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प्रवासी भारतीय - संबंधों के नए आयाम  
Redefining Engagement with the Indian Diaspora

14<sup>th</sup> PRAVASI BHARATIYA DIVAS – 2017

# PARTNERING WITH DIASPORA TO ACCELERATE TOURISM IN INDIA



## PARTNERING WITH DIASPORA TO ACCELERATE TOURISM IN INDIA

- **Employment** – 1 in 11 persons in global tourism industry
- **Re-connect** with Diaspora
- Motivate more people to visit India - **Must visit, re-visit** destination
- **Rich culture and heritage** – year-round tourism
- **Ambassadors of India** - Leveraging Pravasi Bharatiya
- **Target** - 1% of global foreign tourist arrivals by 2020, and 2% by 2025



PBD 2016 – Round Table III

30 April 2016

## Experts Views on Issues



- **Connectivity** seamless, hassle-free travel for development of tourist circuits through better regional integration.
- **Hotels** high capital cost, low FSI & high land cost
- **Investment** private-sector driven, with state governments acting as catalysts through appropriate hand-holding measures.
- **Consular issues** Resolving visa issues, simplifying OCI processes
- **Regulatory issues** classification, taxation (30 % of room rates, compared to 4 % in Singapore, 5 % in Thailand and 7 % in Spain)
- **Safety** both real and perception

## Potential areas of Engagement with the Diaspora

- Investment**
  - Diaspora investment towards Tourism and related infrastructure.
  - Diaspora philanthropy towards maintenance of tourist sites, natural or man-made.
- Promotion**
  - Involving Diaspora in 'Visit India Committees' of Indian Missions
  - Encouraging Diaspora to publish their positive experiences
  - Diaspora as ambassadors of Indian tourism in prominent markets.
  - Associating with popular events (annual India Day Parade in New York)
- Consular**
  - OCI cards, Visa, RAP/PAP issues – periodic assessment
- Opportunities**
  - Engaging restaurants run by the Diaspora in promoting India.
  - Resource persons among the Diaspora (consultants for advertising & capacity building)
  - Employing members of the Diaspora as tourism officers in various locations.

## Major Recommendations of the Panel Discussions

### Short Term

### Long Term

#### Connectivity

- AI flights to Latin American & Caribbean; Resumption to Israel & Madrid
- Trains to Bhopal stop at Sanchi
- special trains for circuits such as Ramayana and Buddhist circuits.

#### Investment

- Publicize investment guidelines in the tourism sector
- single window mechanisms to facilitate fast-track investment

#### Marketing

- ‘Visit India Committees’ in Indian missions
- Promote Air India in advertisements
- Focussed promotion campaigns
- Use digital & social media - global youth
- Segmented marketing approach - promotion of Monsoon and Wedding Tourism in Gulf and West Asia, Resort and Beach Tourism, ‘Back to the Roots’ programmes among Diaspora, Hotels promoting ‘halal’ food,

#### Training

- ‘know India Seminars’
- Capacity building – skilling using the PPP model.

## Major Recommendations of the Panel Discussions

### Short Term

### Long Term

#### Public Relations

- Balanced coverage of positive stories and redressing of adverse situations - Key stakeholders
- Inviting specific target groups - women and youth
- promotion of women guides and drivers, as well as women-only floors in hotels.

- Invite international tour operators to promote India as a tourist destination in their home countries.

#### Maintenance

- Identify local resource persons for maintenance and cleanliness of tourist sites

- Create 'Islands of Excellence' for promotion globally.

## Major Recommendations of the Panel Discussions

### Short Term

### Long Term

#### Tax & Regulatory

- Competitive taxation for tourism industry.
- Easing FSI requirements for hotels
- Self-regulation by FHRAI for hotel classification

- Placing Tourism in the lowest tax band under GST.

#### Missions abroad

- Tourism Desk in the reception of Indian Missions with adequate publicity material.
- building synergistic and efficient functioning between Missions and India Tourism offices abroad

- Creating Diaspora database for micro-targeting.
- Sister-City and Sister-State Agreements to have tourism as a prominent agenda item.

## Action Taken on Recommendations

### Investment

- 50% of expenditure on Plan schemes by Ministry of Tourism incurred for development of quality tourism infrastructure.
- ‘Visit India Committees’ constituted
- Tourism Desks with the existing Reception Desk integrated.

### Marketing

- Supplied publicity material and promotional video to Visa Outsourcing Centres
- Created Diaspora databases
- Tourism is promoted through Sister-City and Sister-State Agreements.
- Missions organize events in cooperation with India Tourism Offices.
- conducting seminars and presentations

### Training

- participate in Tourism expo/fairs
- organise ‘know India Seminars’

### Public Relations

- Ministry of Tourism has a Distinguish Visitors Programme (DVP)
- 7 S of National tourism policy 2002 – Swagat, Soochana, Suvidha, Suraksha, Sahyog, Samrachanam and Safai.



## Action Taken on Recommendations

### Tax & Regulatory Issues

- **Introduction of GST** likely to address the issue of taxation
- Ministry of Tourism scheme for granting approval to hotel projects suitable for international tourists to be publicised.
- **Classification Committee** classifies the functioning hotels into six categories - star one to five star deluxe, approving Travel Agents, Tour Operators, Adventure Tour Operators and Tourist Transport Operators, the idea being to encourage quality, standard and service in these categories so as to promote Tourism in India.
- **Code of Conduct** for Safe & Honourable Tourism (adopted on 1<sup>st</sup> July 2010 requires signatories to provide Information & training of personnel, Public awareness and guest notification, Regulated use of premises, Ethical business practices and marketing- protects the dignity and freedom against exploitation of persons especially women and children)
- **Helplines** - Child line-1098, Women Help lines- 1091
- **Inter Ministry Visa Committee** - to resolve issues and complaints of inbound tourists.

## Action Taken on Recommendations

### **Missions abroad**

- Tourism Desk in the reception of every Indian embassy and consulate with adequate publicity material.
- Work towards building synergistic and efficient functioning between missions and India Tourism offices abroad for effective promotion of tourist inflow into India.

### **Connectivity**

- Ministry of Railways to explore the possibility of connections of to promote seamless travel.

**Thank You**