tourists, the Government launched the 'Incredible India' campaign and formulated the National Tourism Policy in 2002.

#### **THE CHALLENGE**

The Incredible India campaign was launched by Ministry of Tourism to promote India as a world-class tourist destination.

Incredible India was facing numerous challenges including:

- Competing with other campaigns for the attention of their key audience
- Struggling to reach premium and affluent travelers across APAC and EMEA
- Identifying and communicating a distinct side of India that general audiences would not know about already. The client wanted to inspire and educate audiences that India has something to offer everyone based on pre-defined audience clusters:
- Off the beaten track travellers seeking unique experiences;
- Culture and heritage enthusiasts; and
- Foody enthusiasts

#### **Incredible India- the campaign**

The campaign marked the first concerted effort by the Government of India to tap into the vast tourism potential of the country in an organized manner. Launched in 2002, the government hired professionals and engaged the services of Ogilvy & Mather (India) to formulate an integrated communication strategy aimed at promoting India as the preferred destination for the international traveler. The campaign highlighted various facets of Indian culture and history such as yoga, spirituality, festivals, and monuments such as the Taj Mahal and so on.

#### **Impact of the campaign**

The campaign proved to be successful, leading to a 16% increase in tourist traffic in its first year. The arrival of foreign tourists to India increased from 2.38 million in 2002 to 7.7 million in 2014. Yet, the campaign did not show the desired result as by the end of 2007, India's share in the tourism was a mere 0.52%. China, on the other hand, became the fourth most visited country as of 2015, with 56.9 million international tourists flocking the country. Things are, however, changing. In 2016, the number of Foreign Tourist Arrivals in India stood at 8.80 million, registering a 9.7% annual growth rate over last year. India accounts for 1.18% of International tourist Arrivals in the world and ranks 25<sup>th</sup> in the world.

### **Stumbling Blocks**

The success of any advertising campaign lies in the effectiveness of the brand, in this case, the brand is India itself. Any strategy to promote the country will only be successful if the country provides what the international visitors seek, namely a safe and unique experience without much hassle. Another aspect that the government needs to work on is developing infrastructure to meet the demands of growing tourism. Tourism could contribute significantly to the country's GDP and create millions of jobs, if the government gets its act together. India has everything that the tourists would love to experience. The government only needs to ensure safety, build decent infrastructure, remove bottlenecks and provide a hassle free experience, so that the tourists carry a good impression of India in their hearts.

### **Move in the right direction**

Though a lot needs to be done on the ground level to make India tourist friendly, the government is moving in the right direction by recognizing the limitless potential of tourism in the first place. The Ministry of Tourism has launched the 'Incredible 2.0 Campaign' during the year 2017-18 to promote various destinations and areas such as spiritual, medical, and wellness tourism, with a budget of \$46 million.

For Incredible India to be credible the country needs to change the on-ground perception of tourists and improve its infrastructure, only then can it mount a successful advertising campaign.

### **Question for discussion:**

1. What is the main impact on travel and tourism industry seen after Incredible India campaign?
2. Discuss the strategies to promote India as a popular tourist destination.

### **Case Study: 2**

#### **Flow of Tourism in India**

The land to travel a heaven of tourism delights a civilization to tour through bounded by the majestic Himalayan range in the north and edged by an endless stretch of golden beaches. India is a vivid kaleidoscope of landscapes, magnificent historical sites and royal cities, misty mountains, retreats, colorful people, rich culture and festivals. Modern India is the home alike to

the tribal with his anachronistic lifestyle and to the sophisticated exist amicable with the microchip. Its ancient monuments are the backdrops for the world's largest democracy. Teaming with over a billion people who voice over a million concerns in fifteen hundred different language, India is where people live with variety thrive on diversity and are too familiar with largeness to let it boggle them. Mud huts and mansions faces off across the city street. Lurid luxury and limp living are inhabitants of the same lane. India's widespread diversity has always attracted both foreigners as well as its own citizen a like to explore its mirth and gaiety that it has to offer the world. Every nook and cranny of the country offers exquisite as well as exclusive tourism resource which echoes heritage as well as tradition of that particular area. There is hardly any country in the world which offers such wide variety of tourism. Tourism in India is the largest service industry; with a contribution of 5.9% to the national GDP in 2011 and this creates 8.78% of the total employment in India. In 1997, India received 2.37 million foreign tourists but as we reached to 2011, there is a phenomenal growth in foreign tourist arrivals to India i.e. 6.29 million. Our foreign exchange earnings from tourism in 1997 was only USD 2889 million and by 2011 we have a foreign exchange earning of USD 16564 million tourism business and that is expected to increase to US\$375.5 billion by 2018 at a 9.4% annual growth rate. Tourism is one economic sector in India that has the potential to grow at a high rate and ensure consequential development of the infrastructure at the destinations. As per the statistics of UNWTO, in 2011, there were over 983 million international tourist arrivals worldwide, representing a growth of 4.6% when compared to 940 million in 2010. International tourism receipts (the travel item of the balance of payments) grew to US\$1.03 trillion (€740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010.

### **Question for discussion:**

1. Write about the flow of Tourism in India.
2. Write about the richness of Tourism in India.
3. Write about the types of Tourism possible in India through the case study.

### **Case Study: 3**

#### **Need of Planning & policy for Development of Travel & Tourism**

Good tourism planning provides profitable development and brings positive economic and social benefits to the community, it also carries inevitable drawbacks. Therefore, developers must incorporate ways to enhance human welfare and happiness. These include insistence on quality architectural, landscape, and environmental design; planning for transportation; and energy conservation and education. If such diverse goals are to be achieved, planners must implement a model that will guide their thinking by incorporating each aspect (including various political aspects) into a master plan. These include zoning, road maintenance, water and sewage treatment systems, and promotional expenses. An official body, financed through tourist earnings, is useful

in keeping abreast of socio-economic activities in the industry as well as dealing with other problems such as stabilizing prices, forecasting demand, keeping an inventory of potential national tourist resources, and arranging publicity campaign.

### Tourism Planning Vs Tourism Policy

Because tourism policy formulation and tourism planning are very directly related to one another, it is important to distinguish between the two, to identify their similarities and their differences in a tourism context. Their similarities are as follows:

1. They both deal with the future development of a tourism destination or origin.
2. They both emphasize the strategic dimensions of managerial action, although planning must also address a number of tactical concerns.

Their differences are listed below:

1. Policy is the stand point of an administration.
2. Policy formulation is definitely “big picture”, while much of planning is characterized by an attention to detail.
3. Policy formulation is a creative, intellectual process, while planning is generally a more constrained exercise by the Government.
4. Policy, particularly its visioning component, has very long-term strategic emphasis, while planning tends to be a more restrictive in its time horizon Such as one, five, ten and even twenty years plans.
5. Policy formulation must allow newer circumstances and technologies to be considered. In contrast, planning tends to assume current conditions and technologies, with some allowances for predictable change.

### **Need for Tourism Planning**

The decision to develop tourism or expand present tourism development in a community, a region, or a country must be studied carefully. The socio-economic benefits from tourism are powerful. Tourism development looks attractive to both developed and underdeveloped countries with the right preconditions- some combination of natural, scenic, historical, archeological, cultural, and climate attractions. Tourism is a growth industry; and while that growth may show some slowing in the short run, the long run prospects are good. The expected continued growth is based on continually rising per capita incomes, lower travel costs, increased leisure time, and changes in consumers’ tastes and preferences toward travel, recreation and leisure goods and services. Many advocates look at tourism as a panacea for solving an area’s development problems. This view is unrealistic because benefits may be accompanied by detrimental

consequences. A review of some advantages and disadvantages arising from tourism development will indicate why careful planning is necessary. Major arguments for tourism are that it. Consequently, tourism is not always a panacea. On the contrary, over development can generate soil and water pollution and even people pollution, if there are too many visitors at the same place at the same time. Consider automobile and bus traffic congestion, inadequate parking, hotels dwarfing the scale of historic districts, and displacement of the community-serving businesses by tourist serving firms, leading to degradation of the quality of life rather than improving it. Furthermore, too many visitors can have a harmful impact on life in the host country and on the visitors themselves. The beautiful landscape can suffer through thoughtless and unwise land development and construction methods. And customers and crafts can be vulgarized by over emphasis on quantity and cheapness. These responsibilities cannot really be blamed on tourism, but rather on over commercialization. Tourism is one of the world's greatest and most significant social and economic forces. But government officials and business people must weigh economic benefits against the possible future degradation of human and natural resources. Tourism development must be guided by carefully planned policy, a policy not built on balance sheet and profit and loss statements alone, but on the ideas and principles of human welfare and happiness. Social problems cannot be solved without a strong and growing economy that tourism can help to create. Sound development policy can have the happy result of a growing tourist business, along with the preservation of the natural and cultural resources that attracted the visitors in the first place. Planning is critical to have sustainable development and protecting the environment. Viewing comprehensively the relationship between tourism and community, state, regions, and countries requires consideration of many difficult issues: the quality of architecture, landscape and environmental design; environmental reclamation and amenity; natural conservation; land use management; financial strategies for long term economic development; employment; transportation; energy conservation; education, information and interpretation systems and more.

### **Questions for discussion**

1. Discuss the importance of planning in tourism.
2. Explain the need for planning in Tourism