Evolution & Advancement of Tourism Industry in Madhya Pradesh State

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Abstract:
At present tourism is considered as one of the important economic sectors, which impels the growth & development of many of the states of India. Tourism in Madhya Pradesh has been an attraction of India because of its location in the centre of the country. It has been home to the cultural heritage of Hinduism, Buddhism, Jainism etc. Innumerable monuments, but exquisitely carved temples, stupas, forts and palaces are dotted all over the state. Madhya Pradesh has won the best tourism state national award for three consecutive years i.e. 2017, 2016 and 2015. There are 10 national parks and 25 wildlife sanctuaries in Madhya Pradesh. Apart from tiger, the national parks in Madhya Pradesh have animals. Madhya Pradesh is also known, as the Heart of India. In this research, growth and developmental perspectives with facts and figures will be depicted. For this latest tourists receipt data and earnings will also be analysed.

Keywords:
Tourism, growth, development, Madhya Pradesh state etc.

Introduction:
India’s rich cultural heritage and history, food, diverse landscape, architectural monuments, friendly people and hospitality are its unique selling propositions as a tourism destination. This is attested by the recent recognition bestowed by WorldTravel Awards (WTA, 2012) on Destination India in the form of three prestigious awards – Asia’s Leading Destination - India, Asia’s Leading Tourist Board - Incredible India and Asia’s Leading Tourist Attraction – Taj Mahal. The Incredible India campaign has been ranked as the Highest Recall Advertisement worldwide by Travel and Leisure. It has also bagged the coveted PATA (Pacific Asia Travel Association) Grand Award for Marketing (IBEF, 2010).

In India, the tourism and hospitality industry has witnessed an increased growth in recent past. As per the World Travel and Tourism Council, the tourism industry in India is likely to generate US$ 121.4 billion of economic activity by 2015 and accommodation sector has the potential to earn US$ 24 billion in foreign exchange by 2015 (Sharma et al., 2012). The booming
tourism industry has had a cascading effecting the accommodation sector with an increase in the occupancy ratios and average room rates.

Accommodation is an important aspect of a destination’s offering (Henning and Willemse, 1999) and plays an important role in the destination experience. While tourist accommodation typically refers to traditional hotels of several categories, Alternative Accommodation refers to establishments such as Guest houses, Service apartments and Commercial homes. The concept of Alternative Accommodation is not new. While the practice originated in Europe, it has always been a fixture in popular American vacation areas (Nuntsu et al, 2003). However, in India, the practice is a decade old. The Ministry of Tourism (Government of India) introduced and promoted the concept of Alternative Accommodation as part of its globally acclaimed Incredible India campaign in 2001-12. This research pertains to the Alternative Accommodation sector in Pondicherry, a Union Territory of India.

The Tourism industry has gone through many ups and downs in the recent years. While recording a significant contraction in 2009, international tourist arrivals picked up again slowly and have now returned to their pre-crisis peak level as shown in figure-1.1 (WEF, 2011, WTO, 2012a). The World Travel & Tourism Council (WTTC, 2012a) estimates that, from direct and indirect activities combined, the Tourism and Travel sector now accounts for a remarkable 9.2 percent of global GDP, 4.8 percent of world exports, and 9.2 percent of world investment. With growing economic activity in the emerging markets, the Tourism industry provides an important opportunity for developing countries to move up the value chain toward the production of innovative tourism products and higher value-added services.

Tourism industry possesses a vast intrinsic potential to act as a catalyst for generating employment and promoting equitable and inclusive economic growth. It encourages socio-economic progress by opening up new avenues for economic progress and development by creating more businesses and employment. In several destinations, the tourism industry in general and the accommodation sector is particular, is characterized by the Small and Medium Enterprises (SMTEs). The SMEs deliver a variety of benefits for the destinations by providing tourists direct contact with the local character and also by facilitating rapid infusion of tourist spending in to the host community, stimulating the multiplier effects (Buhalis, 1996). They also contribute significantly to the range, variety, authenticity and quality of the ‘tourism experience’ (Anandkumar, 2007).

**Madhya Pradesh State:**

Madhya Pradesh is located in Central India. The state is bound on the north by Uttar Pradesh, the east by Chhattisgarh, the south by Maharashtra and the west by Gujarat and Rajasthan. It is among the fastest growing states in the country. At current prices, the Gross State Domestic Product (GSDP) of Madhya Pradesh for 2017-18 was US$ 109.70 billion. Between 2011-12 and 2017-18, the CAGR growth rate (in rupee terms) of the state’s GSDP was 14.39 per cent. Madhya Pradesh is rich in natural resources - fuels, minerals, agriculture and biodiversity.
It is also the sole diamond producing state in the country. Diamond production in the state stood at 35,078 carats during April 2017-February 2018.

Madhya Pradesh offers distinctive monetary and strategy/policy incentives for organization’s under the Industrial Promotion Policy-2014, other than strategies/ policies for IT, biotechnology, tourism and SEZs. To pull in investors and promote entrepreneurs, the state government has selected TRIFAC, an agency that encourages a single window system, for speedy approvals of different clearances and consents.

According to the Department of Industrial Policy & Promotion (DIPP), FDI inflows in the state, between April 2000 and June 2018, totaled to US$ 1,407 million. Madhya Pradesh can be described as the best state of the nation when it comes to the diversity of its tourism destinations.

Madhya Pradesh is known as the "Heart of India' not only because of its location on the map, but also because of the lot many things it offers.; it has been home to cultural and spiritual heritage of almost all the religions. Innumerable monuments, intricately carved temples, stupas, forts and palaces are dotted all over the State. The state is home to three UNESCO World Heritage Sites namely Sanchi, Bhimbetka and Khajuraho.

Consisting largely of a plateau, the State has everything- mighty mountain ranges, meandering rivers and miles of verdant forests. But perhaps the best part about Madhya Pradesh is its accessibility. It is equally close to major tourist destinations from all over the country, being the 'Heart of India'.

Madhya Pradesh Tourism Board also referred to as the 'MPTB', established in 2017 with an objective to promote tourism in the state of Madhya Pradesh. Development of tourism with public, private partnership in sustainable manner, investor facilitation, skill- development, publicity/promotion of tourist destinations nationally & internationally, identification and development of tourism infrastructure are the core objective of the Board.

A “state of the art” Tourist Reception Center (TRC) cum headquarters of the Madhya Pradesh Tourism is easily the most visible symbol of resurgence in the tourism sector of the state. Buzzing with activity and positive energy, a visitor to this building would appreciate the rapid strides in tourism taken by the state in a very short time frame.

Also, when it comes to exploring the richness and diversity of the state, Madhya Pradesh no doubt emerges out to be one of the best in all aspects. Popularly known as the “Tiger State of India, the state has three world heritage sites namely Sanchi, Bhimbetka and Khajuraho. In the last few years, the Government of Madhya Pradesh has initiated a number of measures to position the state as a leading tourism state. While considerable work has been done and the state is now being recognized as one of the leading tourism states of the nation, much more still needs to be done.

Indian Tourism Industry:

India as a destination was frequented by visitors from afar even as early as in the pre-Christ era. As documented by the National Council of Educational Research and Training
(NCERT, 2012), the prominent early visitors include explorers, pilgrims and traders, such as Megasthenes (302-298 BC) from Greece, Fa-Hien (405-411 AD) from China, Al-Masudi (957 AD) from Arabia, Macro Polo (1292-1294 AD) from Italy, Vasco De Gama (1498-1524 AD) from Portugal and so on. Later the colonial rulers from Europe visited and occupied India. Figure -1.4 describes the evolution of the Indian tourism and hospitality sector in the independent India. Post the country’s independence, the Government of India focused on developing other industries, such as agriculture, irrigation, power and infrastructure (HVS, 2012).

It was only in 1982, three decades ago, that the first Tourism Policy was drafted and it provided the much needed impetus to the industry. During the economic liberalization in the early 1990s, the tourism industry experienced its share of reforms and progress. A new National policy on Tourism was unveiled in 2002 along with the globally acclaimed Incredible India campaign. It sought to position tourism as a major engine of economic growth and to harness its direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner (GOI, 2008). The new policy focused on developing a robust tourism infrastructure which resulted in massive investment in and rapid development of the accommodation sector in the Indian Tourism industry.

Figure-1.2: Evolution of the Indian Tourism industry

Source: IBEF -2012.

India is one of the favorite tourist destinations around the world, according to world travel and tourism Council (WTTC, 2013). Further, the Travel and Tourism Competitiveness Report by World Economic Forum, has ranked India among the Top10 destinations in terms of natural and cultural attractions (WEF, 2011). Today, India is the second-fastest growing tourism market in the world. Tourism in India is the largest service industry contributing up to 6.23 per cent to the National Gross Domestic Product (GDP) and providing 8.78 per cent of the total employment opportunity in India (IBEF, 2013). Travel and tourism industry is also one of the
most profitable industries in India and it is credited with contributing a substantial amount of foreign exchange to the national exchequer.

The Federation of Indian Chambers of Commerce in India (FICCI) in a collaborative study with the investment bank, Yes Bank suggested a ten-point agenda to make ‘Incredible India’ campaign live up to the image (FICCI, 2011). One of the suggestions is to enhance hotel infrastructure by introducing Alternative Accommodation concepts such as Bed & Breakfast (B&B) across all the Indian states besides encouraging increase in the number of hotel rooms.

**Growth and Developmental aspects of Tourism Industry:**

Tourism is a major engine of economic growth and an important source of employment & foreign exchange earnings in many countries including India. It has great capacity to create large scale employment of diverse kind – from the most specialized to the unskilled and hence can play a major role in creation of additional employment opportunities. It can also play an important role in achieving growth with equity and sustainability. The Ministry of Tourism has the main objective of increasing and facilitating tourism in India. Augmenting tourism infrastructure, easing of visa regime, assurance of quality standards in services of tourism service providers, projecting the country as a 365 days’ tourist destination, promoting tourism in a sustainable manner, etc. are some of the policy areas which need to be constantly worked upon to increase and facilitate tourism in India.

Ministry of Tourism is according priority for holistic development of tourism destinations into world class destinations using a cluster approach including development of infrastructure, amenities, interpretation centres and skill development by achieving synergy and convergence with other Central Ministries, State Governments and Industry Stakeholders. As a step in this direction, Ministry of Tourism has recently launched the ‘Adopt A Heritage’ project. Heritage sites are being offered for adoption by the public sector, private sector and individuals to become ‘Monument Mitras’ for developing amenities and facilities at these sites under this programme.

Creation of ‘Special Tourism Zones’ anchored on Special Purpose Vehicles (SPVs) in partnership with the States was announced in the Budget for 2017-18. Ministry of Tourism has formulated the guidelines for implementation of the new scheme in consultation with the State Governments and Private Sector and is in the process of completing other formalities before launching the scheme. Creation of Special Tourism Zones would lead to overall development of the areas and offer diverse tourism experiences which would help in creating livelihood and improve standards of local communities living in those areas.

Foreign Tourist Arrivals (FTAs) during 2017 were 10.18 million with a growth of 15.6% over same period of the previous year. During 2016, FTAs were 8.8 million with a growth rate of 9.7% over 2015. In the year 2016, there were 5.77 million arrivals of NRIs in India, with a growth rate of 9.7% over 2015. ITAs include both FTAs and Arrivals of Non Resident Indians (NRIs). In the year 2016, there were 14.57 million International Tourist Arrivals (ITAs) in India, with a growth rate of 9.7% over 2015.
Foreign Exchange Earnings through Tourism (FEEs) during the period 2017 were Rs.1,80,379 crore with a growth of 17% over same period of previous year. The FEEs from tourism in rupee terms during 2016 were Rs.1,54,146 crore with a growth rate of 14.0%.

Facilitative visa regime is a pre requisite for increasing inbound tourism. The Ministry of Tourism takes the initiative of pursuance with Ministry of Home Affairs and Ministry of External Affairs for achieving the same. As on December, 2017, e–Visa facility had been extended to the nationals of 163 countries under 3 sub – categories i.e. ‘e- Tourist Visa’, ‘e – Business Visa’ and ‘e – Medical Visa’.

During 2017, a total of 1.7 million foreign tourists arrived on e-Tourist Visa registering a growth of 57.2%. During 2016, FTAs on e- Tourist Visa in India were 1.08 million as compared to 0.445 million in 2015, registering a growth of 142.5%.

For creation of tourism infrastructure, the Ministry of Tourism has two major schemes viz. Swadesh Darshan - Integrated Development of Theme Based Tourist Circuits and PRASHAD means Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive for development of tourism infrastructure in the country including historical places and heritage cities.

Swadesh Darshan scheme has a vision to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme fifteen thematic circuits have been identified for development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit &Sufi Circuit.

Under PRASHAD scheme, 25 sites of religious significance have been identified for development in India namely Amaravati (Andhra Pradesh), Amritsar (Punjab), Ajmer (Rajasthan), Ayodhya (Uttar Pradesh), Badrinath (Uttarakhand), Dwarka (Gujarat), Deoghar (Jharkhand), Belur (West Bengal), Gaya (Bihar) , Guruvayoor (Kerala), Hazratbal (Jammu & Kashmir), Kamakhya (Assam), Kanchipuram (Tamil Nadu), Katra (Jammu & Kashmir), Kedarnath (Uttarakhand), Mathura (Uttar Pradesh), Patna (Bihar), Puri (Odisha), Srisailam (Andhra Pradesh), Somnath (Gujarat), Tirupati (Andhra Pradesh), Trimbakeshwar (Maharashtra), Ujjain (Madhya Pradesh), Varanasi (Uttar Pradesh) and Vellankani (Tamil Nadu).

A 24x7 Toll Free Multi-Lingual Tourist Info Line (1800111363 or on a short code 1363) in 10 International Languages besides Hindi & English is being run by the Ministry of Tourism for providing information relating to Travel & Tourism in India to the domestic and International tourists/visitors and for assisting them with advice while travelling in India. The calls made by tourists (both international and domestic) while in India will be free of charge. The international languages handled are Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish, in addition to English and Hindi.
To overcome ‘seasonality’ challenge in tourism and to promote India as a 365 days destination, Ministry of Tourism has taken the initiative of identifying, diversifying, developing and promoting niche tourism products of the country like Cruise, Adventure, Medical, Wellness, Golf, Polo, Meetings Incentives Conferences & Exhibitions (MICE), Eco-tourism, Film Tourism, etc.

A National Medical and Wellness Tourism Board has been set up to work as an umbrella organisation to govern and promote medical tourism in India. Ministry supports the Chambers of Commerce for organising exhibitions and seminars on Medical Tourism. These include International Health Tourism Conference, Bangalore 2017, Advantage Healthcare India, Bangalore 2017, MedicaPharma 2017, Delhi.

A detailed road map and action plan to move India from its current position to become a preferred cruise destination in the world has been prepared by the consultant appointed jointly by Ministry of Shipping and Ministry of Tourism. Further, Standard Operating Procedures (SOPs) - 2 for Cruise Vessel Operations which is to be used for the cruise season 2017-18 have been prepared by the Committee headed by Chairman, Mumbai Port Trust.

In order to promote Adventure Tourism, the Ministry of Tourism has decided to celebrate 2018 as year of Adventure Tourism. Ministry has also taken the decision for purchase of 25 Satellite phones to be used by approved Adventure Tour Operators for mountaineering and trekking expeditions thus fulfilling the long standing demand of the industry.

The India Golf Tourism Committee (IGTC) with Secretary (Tourism) as the Chairman, is the nodal body for golf tourism in the country. IGTC approved 06 golf events for financial support during the year 2017-18 (till December 2017).

The Ministry has entered into a Memorandum of Understanding (MoU) with the Eco Tourism Society of India (ESOI) to inform and educate tourism stakeholders about the importance of Sustainable and Responsible Tourism practices and ensuring and promoting Sustainable and Responsible practices in the tourism industry. ESOI would be organising a series of workshops across the country with financial assistance from Ministry of Tourism to popularise the STCI amongst stakeholders. The first workshop in the series was held at Jaipur on 24-25 October 2017 and the second one in Goa on 21-22 November 2017.

Ministry has also taken the initiative to establish India as a filming destination by promoting “Incredible India” brand at various for Ministry has also supported the International Film Festival of India (IFFI 2017) in Goa by hosting the closing dinner.

It has been the endeavor of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 42 Institutes of Hotel Management (IHMs), comprising 21.

Central IHMs and 21 State IHMs, and 11 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. While the IHMs mainly impart degree level hospitality education, the FCIs are concerned with skill level education. National Council for Hotel
Management & Catering Technology (NCHMCT) steers and regulates the academic efforts of the IHMs and FCIs.

Apart from this the Indian Institute of Tourism and Travel Management (IITTM) an autonomous body under the Ministry of Tourism with its Headquarter at Gwalior has centres at Bhubaneswar, Nellore, Noida and Goa (by name National Institute of Water Sports). IITTM is a pioneer in the field of travel and tourism education and training. It provides specialized training.

The Ministry of Tourism has set up the Indian Culinary Institute (ICI) at Tirupati, Andhra Pradesh. The first of its kind in India, the Institute has commenced its academic session from August, 2016. The Ministry is also expanding the ICI, by opening its Northern Chapter at Noida which has been sanctioned at a total cost of Rs. 98.50 crore; Rs. 65 crore has already been released by the Ministry for this project.

The Ministry of Tourism, as part of its ongoing promotional activities, releases campaigns in the international and domestic markets under the Incredible India brand-line, to promote various tourism destinations and products of India to increase foreign tourist arrivals and domestic visits within the country. A series of promotional activities are undertaken in important and potential markets overseas through the India Tourism offices abroad and within India through domestic India Tourism offices, with the objective of showcasing India’s tourism potential to foreign and domestic tourists.

The “Incredible India 2.0” Campaign of the Ministry was launched by the Hon’ble President of India on 27th September 2017, during the National Tourism Awards function. The 2.0 Campaign marks a shift from the generic promotions being undertaken across the world to market specific promotional plans and content creation. The Campaign covers the important source markets for Indian tourism and also takes into account emerging markets with significant potential. Thematic creatives on different Niche products being produced are being used in the Campaign. The major campaigns launched during 2017 – 18 include Global Media Campaign on the Euro Sports Channel, International Media Campaign on Al Jazeera TV channel in the Middle East Region, on Travel Channel Global Feed, CNN, BBC, Discovery, TLC, NGC, Euronews, History, CNBC, CBS- USA and TABI – Japan, ‘The Heritage Trail’ to promote the World Heritage Sites in India and Domestic Television Campaigns on Doordarshan to promote tourism of the North East Region and to the State of Jammu & Kashmir.

The North East region of India is also being promoted through organiseing the annual International Tourism Mart which is attended by global buyers besides others. The 6th International Tourism Mart was organized from 5th to 7th December, 2017 in Guwahati.

The Ministry of Tourism is developing a new Incredible India website, leveraging the latest trends in technology for promotion and marketing of our country, to provide enhanced visitor experience with personalization and to realise the objectives of the Incredible India 2.0 campaign. This new website is aimed at providing an engaging experience for all visitors by providing relevant, interactive and immersive experience across multiple digital touch points (website, and mobile app). It is expected to make the Incredible India website a one-stop-shop
for all tourists planning to visit India/Indian Destinations by providing complete details on
destinations and enabling end to end planning.

‘ParyatanParv’ was celebrated during 5th-25th October, 2017 with the objective of
drawing focus on the benefits of tourism, showcasing the cultural diversity of the country and
reinforcing the principle of “Tourism for All”. Over 1125 activities and events covering 32 states
and Union Territories, were arranged during the 21 days event. These included cultural
performances, food festivals, tourism exhibitions, displays of handicrafts & handlooms, yoga
sessions, tourism & heritage walks, tourism related competitions for students & public,
excursions trips to tourist sites, sensitization & awareness programmes, seminars & workshops
etc.

The ‘Adopt a Heritage Scheme’ of Ministry of Tourism was launched on World Tourism
Day i.e. 27th September, 2017 by the President of India. Thereafter, Ministry of Tourism invited
Private Sector Companies, Public Sector Companies and Corporate individuals to adopt the sites
and to take up the responsibility for making our heritage and tourism more sustainable through
conservation and development. Seven shortlisted companies have been given ‘Letters of Intent’
for fourteen monuments under ‘Adopt a Heritage Scheme’. These companies will be the future
‘Monument Mitras’.

To address the importance of “Swachhta” in tourism sector, Ministry has framed its
“Swachhta Action Plan” involving 3 different activities of creating cleanliness awareness among
tourists, students, teachers, school/college staffs, stakeholders of tourist centers, pilgrimage
centers, famous archaeological monuments etc. Each activity would be implemented at 150
places in selected 15 states during 2017-18. Out of 450 activities, 232 activities have already
been completed till December, 2017. To encourage State Govts.to maintain the tourist place
clean, a new award category titled Swachhta award has also been instituted by the Ministry for
best maintained tourist place in the country in the National Tourism Awards.

With the rollout of GST regime from July 1st, 2017, a GST Cell / facilitation centre was
constituted in the M/o Tourism to monitor the impact of GST on tourism and to handhold the
tourism stakeholders for a smoother transition process by inviting GST related queries from all
stakeholders of Tourism. Contact details of the facilitation centre are available on the websites-
incredibleindia.org and tourism.gov.in. M/o Tourism, in association with its regional offices,
stakeholder associations and with support of officials from D/o Revenue has organized several
workshops on GST related matters till date.

Conclusion:

Tourism industry possesses a vast intrinsic potential to act as a catalyst for generating
employment and promoting equitable and inclusive economic growth. Ministry of Tourism is
according priority for holistic development of tourism destinations into world class destinations
using a cluster approach including development of infrastructure, amenities, interpretation
centres and skill development by achieving synergy and convergence with other Central
Ministries, State Governments and Industry Stakeholders. The state is home to three UNESCO
World Heritage Sites namely Sanchi, Bhimbetka and Khajuraho. the Government of Madhya Pradesh has initiated a number of measures to position the state as a leading tourism state. While considerable work has been done and the state is now being recognized as one of the leading tourism states of the nation, much more still needs to be done. Augmenting tourism infrastructure, easing of visa regime, assurance of quality standards in services of tourism service providers, projecting the country as a 365 days’ tourist destination, promoting tourism in a sustainable manner, etc.

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