

+ We challenge quiz

Tourism Industry

Samvad

November 2012

General Management

Globalization vs Indian Tourism Industry

.....

Human Resources

Challenges of HR in Indian tourism



Interview

Abhijeet Patil

CEO, RajaRani Travels Pvt. Ltd.

***Social media marketing
in tourism industry***

You Tube



About Us



OUR VISION

To nurture thought leaders and practitioners through inventive education

CORE VALUES

Passion

We Link and Care

Result Oriented, Process Driven Work Ethic

Breakthrough Thinking and Breakthrough Execution

“The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.” - Alvin Toffler

At WeSchool, we are deeply inspired by these words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities need a new approach both in terms of thought as well as action. Cross disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy-the mind's eye needs to be nurtured and differently so.

We school has chosen the 'design thinking' approach towards management education. All our efforts and manifestations as a result stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

Message from the Group Director

Dear Readers,

It gives me immense pride to introduce Samvad's edition every month. The interest that readers have shown in Samvad is an illustration of Team Samvad's efforts. At WeSchool, we believe in acquisition and sharing of knowledge to the best of our capability.



**Prof. Dr. Uday Salunkhe,
Group Director**

In a continuation of such efforts, Samvad is coming up with uniquely-themed issues every month that explore diverse aspects of business. This exploration that begins with learning develops itself with deep insights leading to a higher understanding that the students shall find beneficial in the long run. Amidst this process of sharing, the second year students are absorbed in the rigor of placements. I am confident that most of them would not only be securing a job of their choice but would also be carving for themselves their dream careers, taking forward the legacy of WeSchool.

Here at WeSchool, we believe in the concept of AAA: Acquire, Apply and Assimilate. The knowledge that you have acquired over the time spent at WeSchool will be applied somewhere down the line. When you carry out this process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you are said to have assimilated all the knowledge that you have gained.

The institute has witnessed a frenzy of activity in the recent past with a lot on the students' minds, owing to a string of events. This has been a major learning experience for them. In our institute, we aspire to be unique, and expect nothing but the best from our students. From the point of view of our magazine, we look forward to reaching out to a wider reader-base.

Samvad is a platform to share and acquire knowledge and to develop ourselves into Integrative Managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students, but also with society at large.

In a continuation of this pursuit, I wish you all the best!

Prof. Dr. Uday Salunkhe,
Group Director

From the Editor's Desk

Dear Readers,

Welcome to the November Issue of Samvad!

Samvad has successfully published nine issues, and we are proud to say that it has lived up to the expectations of all. The response to Samvad has been overwhelming, and the support and appreciation that we have received has truly encouraged and motivated us.

We now have our eyes set on higher targets and more ambitious goals. Being one of the few magazines in the country which invites articles from all spheres of management, it makes us feel very proud to be able to gathered such following and interest. With renewed vigor, we bring to you the November edition of Samvad which revolves around the theme of Tourism.

You shall read about some of the most recent happenings in the tourism industry. We have a collection of articles that shall showcase various insights into the industry that many a countries are thriving on today. This is especially relevant to a country like ours that witnesses tremendous footfalls owing to its potential for tourism expansion. Apart from the general topics like HR and marketing in tourism, we have also covered niche areas like medical tourism and E-tourism which will surely catch your interest.

The icing on the cake is of course the WeChat section and this issue features Mr.Abhijeet Patil, CEO, Raja Rani Travels Pvt. Ltd. who has elaborately discussed the Tourism Industry as also what it takes for an MBA graduate to succeed in it.

Once you are done taking all of it, we have a special section wherein you can write to us and be featured in the next issue of Samvad. This is the section through which we intend to invite your participation, as the readers comprise the foundation that makes Samvad. Hence, this section is crafted carefully for you!

The creation of Samvad has been the result of the contributions of many key individuals. We wish to thank everyone who has been a part of the inception and development of this magazine. We thank our Group Director Professor Dr. Uday Salunkhe for his constant motivation and support. We thank our friends and colleagues for their valuable suggestions. Above all, we thank all the students of the various MBA colleges who have sent their articles for this issue. Without your excellent contributions, this issue could not have been successful.

We hope you stay with us, read with us, share with us and grow with us!

Hope you have a great time reading Samvad!

Best Wishes,

Team Samvad.

Acknowledgments

Team Samvad likes to extend their heartfelt thanks to certain key members of the WeSchool family for their special efforts towards the making of this magazine.

We deeply appreciate the constant motivation & encouragement that our beloved **Group Director Prof. Dr. Uday Salunkhe** has always given us. His vision & result orientation has been the driving force in creating brilliant leaders and making WeSchool a name to reckon with, not only in India but also globally. His focus on the core values of Passion, We Link & Care, Result Oriented Process Driven Work Ethic and Breakthrough Thinking has formed the foundation of all the activities that we undertake as students of this esteemed institute.

We deeply appreciate the help and support given to us by both **Prof. Amarkant Jain** and **Prof. Deepa Dixit**. Their insight and expertise is our driving force to ensure the sustainability of our magazine.

We appreciate **Prof. Indu Mehta** for her help in selecting the best Marketing articles. Prof. Indu Mehta is part of our core Marketing faculty at WeSchool. Her readiness to help for the magazine's cause is highly commendable. She ensured that all the articles were graded on common parameters in line with the theme of the month.

We extend our heartfelt appreciation and thanks to **Prof Dr. Kavita K. M** for evaluating the articles for the Operations domain. **Prof Dr. Kavita K. M** has many years of teaching experience in the field of Operations.


















We would like to thank **Ms. Yashodhara Katkar**, General Manager - Liaison, WeSchool for her invaluable support in the WeChat section. Also, her PR team has made it very easy for us to reach out to our readers and their contribution to our magazine is truly invaluable.

We are grateful for the help and support lent to us by **Prof. Chitralekha Kumar** during the making of our magazine. Her readiness to help and encouragement went a long way in the successful completion of this issue.

We are indebted to **Prof. Jalpa Thakker** for all her help and guidance in the making of Samvad. Her insight and suggestions have been of tremendous benefit to us. The Samvad Team would truly be incomplete without her.



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Antarctica Calling...at WeSchool

An unusual exhibition displaying the ecological aspects and the pristine beauty of the last living continent on earth was inaugurated at WeSchool Campus by Prof Gudren Paulsdottir, International strategist- Malardalen University and Immediate Past President Of European Association For International Education .

The exhibition aptly titled; 'Antarctica Calling ' showcases various eco-facets of Antarctica; its variety of flora and fauna with the beautiful landscape as the backdrop and also highlights the ill effects of mining and oil drilling if it is ever permitted on the continent.

A major part of the exhibition also showcased the legendary Sir Robert Swan, the journey so far and his Endeavour to save the ecosystem of the continent, with a focus on reduction of the ozone layer depletion.

The initiative was launched not only to create awareness about environmental protection among the student community at WeSchool but also to mark the beginning of the on-line registration process for the The International Antarctic Expedition 2013 (IAE 2013).

The selection of the student for the mission will be done on the basis of a Green test , his/her statement of purpose/mission statement ,physical endurance and the methods used for fund raising for the expedition.

A Jury consisting of renowned environmentalists, academicians and scientists will examine the expectations from students, what they will do to fulfill the mission statement on return by applying it in life, workplace and society. The top students thus selected through a process of careful scrutiny will get the wonderful opportunity to accompany Sir Robert Swan on his next mission to Antarctica from Feb 28 to March 13, 2013.

The Madrid treaty which designates the Antarctica as a 'natural reserve devoted to peace and science' is due for a debate in 2041 and it is Sir Swan's mission to educate the youth so that they take the collective responsibility to continue the mission and strengthen his effort to push for reforms for Sustainable Development at the next World Summit and WeSchool stand firmly to support him in this noble venture.



Prof Gudren Paulsdottir inaugurating the exhibition at We School, Mumbai



Prof Gudren Paulsdottir along with faculty members at We School, Mumbai

Raja Rani Travels Pvt. Ltd

An Interview with Mr. Abhijeet Patil

By: Stita Misra, Aniruddha Kulkarni and Omkar Kelkar

Mr. Abhijeet Patil is the CEO of Raja Rani Travels Pvt. Ltd.

Q.1: Please give us an insight into the Tourism Industry and how it has changed in the past decade.

Travelling has shifted in a very big manner in the past 10-12 years. Companies like ours were, erstwhile known as tour operators. Started half a century back, we offered only leisure travel options with the target audience being families wanting to have a once a year vacation. There were other companies known as travel agents who predominantly did only airline ticketing with phenomenal amount of business and multi-crore profitability. Then, there were some who were concentrating on international tours.

But now, a lot of us, at the top have consolidated our businesses and become travel houses where we offer a bouquet of services like airline bookings, customized tours for our privileged customers, leisure fixed departure tours for the general public, etc. In addition, a lot of us have started specializing in certain areas so that at least one area is your forte.



Mr. Abhijeet Patil, CEO, Raja Rani Travels Pvt Ltd

Q.2: How competitive is the market in terms of private players of the Tourism Industry, and how do you deal with the competition?

As I mentioned, a lot of us have started venturing into niche areas. But, as soon as one of the players gains traction in that area, the rest follow to cash in on the opportunities and make a mess of the situation. This is a major problem existing currently leading to unhealthy competition. Further, competition from online portals is hitting us and eroding our business. Online services offer cheaper rates compared to ours at the cost of profit. However, as they are heavily funded, they can sustain. But they end up spoiling the market. The web services offer too much knowledge which ends up being dangerous. The customer does lot of research, compares the various options presented to him by different travel websites and ends up demanding the same from tour operators like us. If we do customize and offer a plan as per his requirement, he would need to shell out an amount much higher than what he expects us to charge him.

Another important factor to be looked into is the unorganized sector which is the chunk while organized travel segment is just 2% of the entire industry in India. This is primarily because 55-60% travel is VFR (visiting friends and relatives). Eg people travelling from Delhi to Mumbai may not be leisure but is travel. They would book their tickets through some local agent or by

themselves. Also, people in the interior parts of India, book from their local agents as going to a professional tour operator is not in their culture.

With such a complex and congested market, there no longer exists any monopoly of a particular player with all players wanting to enter all business areas. Like eg Orbit had a monopoly with exhibition tours which was smashed by other big players entering into their space.

Q.3: What are the different types of tourists coming to India and how do you design products for them?

It is interesting to know that a quarter of total travel is religious based. Around 26% Indians traveling within the country, travel to two popular spots viz. Vaishno devi and Tirupati. So, the focus is naturally for them. We were the first tour operator to get ISO in India. And therefore we understand the need and process of standardization while designing a particular product. Business these days is affected by excessive use of technology by customer who demands of customization. What passion u bring to the table at the end, is what he is paying u for. Thus, while designing a particular product or tour we keep the customer in mind and his requirement.

Q.4: Which is the off-season and what strategies do you adopt to tackle the low demand?

Tourism industry is spike driven. Over a calendar year we have to deal with lots of spikes, both in upward direction and downward direction. In India, January to March and June to September are off seasons while April to May and October to December are high demand periods. So, to offset the loss of revenue in off peak months, we try to gain from our niche and non-conventional business areas like arranging and managing media and travel events and programs.

Q.5: What are the promotional tools and mechanisms being used to attract customers?

One important aspect of attracting customers is carving a niche for yourself. Like for example, no travel operator is as closely related with Kashmir as we are. I would be happy to tell you that we were being called as Dost-e-Kashmir by Central and State we were being called as Dost-e-Kashmir by Central and State Governments. In that sense, we get a lot of business without having to do advertising and marketing to a large extent.

During the dot com boom, we were doing the back end work for around 25-26 online portals, thus catering to B2B segment. As competition has risen in this age of over information, companies have resorted to two measures viz lowering their standards or increasing the tour prices. But, we have stuck to our standards eg we still offer hotels in centre of cities like London whereas other tour operators put up the guests in cheaper hotels away from city centre. This keeps attracting customers to us.

Raja Rani Travels Pvt. Ltd

Q.6: Would an online platform for your company draw more customers?

For my company, no. Using an online platform largely depends on what your target audience is. My clients are people in the top end of the socio economic pyramid who would call me and ask me to send my agent for creating a tour as per their requirement. They would not go online. The other segment is for fixed departure leisure tours, with people from interior Maharashtra, and they too wouldn't go on internet but instead rely on their local agent for ticketing and bookings. But, there exists a large chunk of population between these two classes who does go online and the company dealing with them can provide an online platform.

Q.7: Your views on Government helping tourism.

Govt is not helping the local travel but is concentrating more on foreign travelers. A few years back Govt was elated at having received 40 lac foreign travelers without realizing that it is not even in the top 25 tourist destinations of the world. France topped that year with 9.5 crores of foreign travelers. Then you realize the Indian tourism is still a yardstick in perspective to the world. I would like to cite the example of two cities, Dubai and Singapore, who don't have monuments or historical places. But still they have developed everything in recent times and drawing 7-8 times more travelers than India. Extensive marketing is what is required here and the Govt needs to focus more on it.

Q.8: Your experiences in Medical tourism and your further plans to showcase India as a popular destination for the same.

Every domain has its own challenges. I have submitted a white paper to the Govt of Maharashtra. But there is a lot of inertia within the govt. There is no clarity as to who should promote it i.e. Health dept or Tourism dept. The Govt probably does not even have a clue what really constitutes Medical Tourism. The patient who flies down for the surgery has done his homework on doctor and treatment he can expect. From the tourism point of view, what matters is how he is received at airport, how he is taken around the city pre and post his hospital period. His experience in the city matters. Thailand capitalized on this when they realized that Japanese are coming in large numbers for medical treatment. They set up a call centre with all Japanese people and calls attended in Japanese. Furthermore, a dozen top hospitals had hospitality desks with staff speaking foreign languages, assisting medical tourists check-in etc. So, each domain has tremendous potential which needs to be leveraged.

Q.9: What are your future plans?

In the past few years, we have had a paradigm shift into events and projects where the intellectual rights remain with us. That way all the tours and travels of that particular event comes to us. Around 25-30 crores of my company's turnover is by strategically partnering in this events like Bridal Asia, MIFTA etc. This is the domain we have seriously entered into.

WeChat

Currently, we are running on three parallel tracks. One is Marathi events and projects, second being cosmopolitan projects like highend Indian Fashion Shows abroad, Indian Royalty show-cased abroad etc and thirdly promote some of the leisure tour segment we are so famous for. This has a potential of generating crores of travel business. As the entire travel comes to us in such cases, event mgt has become an important part of our business. 70% of my biz would be non conventional in the coming years. For the same purpose, we have set up another company called RR Global Entertainment.

Q.10: Please share your experiences in corporatizing a family managed business like Raja Rani Travels and the role of a professional manager in it.

It is very difficult to convert an erstwhile family managed business into a full fledged corporate venture. There exist old loyal employees who are extremely loyal , have worked very hard for the Company and generally know their area of work by heart, but they are not very computer savy or don't have a clue on new age initiatives like HNI Trvvel requirements.

On the other hand professional managers who know new Tourism domains, are resourceful in finding solutions to HNI travel, but are very fickle to being poached and adhere to sorporate timings etc. Personal touch and relationships developed over the years more important in tourism industry than a degree. Therefore, MBA in travel can be misnomer. But, we may require the mindset of MBA graduate in companies like Gawande's who have invested in and set up businesses and franchise models like Naturals Ice Cream, Talwalkars, Sanjeev Kapoor chain of hotels, etc.



Raja Rani Travels Pvt. Ltd

Q.11: What potential/opportunities to MBA graduates have in the Tourism Industry today?

In the past 5-6 years, we are seeing lot of positive trends in the tourism industry which are encouraging. These trends should be the areas of focus for students. One is that the pie is increasing exponentially with quantum shifts in the way people are travelling. Tourism has shifted from Luxury to Leisure (not yet into necessity). People aspirations have also increased and desire to have foreign trips on an average of at least one yearly and about 5-6 weekend trips.

Earlier people saved money to travel. But these days, due to the advent of EMI options or travel loans, people don't mind travelling now and paying later. For a student who wants to be an entrepreneur life is very difficult in tourism industry. It's not about exotic locations but a responsibility with lot more negative issues. For a student wanting to work, there is a phenomenal scope. Specialists are needed in event management, understanding clients and creating custom tours, travel managers for corporates, for foreign delegates, etc. Students can work in all these positions.

Q.12: According to you, what are the essential traits one must have to be a successful manager in the Tourism Industry?

The two most important are passion and grass root knowledge. Without these two, it's very difficult to build up a career and sustain in the Tourism Industry.



Q.13: Should a course be started to address this issue of managers for tourism?

There are institutes like Garware institute who have related courses. But the courses are generic and overview of entire travel and tourism is given with no focus on niche areas. So no course meets our requirements. And at the same time it would be difficult to design a course which would match our exact requirement. So, passion is given more prominence. I give jobs only those who are genuinely interested.

Q.14: Do you have any suggestions and tips for the future managers and entrepreneurs?

Be passionate about what you are doing and have bright ideas for the future. Innovation and specialization is the requirement these days and the same should be addressed.

Q.15: Please tell us about a few major challenges you have encountered in your career and how you overcame them?

As the tourism industry throws enormous and phenomenal amount of challenges at you at every step. With over 56 years in the industry, it is still full of challenges. Primarily because, we are a catalyst synergizing 8 to 10 parameters (Airlines, Railways, Coaches, Hotels, Guides, Food etc) and providing a complete solution. Any one or two parameters collapses, or external forces like weather, political turmoil etc, changes, it plays havoc with our ability to deliver. It's very difficult to single out the few major ones. However, accepting the problems and learning from them and moving ahead is the only solution.

RAJ RANI TRAVELS PVT. LTD.

Q.16: Is the era of tour operators coming to an end?

I don't see this happening at least for the next twenty years. Though negatives are huge, a demand still exists due to the need of personalization and over the counter treatment. As long as people want to be serviced with that personal touch, tour operators are here to stay.

—O—

Challenges of HR in Indian Tourism

By: Achintya & Advaita Das, PGDM HRM (2012-2014), XIMB

Bounded by the sublime Himalayas in the north and edged by an amaranthine stretch of golden beaches meeting Bay of Bengal, Indian Ocean and Arabian Sea in the eastern, southern and western part respectively, India portrays an animated kaleidoscope of vast landscapes, exotic cities, ancient sites, colossal desert, picturesque forest, colourful people, and evokes a magical sensation to each traveller to this wonderful country. It is a land where past meets the present, where rich heritage meets the most modern exotic architectures, where people of different cultures and different religion dwell in harmony-thus rendering an excellent treat to tourism industry. Indian tourism industry is profound; it is in fact the largest service industry contributing of 6.2% to the national GDP and 8.7% of the total employment and with the intrusion of Incredible India campaign, it did enhance the branding of India and her appeal to the global market. The future of Indian tourism industry looks sparkling and more promising both in terms of tourist arrival and foreign exchange earning-an estimation made by the newspapers.

However a dark cloud lurks in this industry with the several human resource challenges which may prove detrimental in the long run. This industry lacks qualified staffs in both operational and managerial levels and huge gap still exists between supply side inputs and demand side requirements. This industry is still not yet fully exploited to the limits it should have been. HR plays a pivotal role in tourism industry as it manages people by providing them necessary support and guidance to develop their career in this industry. Talents must be nurtured which have been a major problem in this industry over the past few decades and here comes the duty of HR to ensure that employees are making maximum use of their capabilities with no regrets whatsoever. It is also the duty of HR to select effective man-power which would render maximum utility to this industry. HR must also bridge the gap between India and other countries by incorporating techniques and methods that are used in rampant in many countries, which merely thrives due to their rich tourism industry.



Image Source: <http://www.mta.com.mt/>

Human Resources

Scope of HR in this industry is abounding. Starting from branding to finding potential tourist spots-the list is never-ending. But it is a shock to see that most of these fields are never exploited in case of Indian tourism industry where it is so much in practise in other countries. Also sustainability based work culture, professional ethics and effective operational practises are still a distant dream in this industry. It is the duty of the HR to bestow this environment and work-culture to this industry which would strengthen its roots to stand tall and strong in the future thereby adapting itself with the wind of change.

Tourism industry is also turbulent and challenging in nature with the terrorist threats, natural calamity, climate change, large scale practise of deforestation and destroying natural habitat of many species thereby destabilising the industry-HR thereby plays an important role in selecting the right person for the right job at the right time such that the best talents would deduce effective policies and means to evade those. Indian tourism industry still lacks competent professionals to serve the industry. Also education and sporadic institutions rendering a degree in tourism industry have been unable to churn out the professionals who can create something different this industry and meet the expectations. This are the reasons that despite the huge potential, this industry still walks along the developing stage and faces stiff competitions from other countries.

Apart from the challenges mentioned above, the big fish are managing their HRD practices well but there is still a question mark on most of the organisations. If, having a closer look one will find that Indian tourism lacks in availability of competent people in tourism industry. Many people think of the ineffective policies but it is not the only ineffective policies but also the interest towards tourism industry has a very sharp decline. Many employees at the managerial posts are simple graduate and they are the people having no other choice to make. As a result of this, neither there is any improvement in the efficiency of those employees, nor in the effectiveness in Indian tourism.

So, what should be done? For sustainable development, HR requires to frame an action plan for this. First, they have to be more professional in their practices such as there should be training and development of the employees at the regular interval, pay hike to attract the pool of talents, design of job description and specification, etc. Overall a good man power planning is required at all levels of organisation. Secondly, the government should also involve the HR managers in the campaign to promote travel, tourism and hospitality industry, etc because they will see the gap in the manpower requirement and see what really is going wrong in policy design and what are the efforts to be put for customer satisfaction.

Thus, one can say that supply of competent and skilled Human Resources is the major problem in front of Tourism industry. Lack of standardised HR practices and non-competitive salaries have increased the attrition rate and thus put a question mark on HR practices. So, it is the high time to take some initiative to increase the quality of manpower and contribute in social and economic development of the country.

—O—

Breather

Tourist Alert– Some must visit places in the world!!

Chokhidhani awarded India's Most Innovative Tourism Project.

Jaipur is the capital of Rajasthan state and have a unique category in tourism and business market. It is mainly known for its Art and Tradition. But not only Jaipur but the whole Rajasthan has always been famous for its handicrafts and artworks. Each part of Rajasthan has its own Historical Rhythm with its Art, Craft and Tradition.

And to showcase that sheer beauty of Rajasthani Art and Craft, Chokhi Dhani has come forward and decided to conceive Kala Gram with an idea to encourage the local and traditional artists, to reveal their skills, demonstrate the art and sell their goods.



Image source: <http://www.chokhidhani.com/>

Chokhi Dhani was awarded as the most innovative tourism project in the field of indian tourism by honourable Vice President of India Shri Mohd. Hamid Ansari.

Tarragona, Spain human tower competition

Each year, thousands gather in Tarragona, a city in Spain's Catalonia region about 50 miles southwest of Barcelona, for its annual castells competition, where teams made of up to hundreds of people collaborate to build human towers.

Building human towers, or castells, is an old Catalan tradition dating back over two hundred years. Each castell (a Catalan word for castle) is built by a team, called a colla, consisting of between 75 to 500 men and women.

Young and light members form the top of a tower while heavier members form the base.



Image source: <http://www.trbimg.com/>

This makes it a place to visit for all tourists just to view just going the number of people present for the event.

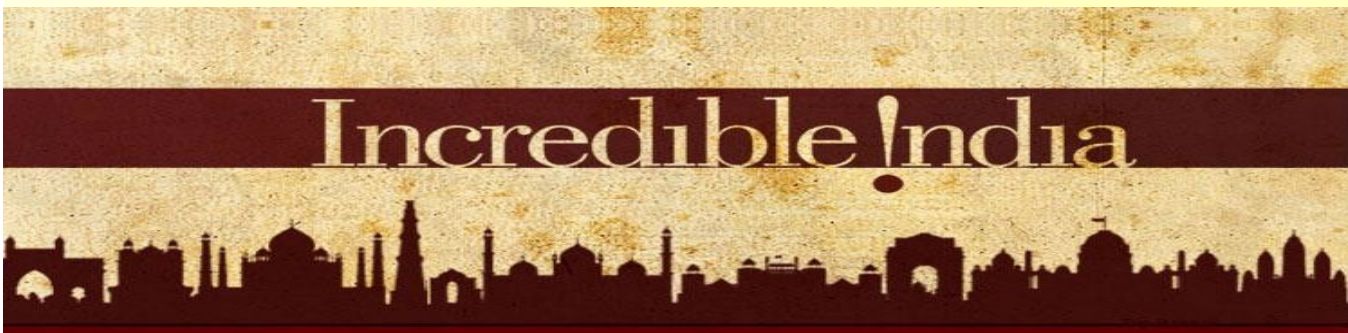
Breather

Madain Salih, Saudi Arabia

Madain Salih encompasses the largest preserved remains of the Nabateans, an ancient people who settled northern Arabia, south of Petra in Jordan. The site contains monumental tombs and wells carved into the sandstone dating from the 1st century BC. It owes its remarkable state of preservation to early abandonment, arid climate and lack of pillaging and reuse.



Image source: <http://www.trbimg.com/img-50a19fbd/>



“Marketing” Tourism

“Marketing” Tourism in India

By: Mahesh Nath Sahu, Naveli Singh, PGDM (2012-2014), IIM Raipur

India has always been the land of mystery and cultural heritage. With the world slowly accepting the spiritual and cultural essence of India, people throughout the world visit India to explore more of it. True that India offers great cultural insights, but the tourism efforts are localized and independent rather than coordinated and organized. What the world sees is a confused mix of Western culture trying to hold on to its ancient roots. Instances of promotion of tourism from throughout the world can act as the missing link to revitalize the tourism sector in the country.

Rank ♦	Country ♦	UNWTO Region ^[5] ♦	International tourist arrivals (2011) ^[2] ♦	International tourist arrivals (2010) ^[2] ♦	Change (2010 to ♦ 2011)
1	 France	Europe	79.5 million	77.1 million	+3.0%
2	 United States	North America	62.3 million	59.8 million	+4.2%
3	 China	Asia	57.6 million	55.7 million	+3.4%
4	 Spain	Europe	56.7 million	52.7 million	+7.6%
5	 Italy	Europe	46.1 million	43.6 million	+5.7%
6	 Turkey	Europe	29.3 million	27.0 million	+8.7%
7	 United Kingdom	Europe	29.2 million	28.3 million	+3.2%
8	 Germany	Europe	28.4 million	26.9 million	+5.5%
9	 Malaysia	Asia	24.7 million	24.6 million	+0.6%
10	 Mexico	North America	23.4 million	23.3 million	+0.5%

Image Source: http://en.wikipedia.org/wiki/World_Tourism_rankings

France: “The Culture Brand”

The promotion of tourism industry in any country has to be increase in visibility of their “Events and Experiences”. France banks on its rich culture to attract tourists from throughout the world. Events like **LILLE3000 - FANTASTIC 2012** showcase the culture of France in animated environments throughout the country.

Marketing

In case of India tourism is fragmented. While some places like Maharashtra, Tamil Nadu, Delhi and U.P. get the lion's share of the tourism pie, rest are left out. The need is to make coordinated efforts and complete packages spanning the entire country.

Hospitality and cooperation from the locals is the priority. The promotion of Indian tourism demands a shift in attitude of people to be more hospitable and friendly. It has to go for major repositioning in the minds of tourists and establish itself as a safe and tourist friendly destination.

Spain: "The Repositioning Brand"

After reaping benefits from its "holiday in the sun" image for about more than 50 years, Spain finally decided to reposition itself in 2009. Its new Target Group was the affluent tourists who wanted more than just the sun, sea and the sangria. But targeting this upper end market required it to come up with a value proposition that could make it unique. Accordingly Spain aggressively advertised its Gastronomic tradition and projected it on its tourist map. It now organises various gastronomic events to attract food lovers throughout.

The government aims to focus less on its summer season tourism and coastal regions and more on diversifying its portfolio. India apart from projecting itself a land of culture and ethnicity can also enter into the segments of Medical Tourism with its Ayurvedic and Homeopaethic backbone. Like Spain it has vast potential of expanding its tourism base into untapped areas.

United States: "The No-Promotion Brand"

U.S.A did not have any sustained global promotional campaign since the closing of its Travel and Tourism Administration in 1996. Though it may have followed some regionalized promotion campaigns but unlike other nations which aggressively advertised travel and tourism in their countries, U.S. always lacked a national promotion campaign.

Still it could maintain its Number 2 position in tourism through its capacity to provide a range of experiences varying from urban destinations to unique regional cultures throughout the states. Popular culture including music, movies, monuments, wildlife, theme parks is also a significant selling point. Brand USA is now planning to launch its first ever national campaign for international markets.

Also rejuvenating the theme parks and wildlife sanctuaries and parks can also add reasons for tourists entering India.



Image Source: <http://t1.gstatic.com/images>

“Marketing” Tourism

Malaysia: “The Diversification Brand”

Malaysia believed that diversifying its tourism base would make it independent of limited range of activities and markets. Starting from the image of a “**Tropical Paradise**” in 1970’s, it moved to its “Clean Destination” approach during the period of early rise of AIDS. Gauging the lukewarm response, it started selling the vast natural resources the country had with slogans like “**To know Malaysia is to Love Malaysia**” and “**You will be fascinated**”. It led to the rise of Nature and Adventure Tourism. The success of these campaigns brought the “**Shopping Paradise**” slogan in mid 90’s after realizing shopping as one of the main activities. Lately Malaysia has repackaged itself as a combination of nature and culture with “**Truly Asia**”.

Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2011

Rank	State/UT	Foreign Tourist Visits in 2011 (P)	
		Number	Percentage Share (%)
1	Maharashtra	4815421	24.7
2	Tamil Nadu	3373870	17.3
3	Delhi	2159925	11.1
4	Uttar Pradesh	1887095	9.7
5	Rajasthan	1351974	6.9
6	West Bengal	1213270	6.2
7	Bihar	972487	5.0
8	Kerala	732985	3.8
9	Karnataka	574005	2.9
10	Himachal Pradesh	484518	2.5
	Total of Top 10 States	17565550	90.1
	Others	1929329	9.9
	Total	19494879	100.0

Image Source: <http://http://tourism.gov.in/TourismDivision/>

India has been following the “**Incredible India**” international marketing campaign since 2002. Prior to that India lacked any concerted effort for tourism. India needs to diversify its campaign to cover aspects of India which could be attractive to average customers.

For a country like India the need to establish an integrated web of tourism and travel services to bank upon the complementary nature of region’s tourist attractions and to promote India along with neighbouring countries such as Nepal, Bhutan, Sri Lanka, Maldives and China as a single destination with wide range of experiences. This strategy better known as “Sharing” of tourism can help build the desired image for India and will also add value both to the tourists and Indian economy.

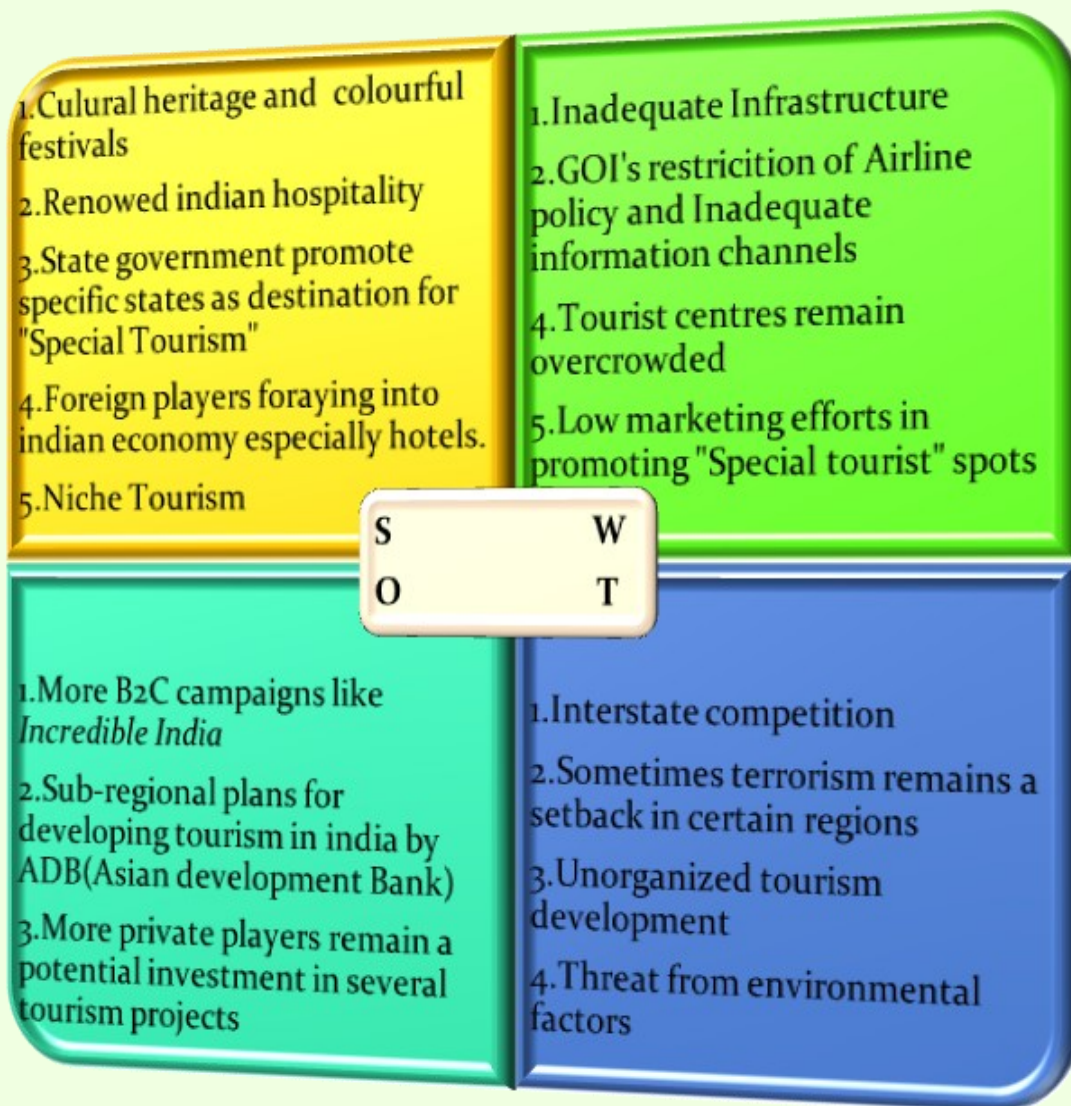
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Marketing

Tourism in India: Present and Future

By: Vignesh K P, Vemb V, PGPM (2011-2013), IIM Indore

Tourism forms a vital economic activity because it brings in revenue from outside the community. Indian tourism industry is on a roll today, with increase in disposable household incomes holidaying remains a popular trend driving the travel and tourism industry. With increased capacity by airlines offering value fares has made tourism to grow several-fold. SWOT analysis and BOP Impact have been explained below.



Tourism in India: Present and Future

Rs bn	2009	2010	2011
Incoming Receipts	549.6	618.4	721.4
Outgoing Expenditure	399.8	451.7	486.4
Balance Of Payments	149.8	166.7	235

Industry Outlook is positive impacted by relaxed GOI regulations , Entry of private players, Industry support at a national and state level , Nice tourism's impact and Industry consolidation

These have impacted positively in the incoming receipts & a 41% increase in BOP during 2010-2011

Key Trends & Developments

1. Tourism thrives amidst Slowdown Threats

1. Tourism showed no significant signs of slowing down despite weak signals of economic growth
2. Tourism remains dependent on domestic tourism with foreign tourists contributing only 25% to the total revenue in 2011

CURRENT IMPACT

1. tourism in the near future would witness growth coming from neighbouring countries including China, Nepal, and Sri Lanka
2. government's initiative to promote the North-east and Jammu and Kashmir with medical tourism growing at a rapid rate

OUTLOOK

1. Growth in the tourism industry is likely to drive growth in categories including hotels, airlines, and car rentals
2. Hotel industry, is likely to witness intense competition.

FUTURE IMPACT

Marketing

2. Industry supported by activity at both national and state level

1. Indian Government promoting India as a destination for adventure tourism, spiritual tourism, pilgrimage and ecotourism, special tourism spots
2. MoT conducted road shows in Los Angeles, New York to promote India as a tourist destination

CURRENT IMPACT

1. Government is planning to identify new source countries and has plans to invest in promotions to attract more tourists from new countries
2. Ministry of Tourism aims to reach 1% of the total world's arrivals by 2016

OUTLOOK

1. Increase in domestic airline capacity to support tourism
2. Indian Government needs to invest more in infrastructure to overcome the major challenges and to attain such growth.

FUTURE IMPACT



Image Source: <http://www.cultureholidays.com/>



Image Source: <http://www.tourismindia.co.in>

Tourism in India: Present and Future

3. Large number of new players continue to add excitement in the market

CURRENT IMPACT

1. Leading international luxury hotels announced its plan to come up with four new properties in major metros in India
2. Leading hotelier, Wyndham Group entered into a deal with Chatwal Hotels to help Chatwal group to expand its business in India

OUTLOOK

1. Indian hotel industry, would witness entry of a number of leading players as well as capacity expansion by domestic players
2. Hotel industry likely to witness global players tying knots with domestic players.

FUTURE IMPACT

1. Increased competition is expected to drive innovations which industry players are likely to come up with in order to sustain share

Pricing Mantra

Pricing Components –



Rack Rates

- All tourism businesses should have a rack rate – this is your “full rate” before any discounts are applied and typically is what is provided to wholesalers and printed on brochures for the season ahead



Seasonal Pricing

- Using a mix of pricing throughout the year to cover low, high, and shoulder seasons is a standard way for tourism businesses to cater for differing levels of demand due to the time of year



Last Minute Pricing

- Common method for accommodation suppliers to fill those last minute gaps in inventory availability, last minute pricing is basically discounting daily prices according to forward bookings and promoted on last minute booking websites.

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Upcoming tourism products



LUXURY ON WHEELS

- Luxury tourism emphasises on train travels with red carpet and exotic meals
- Palaces on wheels- Heritage tours



RURAL & VILLAGE TOURISM

- Rural destinations are the most sought after recreation spots
- GOI has laid emphasis on infrastructure development in rural areas



WELLNESS & SPA TOURISM

- World class health spas are booming across the country
- They have tie-ups with private players



ADVENTURE TOURISM & MONSOON MAGIC

- Focuses on Eco-tourism
- Monsoon provides seasonal revenue during Apr-October



MICE

- Meetings, Incentives, Conference, Exhibitions includes agenda planned around specific interest
- Flourishing in metros

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Medical Tourism





Medical Tourism Industry

By: Pallavi Jyoti, PGDM HCM (2012-2014), WeSchool

Tourism is an important catalyst in the socio-economic development in the modern times, contributing in multiple ways and strengthening the inter-connected processes.

Such a branch of the tourism industry is Medical tourism. Broadly defined as a collaboration of medical services with the tourism industry, healthcare tourism offers cost effective medical services for individuals who cannot afford these services in their country due to high costs or to people who are tired by long waiting times. Also patients from countries, where treatment is not available, can avail the benefits of healthcare tourism. It may include international or domestic tourism.

This industry is growing rapidly and turning out to be an immense business opportunity for nations which have the strategic advantage of having resources in terms of medical technology, infrastructure and right human resources. Cross-border travel for health reasons is a \$40 billion market and growing at over 15% a year which throws up huge opportunities for anyone smart enough to tap it. Countries that are actively promoting healthcare tourism include Belgium, Singapore, Malaysia, India, Thailand, Cuba, Costa Rica, Hungary, and Poland. Greece and South Africa are also emerging as new destinations. India is the latest entrant in the field of health tourism.

Comparison of Major Destinations				
Major Destinations	# of Medical Tourists	JCI Accredited Hospitals ^{2,a}	Range of Costs (% of US cost) ^{1,b,c}	Popular Treatment Options
Thailand 	1.54 MM (in 2007) ⁶	5	6%-28%	Alternative Medicine, Cosmetic Surgery, Dental Care, Gender Realignment, Heart Surgery, Obesity Surgery, Oncology and Orthopedics
India 	0.45 MM (in 2007) ³	11	6%-21%	Alternative Medicine, Bone-marrow Transplant, Cardiac Bypass, Eye Surgery and Hip Replacement
Singapore 	0.41 MM (in 2006) ⁵	15	8%-33%	Organ Transplants, Stem Cell Transplants and other high end procedures
Malaysia 	0.29 MM (in 2006) ⁴	2	6%-23%	Cardiovascular Surgery, Cosmetic Surgery, Dental Care, Eye Surgery, General Surgery, Orthopedic and Transplant Surgery

Note: ¹JCI stands for Joint Commission International, is a not-for-profit organization responsible for providing accreditation and certification services; ²Cost of treatment includes hospitals stay only; ³Average cost for treatment of Heart Bypass, Heart Valve Replacement, Angioplasty, Hip Replacement, Hysterectomy, Knee Replacement and Spinal Fusion
Source: ¹'Medical Tourism: Consumers in Search of Value', Deloitte Center for Health Solutions, 2008; ²Joint Commission International Website; ³'Numbers of note', Business Today, Dec 11, 2008; ⁴'Top 5 Medical Tourism Destinations', Nuwire Investor, Mar 31, 2008; ⁵'5 Myths of Medical Tourism', Singapore Medicine; ⁶'The Medical tourism industry in Thailand', I-Shou University, Sep 2007

Image Source: Grail research report, 2009.(c) "Medical Tourism: Global Competition in Health Care", National Center for Policy Analysis, Nov 2007; (d) Center for Medicare and Medicaid Services.

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The Indian chapter

A study conducted by the confederation of Indian industry (CII) and Mckinsey consultants says that in 2005 around 150,000 foreigners visited India for medical treatment and number is rising by 15 percent every year. CII says that India has the potential to attract 1 million medical tourists per annum and this could contribute around us \$ 5 billion to the economy. The key 'selling point' is its "cost effectiveness." Also, clinical outcomes in India are on par with the world's best centers, besides having internationally qualified and experienced specialists. Price advantage is a major selling point. The slogan, thus is, "first world treatment at third world prices". The cost differential across the board is huge: only a tenth and sometimes even a sixteenth of the cost in the west.

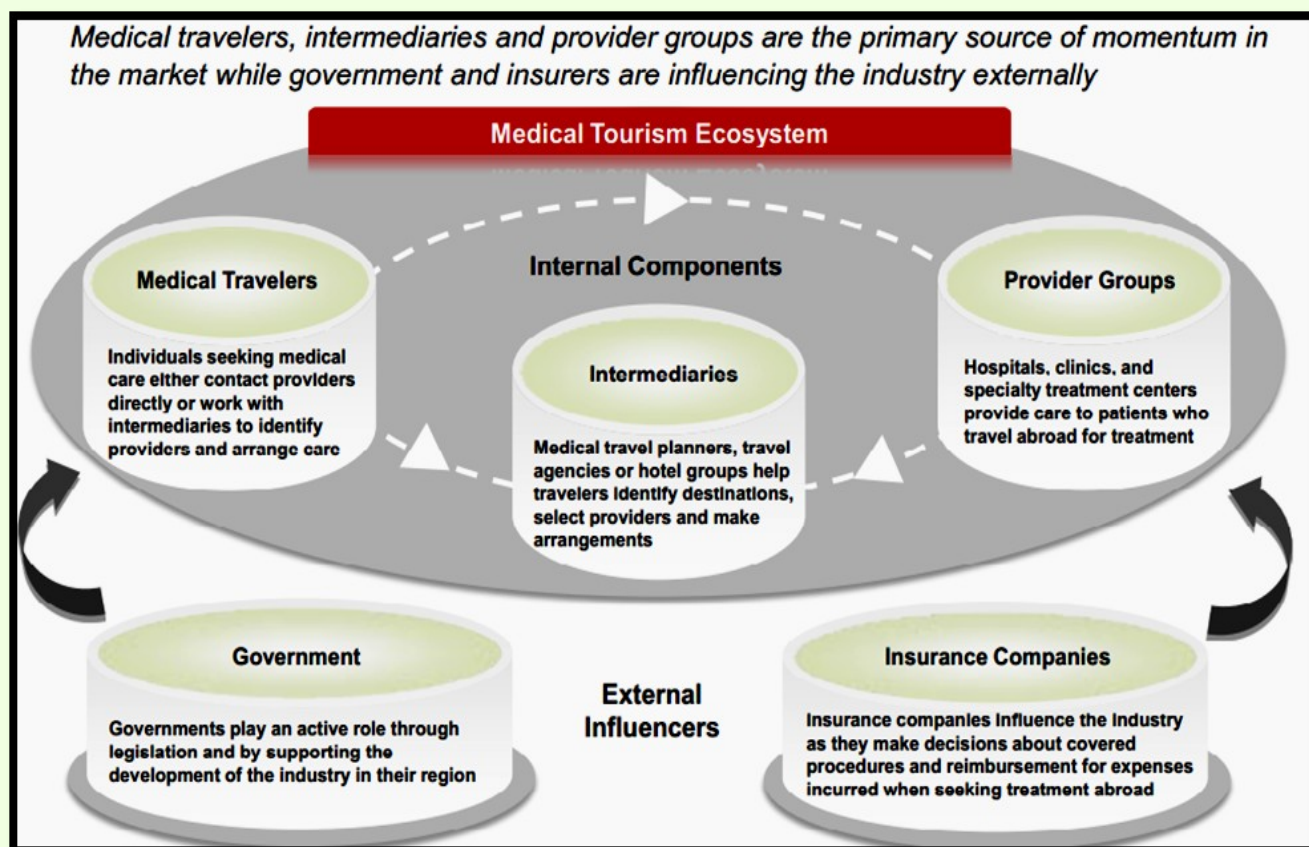


Image Source:-"medical tourism, consumers in search of value" Deloitte centre for health solutions, 2008.

The competitive advantages

A combination of many factors contributed to competitive advantage and has led to the recent increase in popularity of healthcare tourism in India. The various advantages are thus a clear indication of the immense scope in the medical tourism industry. If, well implemented these advantages are a boon to a country.

Medical Tourism

- World class facilities at a tenth or sometimes even a sixteenth of the cost in the west.
- Availability of a vast variety of quality care ranging from neurology, neurosurgery, oncology, ophthalmology, rheumatology, endocrinology, ENT, pediatric surgery, pediatric neurology, urology, nephrology, dermatology, dentistry, plastic surgery, gynecology, psychiatry etc.
- Ayurveda gaining popularity in the world as side-effect free system of medicine.
- Leisure tourism is very much in demand in India as the country offers diverse cultural and scenic beauty.

Challenges before Indian medical tourism

- Lack of government support.
- Perception as an unhygienic and communicable disease prone country.
- Lack of regulatory system for hospitals and their pricing controls.
- Strong competition from countries like Singapore, Thailand.



Image Source: <http://blog.expertflyer.com/>

Conclusion

For medical tourists coming from abroad there is value proposition in terms of costs and quality. Moreover, India as unique as it offers holistic medicinal services with yoga, meditation, ayurveda, allopathy and other medical facilities; we offer a unique basket of services to an individual that will be difficult to match in other countries.

Opportunity exists. To tap it completely, there is a series of reforms required. First, the collaboration of tourism and medicine industry should be deepened. Second, international accreditations should be increased so as to increase perception of quality among foreigners. Third, public and private sector needs to work in tandem to bring out the best of services.

References:

- Grail research report, 2009
- Facts for you, January 2007, “medical tourism: the next best thing”, by Rakesh Kumar Goswami.

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Marketing

Role of Social Media Marketing in Tourism industry

By: Aditya Krishnan, PGDM E-Biz (2012-2014), WeSchool

Social media has become a platform that is easily accessible to anyone with internet access. Social media marketing refers to the process of gaining website traffic or attention through social media sites. Role of social media has grown at a rapid pace in recent years and most of the companies are using it on an extensive basis to generate leads and converting them to customers.

The tourism industry was one of the sectors that benefitted the most from the internet and as a result Social media has become an integral part of tourism marketing.

Need of social media in tourism industry

The introduction of Social Media networks has revolutionized the industry. Now it is not only the “industry experts” that publish their reviews on travel related websites and channels but also the simple internet users that rate destinations, create content, write their reviews, exchange experiences, publish their videos and photos etc.

Moreover the social networks made it possible to spread the information even faster and with less cost. The word of mouth has been proven an effective way to promote businesses and several viral marketing techniques have been developed in order to engage the internet users. The social media networks are valuable tools for companies that belong to the travel industry because they can help them promote their services with less cost, attract user attention and above all generate buzz around their brands, services or travel destinations. With millions of internet sites, social networks, online booking engines and review sites, vacationers and visitors can now pick and chose where they want to stay, how they want to spend their vacations and find latest tourism pictures and videos that showcases the experience and real time view of the destinations. The internet and social networks have put word of mouth marketing on the forefront for tourism destinations and tourism businesses.



Image Source: <http://www.webseoanalytics.com>

Social Media and Tourism

Tourists are branding businesses

Vacationers and guests are now able to brand businesses through social media. In the '80's and '90's ad agencies were paid lots of money to determine the marketing message for a brand. With forums, blogs, Facebook, Twitter, Youtube and Foursquare, the end user vacationers are actually now branding businesses through their messages on social networks. This is a revelation in the theory of market branding. Businesses need to stay on top of their game to monitor and control the message that is getting out there and branding their business. Gone are the days where the business owner or the marketing director used to determine a company's brand, today customers do it for them. For a small tourism business building a brand through their logo and tag line can help end users start the conversation about their brand.



Image Source: <http://www.webseoanalytics.com/blog/>

Managing online reputation for tourism business

Social networks are a great way to see how a business is really doing and it provides the stakeholders with some key insights into how they are performing. Usage of social networks to find out how users are branding their company, check and see if their branding message has struck a right chord with their target market etc are done on a day to day basis. Searching through twitter and facebook, reading on review sites like TripAdvisor will help a company to understand the customer experience. Many firms have now asked their customer service teams to understand and solve customer grievances if any to maintain their reputation.



Image Source: <http://www.justasmalltowngirl.us/>

Social Media has changed the way Tourism business functions

Social Media also helps tourism businesses to sell their vacation packages without having to rely on travel agents and word of mouth. Destinations can be experienced before visitors arrive and vacationers can decide how they will manage their holidays. The message to the travel companies is clear "Be the Change and start looking at how you are using your social networks to attract new customers, engage new and current guests and converting them into paying guests at your tourism destination and business."

Marketing

Nowadays before planning any trip people visit various well known sites and read many reviews of various hotels, airlines, resorts etc to help them to make the right choice. Example of such a site is TripAdvisor.com which assists customers in gathering travel information, posting reviews and opinions of travel-related content and engaging in interactive travel forums.

Every company is increasing its social media marketing budget as they have realised that it is effective and a great source of enhancing popularity of their website. It also helps them to achieve great results at a low cost. This form of marketing would work well along with any other advertising campaign.

Innovation in social media strategy

Makemytrip has launched a social application called Tripalong which will help consumers to connect with friends while travelling. When users enter the details of their flights on the application, called Tripalong, they will get notified if their plans are intersecting with their Facebook or LinkedIn friends.

Companies are now integrating their traditional marketing tactics with social media strategies and are defining their goals to maximize Return on conversation (ROC). They are also managing the legal, compliance and ethical challenges of social media through proper planning. All the firms in this industry have realised that social media marketing efforts must complement the search engine marketing and Paid advertising methods of promotion.

Social media strategy has helped the companies in tourism industry in following ways

1. Build brand and location awareness
2. Protect their online reputation
3. Build lasting and effective communities that create online ambassadors and influencers through word of mouth marketing
4. Creates a customer service platform
5. Enables research and development
6. Drives leads and sales

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Image Source: <http://designpublic.in/>

INDIAN TOURISM INDUSTRY

Indian Tourism Industry & Economic Reforms

By: Shweta Gundewar, PGDM E-Biz (2012-2014), WeSchool

In most of the European countries Tourism industry has major contribution in Country's Economy. Countries like France, Italy, Spain have developed Tourism Industry for economic norms. Tourism is a huge Industry that contributes to Country's GDP. Also it is one of the important sources of Foreign Exchange Earnings. Tourism has become the fourth largest industry globally.

In India Travelling and Tourism has been part of Integral Culture. Today it is seen as fastest

growing service sector, when compared to other service industries. The potential of Indian tourism Industry is gauged based on its socio-economic magnitudes. It has enhanced its share in international tourist arrivals as well as foreign exchange earnings. Tourism is one of the most profitable industries in India.

TABLE 1
Foreign Tourist Arrivals (FTAs) in India, 1997-2012

Year	FTAs in India (in million)	Percentage (%) change over the previous year
1997	2.37	3.8
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011(P)	6.29	8.9
2012 (Jan-June) (P)	3.24	7.4@

(P) Provisional, @ Growth rate over Jan-June, 2011.

Source:(i) Bureau of Immigration, Govt. of India, for 1997-2010.

(ii) Ministry of Tourism, Govt. of India, for 2011 & 2012

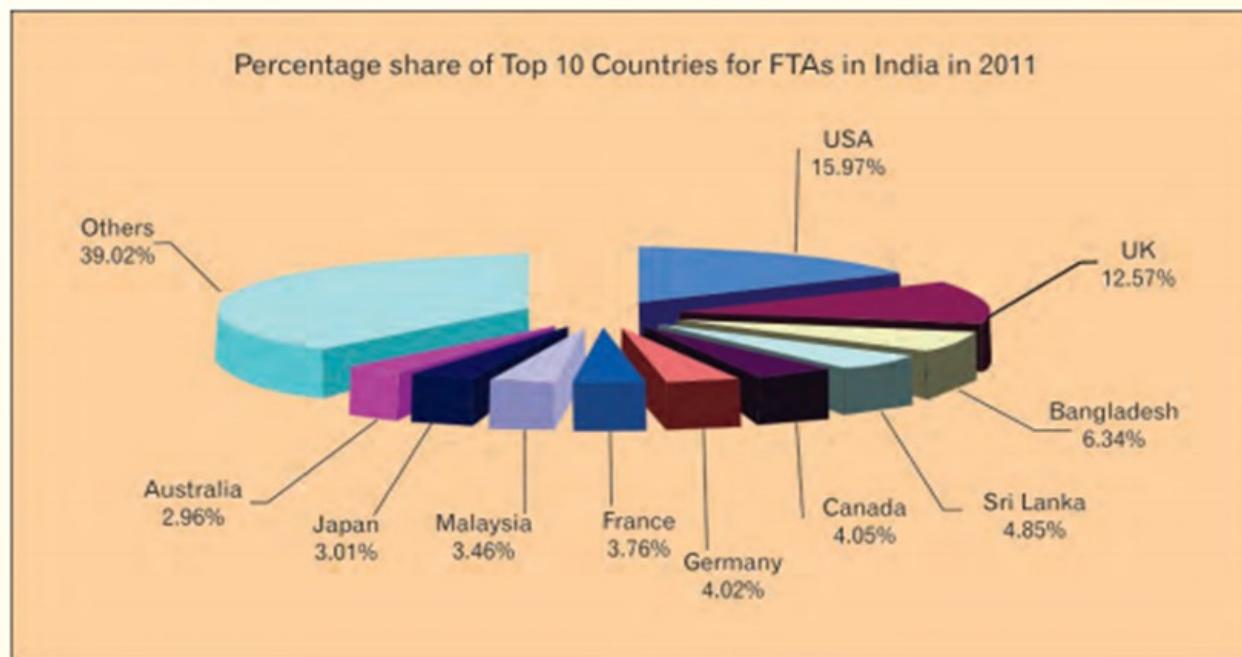
Tourism is one of the largest service industries in India, with contribution of 6.23% to national Gross Domestic Product (GDP) and 8.78% of total employment in India. As per the travel and tourism competitiveness report 2009, by World Economic Forum, India is ranked 11th in Asia

Pacific region and 62nd overall. Tourism in India has emerged as an instrument of Income and employment generation. Almost 20 million people in India are now working in Indian tourism industry. Government of India has taken necessary initiatives to promote tourism in India on larger platform. Campaigns like "Incredible India" which promotes India's culture and attract tourists from all over the world in memorable way. It has helped to grow Tourism in India on World platform, giving tourism the wider exposure. According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential.

Finance

Tourism sector is directly or indirectly linked with many other service sectors in the economy. Growth in this industry affects industries such as transportation (mainly aviation), real estate/infrastructure, handicrafts etc. Intern it helps generating employment. Real estate and tourism both go hand in hand, more the number of tourist arrivals more is the requirement of better infrastructure, hotels, restaurants etc and real estate sector is the again linked to other sectors.

Another major aspect of tourism industry is the employment opportunities attached to it. In India, Travel & Tourism supports approximately 5% of the total employment, rising by 2% pa to 5.2% by 2021. Another major aspect of tourism industry is the employment opportunities attached to it. In India, Travel & Tourism supports approximately 5% of the total employment, rising by 2% pa to 5.2% by 2021. India witnesses more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. As per the India Tourism statistics 2012, number of foreign tourist arrivals for the year 2011 was 6.29 million which shows annual growth rate of 8.9%. Overall foreign exchange earnings for the same year were Rs.77591crore, which shows annual growth rate of 19.6%. As per the numbers India's rank in World Tourist Arrivals is 38.



International tourists along with domestic tourists have grown considerably with time. India's geographical location, culmination of deserts, forests, mountains and beaches are the key factors of attraction for foreign tourists. Diversity of culture i.e. a blend of various civilizations and their traditions are the major attractions. And India is blessed with a wealth of archaeological sites and historical monuments. The government of India is putting efforts on attracting foreign tourist to India by improving the infrastructure, by advertisements and campaigns.

INDIAN TOURISM INDUSTRY

Development of tourism industry is to increase the economy of country also help generate foreign exchange earnings. Foreign exchange earnings have seen 16.7% of growth in 2011 over the last year, which is considerable growth compared to previous years. There have been increase in number of tourists visiting India with more cash than earlier days. Also India has witnessed amazing rise in the number of people travelling by air. Luxury hotels have witnessed a spurt of tourists preferring to stay. Its has helped to increase the foreign exchange earnings.

TABLE 3
Foreign Exchange Earnings (FEE) (in US\$ Million)
from Tourism in India, 1997-2012

Year	FEE from Tourism in India (in US\$ million)	Percentage (%) change over the previous year
1997	2889	2.0
1998	2948	2.0
1999	3009	2.1
2000	3460	15.0
2001	3198	-7.6
2002	3103	-3.0
2003	4463	43.8
2004	6170	38.2
2005	7493	21.4
2006	8634	15.2
2007	10729	24.3
2008	11832	10.3
2009	11136	-5.9
2010 #	14193	27.5
2011 #	16564	16.7
2012 # (Jan-June)	8455	8.2@

Advance Estimates, @ Growth Rate over Jan-June, 2011

Source: (i) Reserve Bank of India, for 1997 to 2009

(ii) Ministry of Tourism, Govt. of India, for 2010, 2011 & 2012

Deeming the growing rate of the tourist's arrivals in the country, the Indian tourist industry designed a wide spectrum tourists packages, cheaper airfares to attract maximum number of tourists. To increase the benefits from Travel and Tourism Industry, India is most likely to set up hotels of global brands. The hospitality segment in India has reached 11.41 billion in 2011. The booming success of Indian tourism has led to drastic change in hospitality department. The role of tour-

ism industry in India GDP also features medical tourism that includes traditional therapies like yoga, meditation, ayurveda and others. Tourism is major driver of economy growth globally. India's tourism is experiencing a strong period of growth in high spending foreign tourists and coordinated government campaigns to promote tourism in India. For a developing country like India which is on the path of modern economic growth through structural transformation of the economy, tourism is the right vehicle. Various initiatives should be taken by the Tourism Ministry of India, state tourism departments and private players to transform India into a lucrative tourist destination in the World.

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Finance

How Attractive Are Tourism Stocks

By: Omkar Kelkar, PGDM E-Biz(2012-2014), WeSchool

India represents one of the most potential tourism markets in the world. Tourism today is the most vibrant tertiary activity and a multi-billion industry in India. Traditionally known largely for its historical and cultural dimensions, tourism today is highlighted for its immense business opportunities. However, Tourism Stocks doesn't seem to have caught the fancy of investors, mainly due to economic uncertainty and various events occurring in the country.

So, are the tourism stocks really worth investing at this point? Have a look at the major listed companies in Indian Tourism sector and their stock price over the last year.

Cox & King Limited.

Cox & Kings is the longest established travel company in the world. Today, Cox & Kings is a premium brand in all travel related services in the Indian subcontinent, employing over 800 trained professionals. The worldwide offices are located in UK, USA, Japan, Russia, Singapore and Dubai. It has associate offices in Germany, Italy, Spain, South Africa, Sweden and Australia. It has over 12 fully owned offices in India across key cities.



Income From operations in India 296 crore (FY2012). (Up 26 % year on year).

If you had invested Rs 1000 in Cox & King stock exactly one year back, its current value would have been Rs 733.

Thomas Cook (India) Limited.

Thomas Cook (India) Ltd. is the largest integrated travel and travel related financial services company in the country offering a broad spectrum of services that include Foreign Exchange, Corporate Travel, Leisure Travel, and Insurance. The Company launched its Indian operations in 1881.

TOURISM STOCKS

In May 2012, Thomas Cook Group plc, UK (the erstwhile parent) sold off its investment in Thomas Cook (India) Limited to Fairbridge Capital (Mauritius) Limited.



Income From operations 373 crore (Year Ending December 2011).

If you had invested Rs 1000 in Thomas Cook stock exactly one year back, its current value would have been Rs 1575.

The Indian Hotels Company Limited

The Indian Hotels Company Limited (IHCL) and its subsidiaries are collectively known as Taj Hotels Resorts and Palaces and is recognized as one of Asia's largest and finest hotel company. Incorporated by the founder of the Tata Group, Mr. Jamsetji N. Tata, the company opened its first property, The Taj Mahal Palace Hotel, Bombay in 1903. The Taj, a symbol of Indian hospitality, completed its centenary year in 2003. Taj Hotels Resorts and Palaces comprises 93 hotels in 55 locations across India with an additional 16 international hotels in the Maldives, Malaysia, Australia, UK, USA, Bhutan, Sri Lanka, Africa and the Middle East. IHCL operates in the luxury, premium, mid-market and value segments of the market.



Income From operations 1808 crore (Year Ending March 2012 Standalone).

If you had invested Rs 1000 in Indian Hotels Company Ltd stock exactly one year back, its current value would have been Rs 1076.

Finance

Mahindra Holidays and Resorts

Mahindra Holidays & Resorts India Ltd., (MHRIL) is a part of the Leisure and Hospitality sector of the Mahindra Group and brings to the industry values such as Reliability, Trust and Customer Satisfaction. Started in 1996, the company's flagship brand 'Club Mahindra Holidays', today has a fast growing customer base of over 150,000 members and 43 beautiful resorts at some of the most exotic locations in India and abroad.



Income From operations 573 crore (Year Ending March 2012).

If you had invested Rs 1000 in Mahindra Holidays and Resorts stock exactly one year back, its current value would have been Rs 1077.

Performance of Other Companies Shares in Tourism Sector

Company Name	Stock Price on Dec 5, 2011 (Rs.)	Stock Price on Dec 5, 2012 (Rs.)	Rs.1000 invested would have been
Hotel Leela Venture Ltd.	33.5	31.3	942
Tourism Finance Corpo-	23	25.1	1084
EIH Limited	86	73	855
Oriental Hotels Ltd.	25	21.5	860

If you had invested Rs 1000 in Sensex exactly one year back, the benchmark Index would have given you approximately 25 % returns. So the current value of your money would have been Rs 1250. This shows that barring a few exceptions such as Thomas Cook, Tourism Stocks have underperformed the benchmark Index in the last year. Looking forward, Tourism Sector holds immense potential to the Indian Economy mainly due to increasing globalization and opening of our economy . Investors can look at this sector as an attractive investment for long term.

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Operating Check Points

Is Tourism For You?

By: Rishi Ahuja, PGDM Rural Management (2012-2014), WeSchool



Image Source: <http://www.learn-tourism.com>

If you believe that tourism is the right industry for you, then you need to decide what type of business you would like to operate.

Will you offer a product or service that people want and will pay for?

Here are a few questions that you should think carefully about before getting involved in a tourism operation:

- Why do you want to start a tourism business?
- Do your personal objectives fit with the lifestyle of a tourism business operator?
- Is this the kind of lifestyle you will enjoy?
- Do you have an adequate working knowledge of the industry?
- Have you looked at a recent industry profile?
- Are you aware of the types of skills necessary to be a tourism operator?
- Do you have these skills?
- Have you thought about the possibility of financial loss?
- Are you sure you can generate both the short and long term financial gains you expect from this operation? How will this be accomplished?

Operations

Many characteristics of successful tourism operators are shared with successful small business owners. In general, you:

- Enjoy being around other people.
- Enjoy talking to strangers.
- Are always ready to smile.
- Have a tolerance for all age groups.
- Can control your temper.
- Are accepting of criticism.
- Anticipate the needs of your clients.
- Have an emergency plan in place.
- Consider yourself a self-starter.
- Set goals and deadlines.
- Always try to meet those goals.
- Maintain high standards.
- Have a drive to achieve.
- Have people management and hosting skills.
- Are able to make sound judgements.
- Have the ability to raise and handle credit

HOSPITALITY AND TOURISM INDUSTRY

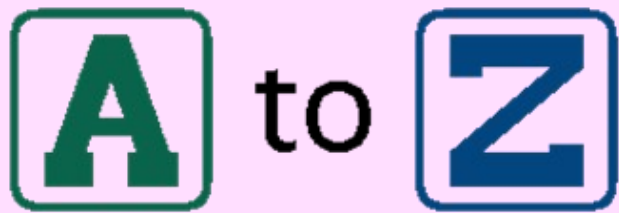


Image Source: <http://www.deighton-international.com/>

Successful Operations:

Do You Build or Buy?

A potential tourism operator must decide if they should buy an existing business, or build a new one from scratch. Although your decision may be influenced by your financial ability, there are some other considerations to consider as well.

Buying an existing facility may have advantages:

- Less development than building brand new facilities.
- Already established as a good location for tourists.
- Current client lists could be available.
- May receive some limited management/operational training from previous owners.
- Reduces the overall risk because good ties may have already been made with clients, banks, and suppliers.

The key to successfully purchasing a business is to fully investigate before you commit yourself.

Internet Enabled Tourism

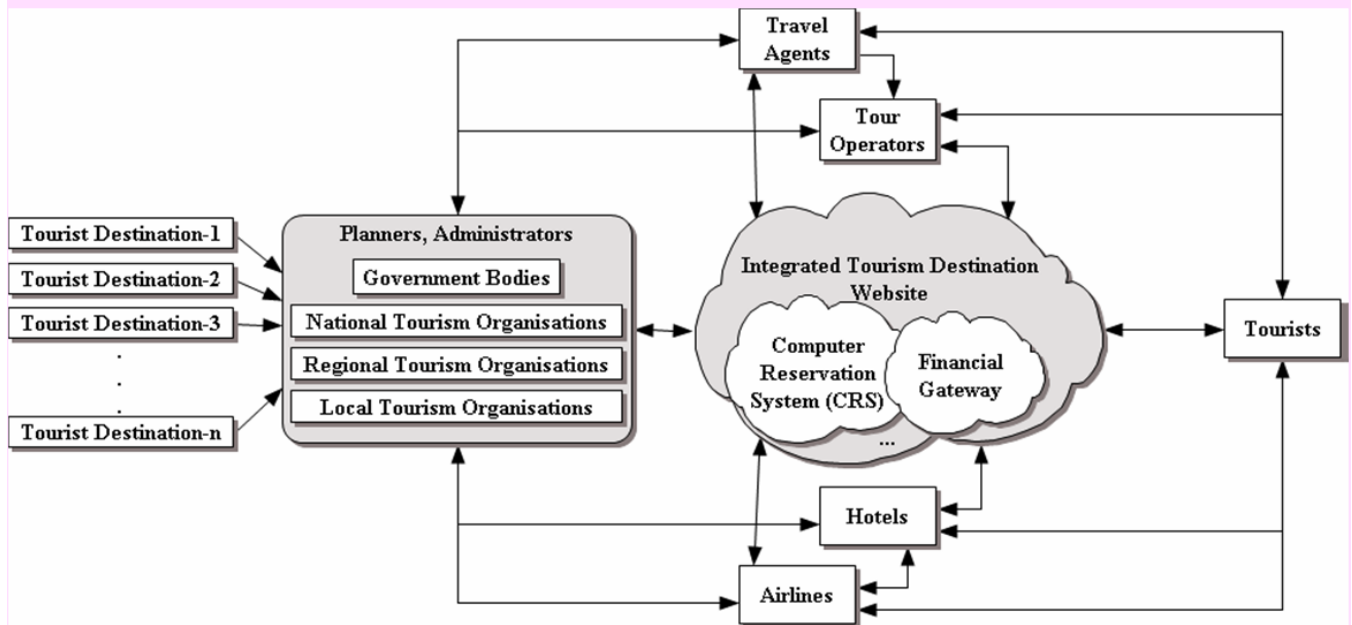
E-Tourism Value Chain

By: Pooja Bajaj, PGDM E-biz(2012-2014), WeSchool

During the last decade of 20th century, India saw the emergence of e-tourism, its innovation and growth. It is because of the online revolution and its utility where the tourists are more interested to get information on destinations, facilities, availabilities, prices, geography & climate and present status of friendly relation.

This led to the development of e-commerce strategies in tourism industry and more services in the form of online hotel booking, flight booking, car booking, bus booking came into forefront as online services provided by the big online travel industries like Travelchacha.com, Makemytrip.com, Yatra.com, Cleartrip.com, Ezeego1.com, Arzoo.com, Travelguru.com, Travel.indiatimes.com, ixigo.com, travelocity.co.in etc.

On these sites, the travelers have wide option of exploring details of hotels, flights, cars, buses and other allied services.



The Tourism Value Chain concentrates on meeting and exceeding visitor expectations of the 'internal' quality of a destination.

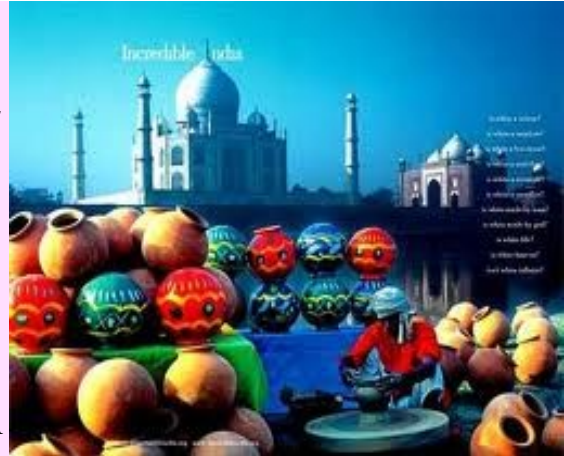
By this we mean those aspects of a destination that involve everything from previsit images and marketing right through to after sales care and commitment.

The proposed tourism value chain is made up of tourist, an integrated tourism destination website (with a financial payment gateway and a global, distributed computer reservation system), tour operator(s)/travel agent(s), hotel(s), airline(s), national tourism planners, administrators and tourist destinations. A tourist may choose to book a tourism product from any of the five intermediaries, viz., (1) travel agents, (2) tour operators, (3) online destination website, etc.

Operations

It started with a campaign called “INCREDIBLE INDIA” in 2002. The primary objective of this branding exercise was to position India as a “*Place for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation*”.

Campaign 2002-03 : In the second year of the campaign, focus was on spiritual tourism which increased the tourist traffic by 28.8% and ranked no.1 in Travel + Leisure readers survey. The 2003-04 campaign went on to win many prestigious awards including Gold at PATA and the Bombay Ad Club.



<http://topnews.in>

Campaign in 2007-08 :

In 2008 Campaign which said “**Motherland India**” was launched for those tourists who visited India and settled back in India.

The Colours of India Campaign :

Emphasized India’s diverse cultural spectrum. Featuring breathtaking images and colour based headlines. Using traditional and interactive media print, India was positioned as unique and vibrant.

Internet strategies :

Planning:

- Adopted **eCRM initiatives** to reinforce the brand image by sending Newsletters and mailers to the subscriber database.
- **International Travel Market :**
 1. Focus on popular and country specific online properties - travel sites, portals and search engines.
 2. Horizontal properties important for reach, whereas travel properties form the most relevant genre.
 3. Synchronize the media spends and creative routes as per the seasonality of arrival from these countries.
- **Domestic Market:**

Media spends segregated based on Relevant Innovations and A mix of high performing Ad Units & reach maximizing Ad Units
- **Focus on Innovations:**

Interactive units, concepts, content plugins, emailers and contests to form an integral part of the promotion scheme for Domestic and International.

Internet Enabled Tourism

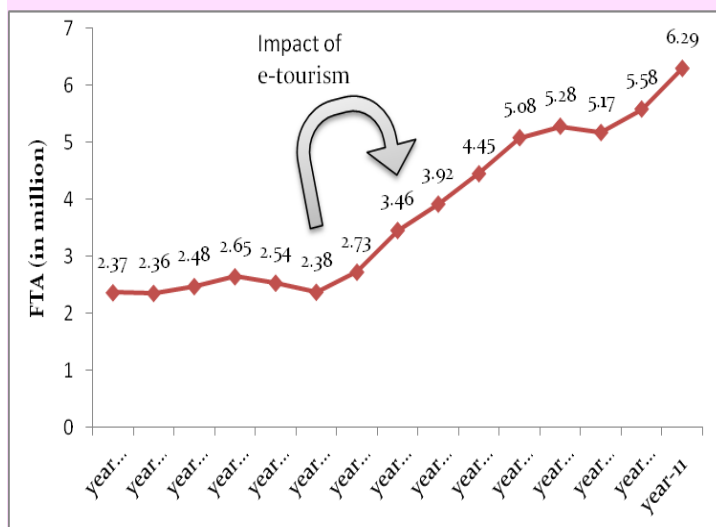
New E-Commerce Strategies :

- **Providing end to end packages on the website.**
 - Hosting complete end to end packages on the website under the name of VISA Great Breaks
 - A new website with similar look n feel to incredible India site to be built as an extension of the website to enable package booking online.
- **Email tracking and Database marketing.**
 - Objective is to add interactivity to the service by tracking responses and hand-holding them to plan a visit to India.
 - Sending regular and relevant communication to the segregated database.

Thus,

- Ensuring 24 X 7 X 365 availability.
- National access to pool of service providers in remote locations and International Accommodation booking.
- Access to a wide pool of resources for varied options, not just limited to 10, 20, 50 / 100 service providers.
- One stop shop for all travel requirements:
 - Reliable and Secured transactions over a reliable payment gateway.
- Easy Search and booking just at the click of a button.

Impact on Foreign Tourist Arrivals:



Impact of enabling technology for tourism showed rapid results. A near consistent number of tourists started **increasing exponentially** as shown in the graph.

India's efforts to increase contribution from tourism sector rose to 6.4% of GDP in 2011 and is responsible for 8.78% of the total employment .

Taking into account the Foreign Exchange Earnings , they increased **from 15,064 cr** in 2002 **to 27944 cr** in 2004 as an impact of ICT in tourism and currently 77600 cr in 2011.

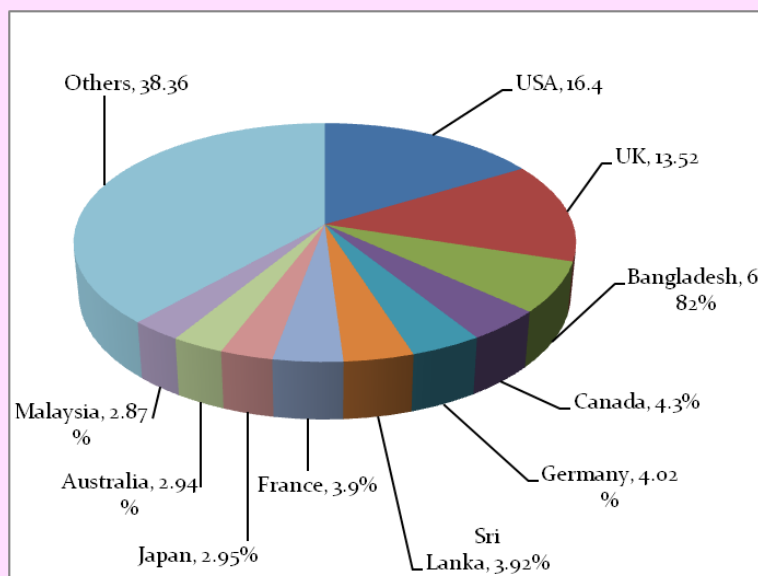
Operations

This pie chart shows the percentage share that each country holds for FTAs in India.

Apart from the realization that, USA and UK are major contributors.

Despite of Arrivals of different parts of the world, Indian tourism has not yet reached its potential. India ranks 9th in top 10 destinations preferred in Asian Continent but 68th in total 139 countries.

Major Competitors to Indian tourism are France, USA, Malaysia, Singapore.



Advantages :

- Acts as a Marketing Medium increasing its scope to global platforms.
- Increases influx of Foreign exchange.

Disadvantages :

In developing countries like India :

- Internet penetration is very low and reliability on Internet content is very less.
- Cost of internet usage, computers.
- Perception that e-commerce is expensive and unsecured.
- No impact on the people of the host country who engage in informal and opportunistic economic activities within the broader tourism supply chain.
- Customer's resistance to changing from a real to a virtual store.

Scope :

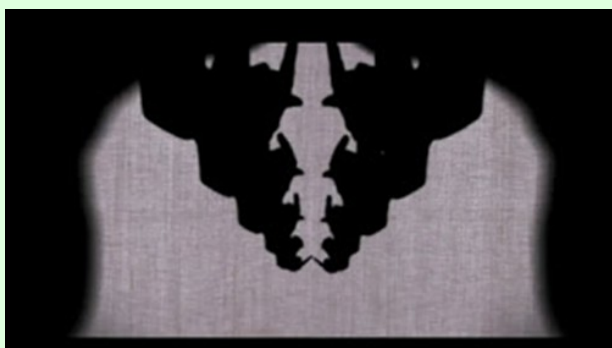
- Being geographically blessed with nature's abundance, improvement in technology can take India's tourism to a higher level. Also increasing Internet awareness increase employment opportunities and overall contribution to country's growth.

—O—

We Challenge

1) Who is credited to have officially branded and promoted the "Incredible India" campaign first in 2002?

2) Identify the Advertiser from the TVC still seen below



3) Identify the gentleman seen below in the context of Indian travel and tourism



4) With which country would you associate the slogan "the heart of Asia"?

5) Which Indian city attracts the maximum number of medical tourists in India?

6) What is the name of the joint venture of the Government of Maharashtra and the Union Ministry of Railways modelled on the 'Palace on Wheels'?

We Challenge

- 7) How many UNESCO World Heritage Sites are present in India?
- 8) In the context of Tourism industry, what does the term MICE stand for?
- 9) Under which brand does the Indian Tourism Development Corporation (ITDC) own over 17 properties across India?
- 10) Connect the following to a brand in the tourism Industry



—O—

Trivia

- "Zarooratein anek, jagah ek" is the positioning of **ITC's Chopal Saagar** brand. Choupal Saagar is positioned as a 'One stop shop' and offers the value proposition- "*Uttam Quality, Sahi Jaankaari, Kam Daam*"
- On 30th August 2012, Future Group's **HomeTown** launched 'Renoir', India's first ever luxury TV bed.
- In the context of retail stores, a '**hot-spot**' refers to the area in a store which every customer sees and can easily get at.
- **IKEA** is an acronym comprising the initials of the founder's name (**I**ngvar **K**amprad), the farm where he grew up (**E**lmtaryd) and his hometown (**A**gunnaryd, Sweden)
- The mission statement of **Amazon.com** reads: To be Earth's most customer-centric company where people can find and discover anything they want to buy online.
- The gentleman in the image alongside is Mr. Rama Prasad Goenka, the Chairman Emeritus of the RPG Group which owns the retail brand **Spencers**



Image Source: <http://google.com>

The logo below belongs to the international retail giant **Carrefour**



Image Source: <http://google.com>

- **Samuel Moore "Sam" Walton**, the founder of Walmart was famously described by Jack Welch as someone who "understood people the way Thomas Edison understood innovation and Henry Ford, production. He brought out the very best in his employees, gave his very best to his customers, and taught something of value to everyone he touched."
- **Aadhaar** is a joint venture between The Future Group and Godrej Agrovet Ltd. which focuses on retail distribution of agricultural and consumer products for personal and household use in rural and semi-urban India
- The recent Government policy on allowing FDI in multi-brand retail trading prescribes a floor amount of **US \$ 100 million** for any foreign direct investment in Indian retail

Results

The much awaited results of the “WeSchool” Challenge is right here!

WeSchool Challenge Competition:

- Kaustubh V. Kokane, MMS (2012-2014), WeSchool Mumbai
- Anup Pawaskar, PGDM E-Biz (2011-2013), WeSchool Mumbai
- Saurabh Pramanick, PGDM-BD, 2012-2014, WeSchool, Mumbai

And Special thanks for your response

- Vidhisha Gune, MMS (2012-2014), WeSchool Mumbai

Congratulations and thank you for writing to us!

- Achintya & Advaita Das, PGDM HRM (2012-14), XIMB
- Mahesh Nath Sahu, Naveli Singh, PGDM (2012-14), IIM Raipur
- Vignesh K P, Vemb V, PGPM (2011-14), IIM Indore
- Pallavi Jyoti, PGDM HCM (2012-2014), WeSchool
- Aditya Krishnan, PGDM E-Biz (2012-2014), WeSchool
- Shweta Gundewar, PGDM E-Biz (2012-2014), WeSchool
- Omkar Kelkar, PGDM E-Biz(2012-2014), WeSchool
- Rishi Ahuja, PGDM Rural Management (2012-2014), WeSchool
- Pooja Bajaj, PGDM E-biz(2012-2014), WeSchool
- G.S Narsimha Murthy and Rishabh Diwakar, MBA(2012-2014), School of Petroleum Management
- Tushar Shah and Saurabh Kaushik, MBA(2012-2014), School of Petroleum Management

Indian Tourism and Globalization

Growth of Indian Tourism in the era of Globalization

By: G.S Narsimha Murthy and Rishabh Diwakar, MBA(2012-2014),
School of Petroleum Management

Introduction

The word tour which is derived from the Latin word 'Tornare' and Greek word 'Tornos,' means 'a circle; the movement around a central point or axis'. In English the word's meaning is changed to 'one's turn'. When suffix 'ism' is added to the word tour it suggests action of movement around a circle. Hence, like a circle, it represents a round trip, leaving one place and then returning to the starting point. Therefore such a person can be called as tourist and tourism can be defined as "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Present scenario

Today tourism contributes 6.23% to the national GDP and providing 8.78% of the total employment. In year 2011 India witnessed 6.3 Million FTAs (Foreign tourist Arrivals) and more than 500 million domestic tourists. India ranks 38th in the world with 0.64% share and 9th in Asia-Pacific with 2.9% share. The figure 1 shows the percentage market share of India FTAs in the world.

The FEE through tourism in India was recorded at Rs. 77,591 Crore (US\$ 14.67 billion) during 2011 which is a 19% growth over year 2010. Table below gives growth of FEE in India. According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential.

Tourist Attractions

India with its rich history, diversified geography & culture and mesmerizing & picturesque landscape is becoming more and more popular destination for tourism. In India there is a well saying that "Atithi Devo bhava" meaning that "The guest is God".

Its visitor friendly traditions, varied life style, cultural heritage and colorful festivals are main factors for attracting the tourists.

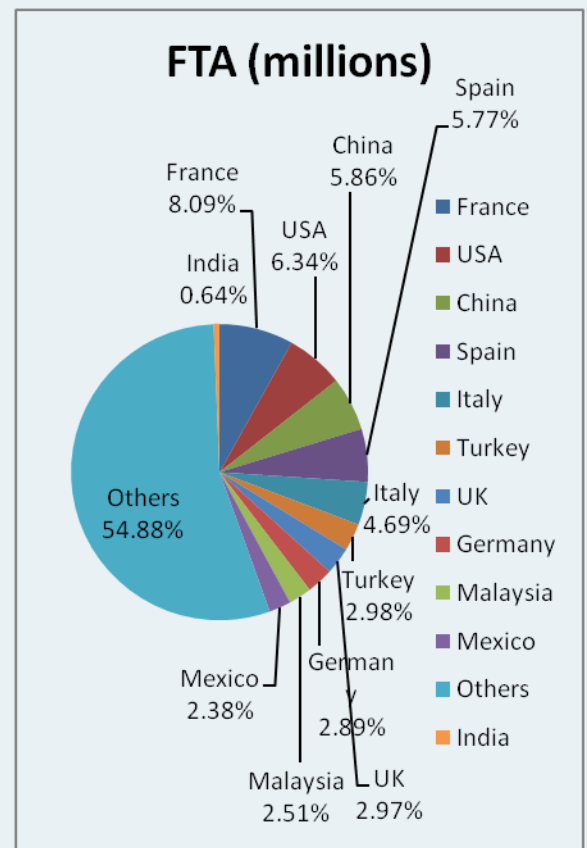


Image source : tourism.gov.in/

General Management

Year	FEE from tourism in India(Crore)	%changeOver previous year
1997	10511	4.60
1998	12150	15.59
1999	12951	6.59
2000	15636	20.73
2001	15083	-3.54
2002	15064	-0.13
2003	20729	37.61
2004	27944	34.81
2005	33123	18.53
2006	39025	17.82
2007	44360	13.67
2008	51294	15.63
2009	53700	4.69
2010*	64889	20.84
2011*	77591	19.57

Image source : tourism.gov.in/

The other attractions for tourist includes eco-tourism which includes variety of landscapes from beautiful beaches to lush green forests and varied wild life; snow, river and mountain peaks for adventure tourism.

Initiatives

Some of the initiatives taken by the Government to boost tourism are incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty. The hotel and tourism-related industry has been declared a high priority industry for foreign investment which entails automatic approval of direct investment up to 51 per cent of foreign equity and allowing 100 per cent non- resident Indian investment and simplifying rules regarding the grant of approval to travel agents, tour operators and tourist transport operators.

To promote tourism in India Govt. of India launched “**Incredible India**” campaign in 2002. India under this campaign is portrayed as a breath taking lifetime experience which exhibited as nature and scenery, flora, fauna, cultural and religious festivals.

Furthermore, the campaign ‘**Visit India Year 2009**’ was launched at the International Tourism Exchange in Berlin which was aimed to project India as an attractive destination for holiday-makers.

The effect of recession in year 2008 can clearly be seen in the following year that the growth in tourism has shown a negative curve. Also the decline growth in year 2001 and 2002 is an effect of terrorists attack on Indian Parliament. Despite these unfortunate events the tourism has shown an increase over the years.

Effects of Globalization

Globalization has affected the Indian tourism industry in both positive and negative ways.

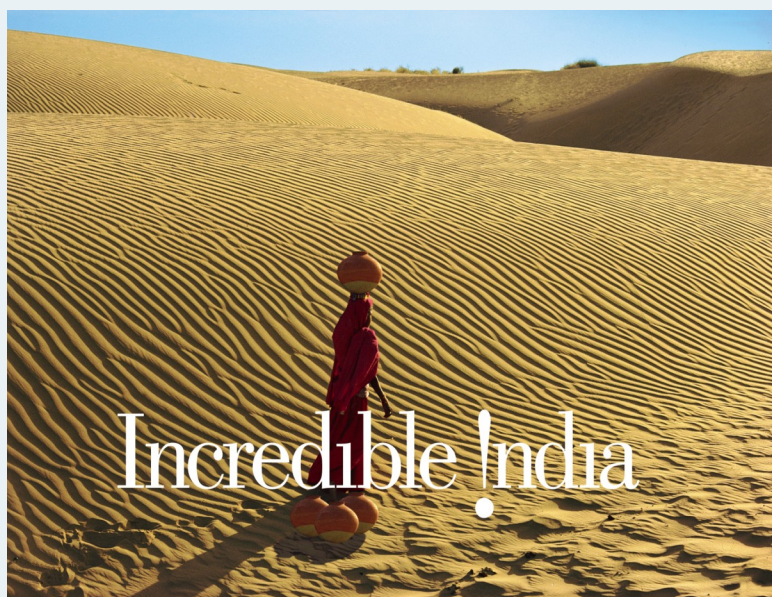


Image source : www.shinesquad.me

Indian Tourism and Globalization

Some of the Positive impacts are

- It has boosted tourism industry to become an instrument of income and employment generation, poverty alleviation and sustainable human development. The tourism industry in India generated about US\$16 billion in 2011 at an annual
- It has helped preserve several monuments which are of historical importance by declaring them as heritage sites like Taj Mahal, Qutab Minar and many more to promote Heritage Tourism.

Some of the Negative Impacts are-

- Influx of more National and International tourists has put on natural resources when it increases consumption in areas where resources are already scarce especially fresh water. Deforestation is such an example.
- It also poses a threat to unique culture. Many native languages are becoming extinct as English is becoming the language for getting jobs.
- Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Waste water has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. Examples of such pollution can be seen in the coastal states of Goa, Kerala, Maharashtra, Tamil Nadu, etc.

Year	FTA's in India (Millions)	%changeOver previous year
1997	2.37	4.60
1998	2.36	-0.42
1999	2.48	5.08
2000	2.65	6.85
2001	2.54	-4.15
2002	2.38	-6.30
2003	2.73	14.71
2004	3.46	26.74
2005	3.92	13.29
2006	4.45	13.52
2007	5.08	14.16
2008	5.28	3.94
2009	5.17	-2.08
2010	5.78	11.80
2011	6.29	8.82

Image source : tourism.gov.in/



Image source : www.hyatt.com

General Management

Future Prospects

According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC)

1. The direct contribution of Travel & Tourism to GDP is expected to grow by 7.7% pa to INR3, 805.2bn (1.9% of GDP) by 2022.
2. Travel & Tourism will account for 30,198,000 jobs directly, an increase of 1.6% pa over the next ten years by 2022.
3. Travel & Tourism's share of total national investment will fall from 5.3% in 2012 to 4.4% in 2022.

By 2022, international tourist arrivals are forecasted to be total 11,276,000, generating expenditure of INR1,382.6bn, an increase of 5.2% p.a

4. India is projected to become the fifth fastest growing business travel destination by 2022 with an estimated real growth rate of 7.7 per cent.



Image source : www.cabinajmer.com

Hindrance

The major hindrance in the development of tourism in India is the non-availability of adequate infrastructure, proper connectivity to tourist destinations, accommodation and trained manpower in sufficient number. Poor visitor experience, particularly, due to inadequate infrastructural facilities, poor hygienic conditions and incidents of touting and harassment of tourists in some places are factors that contribute to poor visitor experience.

Conclusion

India being a developing country needs healthy FEE and tourism can provide the required foreign exchange reserves. It has a huge growth potential which can be capitalized to boost the GDP if properly organized. India should promote sports tourism to attract visitors from all over the world and it will also help in development of infrastructure. India has been a center of Ayurveda and yoga, which provides healing and rejuvenates human body. Development of tourism should be such that it does not impact environment and sustains & supports native culture of the local tribes. Moreover tourism is a wide area which affects many industries, hence central & state government, NGOs and private player should work together to attain suitable growth and increase India's market share in the world.

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Indian Tourism

From “अतिथि देवो भव” to Incredible India

By: Tushar Shah and Saurabh Kaushik, MBA(2012-2014),
School of Petroleum Management

Tourism Industry forms an important pie of overall economic development of any country. With 6.23% of contribution to the Indian National GDP and 8.78% of total employment of India, Tourism positions itself as a very significant Indian Industry.

India, though late when compared to other major economies, have realised the grandness of Tourism Industry and that is exactly the stint when we started realising ourselves being surrounded by fascinating phrases like “Incredible India”, “Kerala – God’s own Country”, “Khushboo Gujarat ki” etc.

An important aspect still remains to be scouted is that whether we have drawn significant advantages from liberalisation and globalisation or not.

Though exhibiting phenomenal growth over last 20 years post to liberalisation on an absolute scale, have India been able to maintain the relative growth to its full potential when collaged over the global tourism industry canvass?

If no, what were the main issues and challenges that hampered such an expected Indian Tourism Industry’s growth? Does a tourism industry operate in isolation from other Industries of an economy? Such lingering questions have been the buzz around the town since years now and perhaps these are the questions, whose answers would solve the mystery as in where is Indian Tourism Industry heading and what are the challenges that it may expect to face for such a similar and sustained growth in the years to follow.

Thanks to Globalization and increased interdependencies between countries, economies and people, that Tourism Industry in India has scaled newer heights and offers the most lucrative opportunities, atleast for decades to follow.

Bounded by the Himalayan ranges in the north and surrounded, on three sides by water (Arabian sea, Bay of Bengal and Indian Ocean), historical monuments and forts and being a home to one of the seven wonders of the world – The Taj Mahal, India offers a wide array of tourist destination options to visitors.

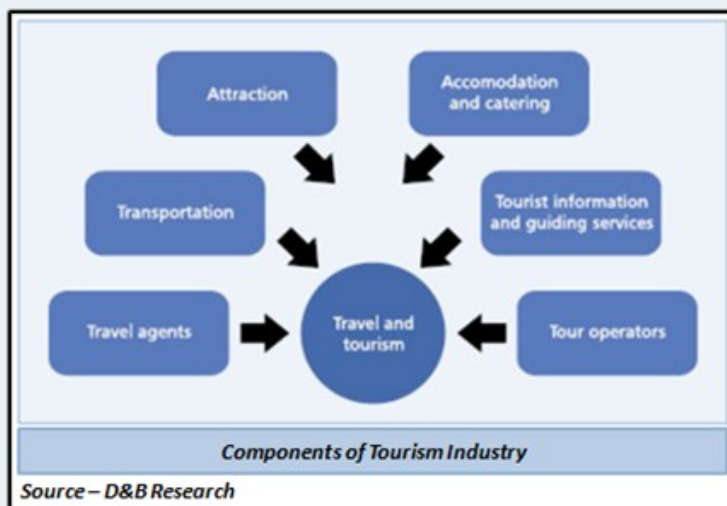


Image source : www.dnb.co.in/

General Management

Year	FTAs in India (in millions)
1981	1.2
1986	1.4
1991	1.6
1996	2.2
2001	2.5
2006	4.4
2010	5.7
<i>Foreign Tourist Arrivals (FTAs) in India (1981 - 2010)</i>	
<i>Source - Indian Tourism Ministry</i>	

Image source : tourism.gov.in/

Year	FEE (in Rs. Crores)
1991	4318
1994	7129
1997	10511
2000	15626
2003	20729
2006	39025
2009	54960
<i>Foreign Exchange Earnings (FEE) from Indian Tourism Industry over last 20 years</i>	
<i>Source - Indian Tourism Ministry</i>	

Image source : tourism.gov.in/

FDI in Indian Tourism Industry

With a view to stimulate domestic and international investments in this sector, government has permitted 100 percent FDI in automatic route – allowing full FDI into all construction development projects including construction of hotels and resorts, recreational facilities and city and regional level infrastructure.

A 5 year tax holiday has been given to organisations that set up hotels, resorts and conventions centres at specific destinations, subject to fulfilment with the agreed conditions. Indian Tourism Industry, after gaining 100% FDI through automatic route by government of India, has witnessed unparalleled growth since 1991 and hardly did it stop to look back. Across various aspects like Foreign Exchange Earnings and Foreign Tourists arrival, Indian Tourism Industry has been successful in maintaining the relative steady growth.

Firstly there was only 0.4 million increase in FTA in pre-liberalisation decade i.e. from 1981 to 1991, but with the liberalisation coming into effect from 1991, there was a substantial increase of 0.9 millions of FTAs to India and later with full fledged globalization effect, FTAs to India witnessed phenomenal rise of 3.2 million from 2001 to 2010. Impact and significant contribution of Tourism Industry in India can also be derived from the Foreign Exchange Earnings, which has increased consistently and substantially over last 21 years post liberalisation.

Underpinned by government support, rising income level, organising various international sports events, the Indian tourism industry has made phenomenal growth over the last 2 decades and is poised to continue this growth trajectory in the coming years. However, the industry may have to cope up with several challenges which may hamper its much expected growth.



Indian Tourism Facts

<i>India's Share in International Tourist Arrivals</i>	0.58%
<i>India's rank in world tourist arrivals</i>	41
<i>India's Share in International Tourist receipts</i>	1.24%
<i>India's rank in world tourism receipts</i>	22

Source – Ministry of Tourism

Image source : tourism.gov.in/

Indian Tourism

Obstacles: Hurdles to thriving Indian Tourism

Lately Indian government has realised the untapped potential which Indian tourism industry holds. With substantial employment opportunities, growth in both local and surrounding vicinity of tourist place, higher foreign exchange earnings, significant cultural and tradition exchange and student knowledge exchange programs, Indian government could sparsely afford to neglect the development of Indian Tourism Industry.

The Indian tourism Industry is suffering from qualified employee shortages, insufficient accommodation, unclean rooms and food problems which plague tourists who come to India.

Many rural tourist destinations, in the interior of the country, are not well-connected by proper roads, railways or airways.

Excessive bureaucracy, red tape, nepotism etc. as well as delay in new hotel construction and transportation project make matter worse. Tourists are often exploited economically, during both, their travel and stay, charging much higher than the normal fares set by the industry.

Also safety of tourists, especially elders and women, have been a much debated buzz owing to series of recent embarrassing instances in various parts of India. Oil refinery smoke is damaging the Taj Mahal, while ecosystems of the coast, Rann of Kutch and the Himalayas are being battered by pollution.

Over and above this, there are various unpredictable forces that have setback our tourism industry growth in last two decades. Terrorist attacks at various major cities like Mumbai, Delhi, Pune etc. have always been threatening when it comes to social security of an individual.

Does there exist a Panacea?

Growth of Indian Tourism Industry should of course be incremental and should not only be initiated by government and Indian tourism ministry, but also by public and private agencies. Together they can co-operate to enhance the facilities and provide the necessary tools to support the different areas of tourism industry.

Various state of art hospitality management institutions should be set up countrywide to provide for the demand supply gap in hospitality industry. Government should also frame strict regulations to arrest any damage to tourist spots and its beauty by any Indian citizen.



Image source : www.telegraph.co.uk

General Management

Tourism Ministry of India should also provide a considerable slab for maintenance activities in their annual and five year budget.

There needs to infrastructure of global standards connecting atleast to all prime tourist destination. There should be policies in place which ensures qualified and licensed tourists guides at prime tourist destination to protect the economical exploitation of foreign tourists.

Rigor of Government of India

Indian Government has lately realised the impact of Indian tourism industry in its economy development and that has been prominent from various initiatives that it has taken over the period of last few years. Its concept of Incredible India is primarily is focused at enhancing 7S upon which certain core nationalistic ideas and standards are based.

These are

Swaagat (Welcome),

- Sahyog (Co-Operation),
- Soochna (Information),
- Sanrachanaa (Infrastructure),
- Suvidha (Facility),
- Safai (Cleanliness) and
- Surakshaa (Security).



Image source : www.thirdreport.com

Indian Tourism



Image source : itsmymarketing.blogspot.com

The Road Ahead

India's most promising and lucrative Tourism Industry has maintained a steady and phenomenal growth in the last decades under the critical support and policies of Indian government, but when it is being projected on a global canvass along the world tourism industry, it is being challenged by various crucial factors.

To keep its growing trajectory intact or rather to stretch the curve higher, Indian government should address the issues highlighted above at the earliest and probably then Indian tourism industry too would bloom at its full swing attracting higher investments, both domestic and FDI, and then "Incredible India" would indeed reinforce its modern reincarnated symbol upon our very own traditional value of "अतिथि देवो भव||".



We Care

WeSchool collaborates with 'Global Peace Initiative'

WeSchool has taken a lead in organizing the 'Global Peace Initiative' to commemorate the memory of victims of 26/11 terror attacks in Mumbai. 'Peaceathon', a walk for peace was arranged from CST, Churchgate and Trident on November 25, 2012. Dr. Shashi Tharoor, Minister of State for HRD, Government of India, joined Prof. Dr. Uday Salunkhe, Group Director, WeSchool along with students and citizens of Mumbai at the Gateway of India where they took a pledge of peace in the presence of representatives of several religious and spiritual communities, corporate leaders and diplomatic community of the city.



Peace-a-thon

A panel discussion titled 'Global Peace: Be the change that you want to See', with participation from several corporate, media, sports and government dignitaries was held at WeSchool campus on November 26, 2012.



Hon. Ms. Asta Johannesdottir, Speaker of the Parliament of Iceland was the Chief Guest on the occasion. Iceland is ranked as number one in 'Global Peace Index'.

In a first of its kind initiative, WeSchool students prepared a research paper on the theme, 'Be The Change You Want To Be', covering various topics ranging from stories of individual contributions to peace, peace movements like the Non alignment Movement and ending of apartheid, Indian learnings on peace like Satyagraha and Panchsheela, peace efforts at a global level, importance of the Global peace Index and creation of structures of peace. The panel discussion was hosted by Vivek Oberoi, Bollywood Actor. The key panelists were: Sania Mirza, Indian tennis Star, Niranjana Hiranandani, Co-founder of the Hiranandani Group, Sumit Mullick, Chief of Protocol and Principal Secretary, Maharashtra state, D Sivanandan, Ex- Director General of Police, Maharashtra state, Shailesh Haribhakti, Chairman, BDO Haribhakti and M.S. Mantha, Chairman AICTE. The event was followed by a Walk for Peace held at WeSchool where celebs walked the ramp to support the cause of peace in world.

Call for Articles

We invite articles for the December 2012 edition of Samvad.

The Theme for the next month: December 2012 - “**Analytics**”

The articles can be from Finance, Marketing, Human Resources & Operations domains.

Submission Guidelines:

- Word limit: 1000 words or a maximum of 4 pages with relevant images.
- Cover page should include your name, institute name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images
- Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05' to **samvad.we@gmail.com**.
- Please name your file as: <YourName>_<title>_<MBAvertical e.g. Marketing/Finance/BMS>
- Subject line: <YourName>_<InstituteName>_<Year>
- Ensure that there is no plagiarism and all references are clearly mentioned.
- Like our Fb pg: [Samvad: WeSchool Students Magazine](#)
- Deadline for submission of entries: **28th December, 2012.**

‘WeChallenge’

Submission Guidelines:

- Winners to be decided on basis of the time by which we receive your entries.
 1. First place for entries before 13/12/2012
 2. Second place for entries before 19/12/2012
 3. Third place for entries before 26/12/2012
- Send in your entries to **samvad.we@gmail.com**
- Please mention your name, institute name, course details & contact number in the mail.



Team Samvad



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Pooja Pophale	Kshitij Jayakar	Shreya Pradhan	Kush Bhatt
Shapnaa Shridharan	Rajika Shrivastava	Aniket Sawant	Sanket Shah
Aniruddha Kulkarni	Karishma Rodrigues	Hardik Sanghvi	Rishi Ahuja
Dhanshri Wadhwani	Himani Duggal	Namrata Thacker	Vikas Yadav
Niharika Adukia	Manaswi Deshmukh	Supriya Gunthey	Suyog Savji
Susmita Paria	Rushabh Shah	Nikhita Janpage	
Chandni Tolaney	DivyaKumar Jotwani	Prashant Varma	
Gaurav Kamat	Anushree Maniyar	Abhinav Sridhar	

Hold on yet a while, brave heart.

If the sun by the cloud is hidden a bit,
If the welkin shows but gloom,
Still hold on yet a while, brave heart,
The victory is sure to come.

No winter was but summer came behind,
Each hollow crests the wave,
They push each other in light and shade;
Be steady then and brave.

The duties of life are sore indeed,
And its pleasures fleeting, vain,
The goal so shadowy seems and dim,
Yet plod on through the dark, brave heart,
With all thy might and main.

Not a work will be lost, no struggle vain,
Though hopes be blighted, powers gone;
Of thy loins shall come the heirs to all,
Then hold on yet a while, brave soul,
No good is e'er undone.

Though the good and the wise in life are few,
Yet theirs are the reins to lead,
The masses know but late the worth;
Heed none and gently guide.

With thee are those who see afar,
With thee is the Lord of might,
All blessings pour on thee, great soul,
To thee may all come right!

~Swami Vivekanand