

EVOLUTION OF THE INDIAN TOURISM AND HOSPITALITY SECTOR



PRE 1990

- National Tourism Policy was announced in 1982.
- Government also formulated a comprehensive plan to promote tourism in 1988.



1990-2000

- In various states, tourism was declared an industry.
- Government stressed public-private partnership for the tourism sector.
- Government policies give a fillip to the hotel industry.



2000-2005

- In 2002, a national policy on tourism was announced focusing on developing a robust infrastructure
- Online travel portals and low-cost carrier airlines gave a boost to domestic tourism.



2015 ONWARDS

- Various marketing initiatives to attract tourists were undertaken by government.
- e-Tourist visa was launched, on this visa, around 2.93 million foreign tourists arrived registering a growth of 23.6%.
- In November 2018, India attained 3rd position in the world tourism sector.



BEYOND PANDEMIC

- Revenge travel
- Government promoting tourism to cover the gap in the revenue
- Leisure time has increased
- Hotels focusing on increasing occupancy rate at lower rates