

"HARNESSING THE POTENTIAL OF 'ONE WORLD-ONE BUSINESS' STRATEGY IN SHAPING THE FUTURE OF INDIA'S TOURISM INDUSTRY"

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Abstract:

In an increasingly interconnected global economy, the concept of "One World-One Business" has emerged as a strategic imperative for nations seeking to maximize their economic potential. This paradigm shift emphasizes the importance of leveraging international partnerships and fostering a unified approach to business operations across borders. Nowhere is this strategy more pertinent than in the dynamic and multifaceted tourism industry, particularly in the vibrant landscape of India. India's tourism sector stands as a testament to the transformative power of embracing a "One World-One Business" ethos. As one of the world's most culturally diverse and historically rich nations, India boasts an unparalleled array of attractions, from ancient monuments to pristine natural landscapes. Its tourism industry serves as a crucial engine of economic growth, contributing significantly to the country's GDP and providing employment opportunities to millions of people across various segments of society.

The notion of 'One World-One Business' has grown in popularity in today's global economy, emphasising the interconnection and interdependence of markets around the world. Within this paradigm, the tourism industry emerges as a critical sector, facilitating cultural interchange, economic growth, and sustainable development. The present paper investigates the applicability and consequences of implementing the 'One World-One Business' approach in the context of India's booming tourism industry. It investigates the prospects and limitations of such an approach, as well as the potential synergies it might generate for encouraging equitable growth and international cooperation. This study intends to provide insights into how India might use the ideas of 'One World-One Business' through an interdisciplinary examination that includes economic, social, and environmental elements.

Moreover, India's embrace of digital technologies has further amplified the impact of its "One World-One Business" strategy within the tourism industry. With the proliferation of smartphones and internet connectivity, travelers today have unprecedented access to information and resources that transcend geographical boundaries. Leveraging this digital landscape, India has deployed innovative marketing tactics, such as virtual tours and social media campaigns, to engage with potential visitors on a global scale. This digital outreach not only enhances the visibility of India as a tourism destination but also fosters a sense of interconnectedness and inclusivity among travelers from diverse backgrounds.

Keywords: One World-One Business , Globalization, Tourism Industry, India, Tourism Development, Global Competitiveness, Sustainable Tourism, Strategic Perspective, Economic Impact, Cross-Cultural Exchange, Information and Communication Technology (ICT), Destination Marketing, Innovation, Tourism Marketing, Environmental Sustainability, Community Engagement, Tourism Trends.



Tourism Industry of INDIA

INTRODUCTION

Where “अतिथि देवो भव” (Atithi Devo Bhava- A guest is equivalent to God) is a principle in Indian culture that emphasizes the importance of treating guests with utmost respect and hospitality, it has a direct relevance to the tourism industry in India.

The only peninsula in the world to have snow-covered himalayan heights in the **North**, tropical rain forests in the **East**, Sand Desserts in the **West** and Coasts in the **South**, **INDIA** stands out as the most unique country with the oldest and richest cultural and historical heritage.

The variety of ecology, terrains and places of natural beauty spread across the country provides a significant opportunity to the potential growth of the tourism sector.

Being one of the most popular travel destinations in the world, India's tourism and hospitality sector is now one of the main forces behind the expansion of the country's services economy. India's tourism industry has an enormous amount of potential since, like many other nations, it is an essential component of foreign exchange.

The tourist and hospitality industry, which includes travel and hospitality services like hotels and restaurants, has been considered to be a development agent, a catalyst for socioeconomic expansion, and a significant source of foreign exchange profits in many nations. Tourism not only showcases India's rich and beautiful history, culture, and diversity, but it also has a big positive impact on the country's economy. The tourism industry has been able to bounce back from the sudden onset of the COVID-19 pandemic and resume pre-pandemic operations, thanks to the constant efforts of the state and central government.

Tourism has always been a significant societal phenomenon. These include social, cultural, and business interests, which are motivated by the natural need of every human being for new experiences, adventure, education, and amusement. Travel for pilgrimage and study has always been an important aspect of Indian culture, and as a result, numerous centuries of learning and religious worship have grown throughout the state. This fueled the vast movement of people from one location to another. The growth of conventional industry and trade brought a new stream of travelers. Several commerce routes were constructed, and traders from far regions began to visit the trade centers.

India's Tourism Industry gains a special place in the entire world due to these three unique characteristics:

✓ **Diverse Attractions and Experiences:** India's tourism canvas is a work of art fashioned from diverse threads. From the “HIMALAYAS”, world's mightiest, gigantic mountains with unmatched natural beauty in the North, skycreeping temples which are architectural wonders from the world, serene beaches on the coasts of Goa and Kerala's peaceful backwaters in the South, Rajasthan's desserts and towering palaces in the West, to evergreen rainforests in the East, each location tells a distinct chapter of the Indian story. The spiritual trek through Varanasi, the adventurous excursions in the Himalayas, and the culinary expedition across many states all add layers of fascination to the Indian experience. Visitors can get a personal look at the country's soul-stirring celebrations by attending festivals, fairs, and cultural events.

✓ **Historical and Cultural Richness:** India's history spans millennia, leaving an indelible

mark on its architecture, art, and culture. Ancient temples, intricate Mughal architecture, and colonial-era relics stand as living testimonials to the past. The ruins of Hampi, the caves of Ajanta and Ellora, and the heritage cities of Jaipur and Udaipur provide a glimpse into the diverse historical eras that have shaped India's identity.

✓ **Spirituality and Wellness:** India is a haven for seekers of spirituality and wellness. The yoga and meditation retreats of Rishikesh and the spiritual aura of Varanasi attract those in pursuit of inner peace and enlightenment. Ayurveda and alternative healing practices provide rejuvenation and healing amidst nature's beauty. Such offerings have positioned India as a global hub for spiritual and wellness tourism.

✓ Introduction to 'One World-One Business Strategy:

In an era of unparalleled interconnection and global interdependence, the 'One World-One commercial' concept has evolved as an appealing paradigm for navigating the difficulties of today's commercial world. This strategy exemplifies the realisation that in a world where borders are becoming increasingly porous, markets are interconnected, and information flows smoothly across geographical boundaries, firms must take a comprehensive and inclusive approach to their operations.

In the context of the tourism industry, the principles of 'One World-One Business' take on added significance. Tourism, by its very nature, is a cross-border phenomenon, driven by the desire for exploration, discovery, and cultural exchange. As such, it serves as a microcosm of the globalized world, where people from diverse backgrounds come together to experience new destinations, cuisines, and ways of life.

This paper examines the opportunities and challenges associated with implementing the 'One World-One Business' strategy in India's tourism industry in order to shed light on how the country can leverage its cultural and natural assets to foster sustainable growth, increase international competitiveness, and promote cross-cultural understanding. We hope to provide insights into global tourist management decisions, business practices, and academic research by conducting a comprehensive analysis that includes economic, social, and environmental components.

Theoretical Underpinnings of 'One World-One Business' in the Context of Tourism

Interconnectedness and Interdependence:

At the core of the 'One World-One Business' philosophy lies the recognition of the interconnected nature of the global economy. This interconnectedness manifests in various forms within the tourism industry. Tourism involves the movement of people, goods, and ideas across national borders, creating intricate networks of exchange and interaction. Furthermore, the tourist industry is strongly reliant on collaboration and cooperation among various stakeholders, including governments, corporations, communities, and travelers themselves. . The concept of interconnectedness underscores the interdependence of these stakeholders, wherein the actions and decisions of one entity can have ripple effects throughout the entire tourism ecosystem.

Globalisation, defined as the increased connectivity of economies, cultures, and communities on a worldwide scale, has far-reaching ramifications for the tourism industry, has a significant role in developing the current tourism industry. One of the most visible symptoms of globalisation in tourism is the growth of international travel and tourism flows. Advances in transportation, communication, and information technology have increased mobility, allowing people to travel long distances with relative ease. The globalisation of travel has accelerated the growth of the tourist sector, resulting in the emergence of new locations, market segments, and tourism goods.

Shared Prosperity and Sustainable Development:

A central tenet of the 'One World-One Business' philosophy is the pursuit of shared prosperity and sustainable development. In the context of tourism, this entails fostering economic growth, social inclusivity, and environmental stewardship. Sustainable tourism emphasizes the need to balance economic benefits with social equity and environmental conservation, ensuring that tourism

development meets the needs of present and future generations.

The 'One World-One Business' approach advocates for collaboration and partnership among tourism stakeholders to achieve these objectives. This includes engaging local communities in tourism planning and decision-making, promoting cultural heritage preservation and authenticity, supporting small and medium-sized enterprises (SMEs) and local businesses, and implementing responsible tourism practices. By fostering inclusive growth and equitable distribution of benefits, 'One World-One Business' seeks to create a more resilient and sustainable tourism industry that contributes to broader societal goals, such as poverty alleviation, cultural enrichment, and environmental protection.

Opportunities presented by 'One World-One Business' for India's tourism

Cultural Exchange and Diversity:

One of the most significant opportunities afforded by the 'One World-One Business' strategy is the promotion of cultural exchange and diversity. India's cultural tapestry is incredibly rich and diverse, encompassing a myriad of traditions, languages, cuisines, and artistic expressions. By embracing this diversity and showcasing it to the world, India can attract travelers seeking authentic cultural experiences. Whether it's exploring ancient temples in Varanasi, marveling at the architectural splendor of the Taj Mahal, or immersing oneself in the vibrant festivals of Kerala, India offers a wealth of cultural treasures waiting to be discovered.

Moreover, the promotion of cultural exchange through tourism can foster mutual understanding and appreciation among people from different backgrounds. By welcoming visitors from around the world with open arms, India can strengthen its cultural ties with other nations and promote global harmony and cooperation.

Economic Growth and Job Creation:

Another compelling opportunity presented by the 'One World-One Business' strategy is the potential for economic growth and job creation. Tourism is a significant driver of economic development in India, contributing to GDP growth, foreign exchange earnings, and employment generation. By tapping into the global tourism market, India can attract a steady influx of international visitors, thereby stimulating demand for goods and services across various sectors of the economy.

The ripple effects of tourism extend far beyond the tourism industry itself, benefiting a wide range of businesses, including hospitality, transportation, retail, and handicrafts. Furthermore, tourism has the potential to create jobs for millions of Indians, particularly in rural and remote areas where employment opportunities may be limited. Whether it's working as tour guides, hotel staff, artisans, or entrepreneurs, the tourism sector offers a diverse array of employment opportunities that can help alleviate poverty and promote inclusive growth.

Infrastructure Development and Investment:

The 'One World-One Business' strategy also presents an opportunity for India to accelerate infrastructure development and attract foreign investment. As tourism demand continues to grow, there is a pressing need to upgrade and expand India's tourism infrastructure, including airports, roads, hotels, and tourist attractions. By investing in infrastructure projects, India can enhance the overall visitor experience, improve accessibility to key destinations, and ensure the sustainable growth of the tourism industry.

Challenges and Barriers to Implementing the 'One World-One Business' Approach in India's Tourism Strategy

Institutional and Regulatory Hurdles:

India's tourism sector is subject to a complex regulatory framework characterized by overlapping jurisdictions, bureaucratic red tape, and inconsistent enforcement. The fragmented nature of governance poses challenges for implementing cohesive policies and strategies aligned with the principles of 'One World-One Business'. Moreover, regulatory barriers such as visa restrictions, taxation policies, and land-use regulations can impede cross-border collaboration and hinder the seamless flow of tourists, investments, and services.

Infrastructure Deficiencies:

Despite significant progress in recent years, India's tourism infrastructure still lags behind international standards in many areas. Inadequate transportation networks, including road, rail, and air connectivity, limit accessibility to remote destinations and hinder intra-regional tourism development. Similarly, shortcomings in accommodation facilities, sanitation, and tourist amenities undermine the overall visitor experience and detract from India's competitiveness as a tourism destination. Addressing these infrastructure deficiencies requires substantial investments in upgrading physical infrastructure and enhancing service quality, which may pose financial and logistical challenges.

Cultural and Linguistic Diversity:

India's rich cultural heritage and linguistic diversity are both a source of strength and a challenge for its tourism industry. While cultural diversity enhances the appeal of India as a destination, it also presents communication barriers, cultural sensitivities, and management challenges for tourism stakeholders. Catering to the diverse needs and preferences of domestic and international tourists requires customized products, services, and experiences tailored to different market segments. Additionally, promoting cultural authenticity while mitigating the negative impacts of mass tourism on heritage sites and local communities necessitates careful planning and stakeholder engagement.

Socio-Economic Disparities:

India's tourism sector operates within a socio-economic landscape characterized by profound disparities in income, education, and access to resources. The benefits of tourism development are often unevenly distributed, with certain regions and population groups reaping the rewards while others are left marginalized or excluded. Inclusive growth and equitable distribution of tourism benefits are essential principles of the 'One World-One Business' approach, yet achieving these objectives requires addressing underlying socio-economic inequalities, empowering local communities, and fostering responsible tourism practices that prioritize social inclusion and poverty alleviation.

Environmental Sustainability:

Environmental sustainability is a pressing concern for India's tourism industry, given the fragile ecosystems, biodiversity hotspots, and natural wonders that attract millions of visitors each year. Uncontrolled tourism activities, such as unchecked urbanization, deforestation, pollution, and habitat destruction, pose significant threats to the environment and jeopardize the long-term viability of tourism destinations. Balancing the imperatives of tourism development with environmental conservation and climate resilience is a formidable challenge that requires integrated planning, environmental regulations, and community engagement. Adopting sustainable tourism practices, promoting eco-friendly initiatives, and raising awareness among tourists and industry stakeholders are essential steps towards mitigating environmental impacts and ensuring the sustainability of India's tourism industry.

STAKEHOLDERS in Tourism Industry:

Many different entities are involved in the tourist business and have an impact on and contribute to its numerous aspects. These stakeholders in various ways and have different stakes in the tourism industry.

Though these stakeholders are independent entities, they are highly integrated and interdependent on each other for the tourism business.

It must be noted that the roles and interests of stakeholders can vary greatly depending on geographical location and other factors responsible for the tourism business.

The prominent stakeholders of tourism industry are listed below:

- 1. Tourists/Travelers:** The individuals or groups of people who travel for various reasons such as business, vacation, leisure or any other purposes are the 'Primary Customers' of the tourism industry. They are the main source of income for all travel-related services.
- 2. Hospitality Services:** There are a number of service providers such as hotels, resorts, restaurants, cafes and other accommodations and dining establishments which compliment and contribute extensively to the tourism business.

3. **Transportation Industry:** Airlines, railways, car rentals, private busses and public transport provide tourists to reach their destinations.

4. **Tour Operators and Travel Agents:** These entities offer predesigned or customized tour packages for tourists. They offer services like booking flights, accommodations, transportation, and activities, providing convenience and expertise to travelers.

4. **Local Civilisation:** The local residents are directly impacted by tourism set up in their geographical area.. They may benefit from job opportunities which will enhance their standard of living via economic growth. However, they largely face challenges such as cultural distortion , overcrowding, danger to historical or heritage sites.

5. **Cultural and Historical Organizations:** Museums, historical sites, cultural centers, and other heritage institutions contribute to tourism by showcasing local history, art, and culture.

6. **Environmental Organizations:** Environmental groups play a role in advocating for sustainable tourism practices to minimize the negative impact of tourism on natural ecosystems.

7. **Businesses and Shops:** Retailers, souvenir shops, and local businesses are benefited from tourists who are responsible for a significant portion of their revenue.

8. **Tourism Boards and Destination Management Organizations (DMOs):** Tourism Boards are official government organization responsible for promotion and development of tourism within the jurisdiction. DMOs, or Destination Management Organizations, are entities responsible for the planning, development, promotion, and management of a specific tourist destination. These organizations play a critical role in coordinating efforts to enhance the attractiveness of a destination and maximize the positive impacts of tourism while minimizing negative effects. DMOs operate at various levels, including local, regional, and national, and their functions can vary based on the destination's size, scope, and goals.

Both these entities play a crucial role in the promotion, development, and management of tourist destinations. They are responsible for various tasks aimed at enhancing the attractiveness and competitiveness of a destination in the tourism market.

9. **Non-Governmental Organizations (NGOs):** NGOs may work to promote responsible and sustainable tourism practices, support local communities, and advocate for the preservation of cultural and natural resources.

10. **Media and Marketing Agencies:** Media outlets and marketing agencies contribute to promoting destinations, attractions, and travel-related services through advertising, content creation, and digital marketing.

11. **Financial Institutions:** Banks, investment firms, and financial institutions provide funding and investment opportunities for tourism infrastructure development and expansion.

Rise of Indian Tourism Sector:

After the COVID-19 pandemic, many reforms were implemented in India to promote tourism; these policies have significantly boosted the sector. Total FTAs in India surged by 406.6% to 2,764,975 from January-July 2022 compared to the previous year. During this period, the US was the top contributor to FTAs in India, at 25.88%, followed by Bangladesh (18.61%), the UK (10.99%) and Australia (5.16%); the US was among the top 15 source nations. In terms of foreign exchange, India's tourism sector earned US\$ 6.96 billion in 2020. This is expected to increase further after the pandemic.



Key Contributor to:

Foreign Exchange Earnings: The country's foreign exchange earnings through tourism rose to **INR 1,34,543** crore in 2022, against INR 65,070 crore in 2021, which is almost 107 per cent increase. International tourists spend money on accommodation, shopping, dining, transportation, and various tourism-related activities during their visit to India. According to the Ministry of Tourism, India earned approximately US\$30 billion in foreign exchange through tourism in the fiscal year 2019-2020.

GDP: India has seen a continuous growth in position climbing from 65th position in 2013 to 40th in 2017 in World Economic Forum's (WEF) travel and tourism competitiveness index. The direct contribution of Travel & Tourism to GDP in 2017 stood at Rs 5.94 lakh crore which is 3.3 per cent of GDP. This is expected to grow at 7.1 per annum to reach Rs 12.67 lakh crore by 2028.

Employment: The tourism industry has generated 26,148,000 jobs directly in 2017, 5 per cent of total employment, growing by 2.8 per cent in 2018 to reach 26,883,000 jobs. These jobs include employment by hotels, travel agents, airlines and any other passenger transportation services. It also includes the activities of restaurant and leisure industries which is directly supported by tourists. The growth of direct jobs in the industry is expected to grow at 2.1 per annum over next ten years and account for 33,195,000 jobs by 2028.

It is widely acknowledged that the tourist and hospitality sector, which encompasses travel and hospitality services like hotels and restaurants, is a development agent, a catalyst for socioeconomic growth, and a significant source of foreign exchange gains in many countries. India's rich and exquisite history, culture, and diversity is showcased through tourism while also providing significant economic benefits. The consistent efforts of the central and the state governments has helped the tourism industry to recover from the covid-19 pandemic shock and operate at the pre pandemic level.



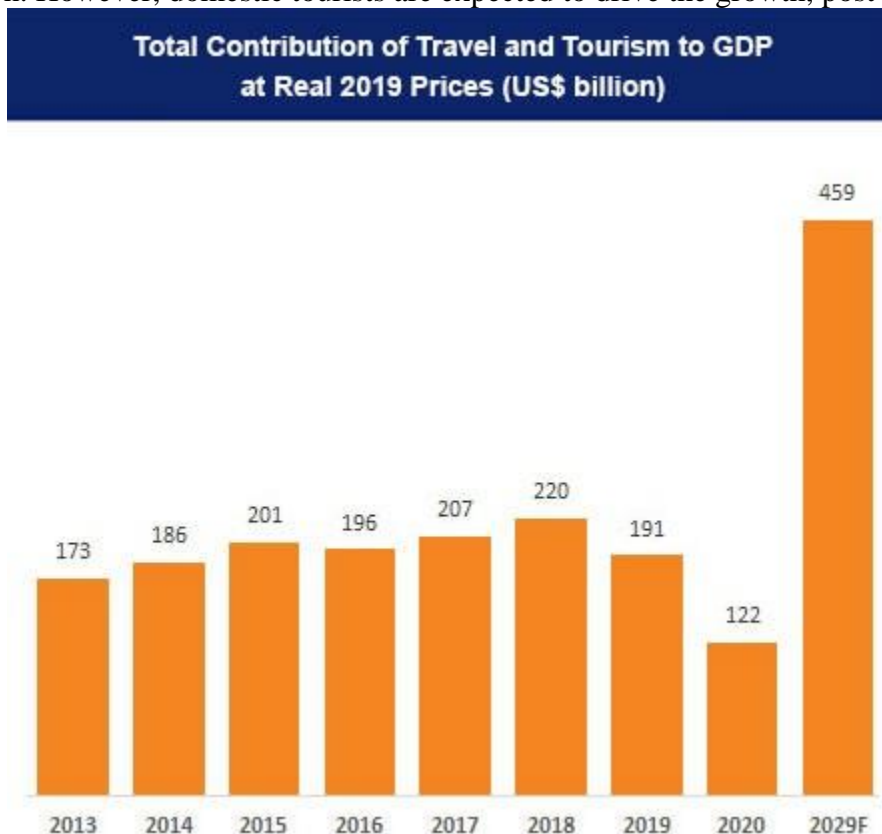
MARKET SIZE

According to WTTC, India is ranked 10th among 185 countries in terms of travel & tourism’s total contribution to GDP in 2019. During 2019, contribution of travel & tourism to GDP was 6.8% of the total economy, Rs. 1,368,100 crore (US\$ 194.30 billion). In 2020, the Indian tourism sector accounted for 39 million jobs, which was 8% of the total employment in the country.

In 2021, the travel & tourism industry’s contribution to the GDP was US\$ 178 billion; this is expected to reach US\$ 512 billion by 2028. In India, the industry’s direct contribution to the GDP is expected to record an annual growth rate of 7-9% between 2019 and 2030. In 2020, the travel & tourism industry’s contribution to the GDP was US\$ 121.9 billion.

The travel market in India is projected to reach US\$ 125 billion by FY27 from an estimated US\$ 75 billion in FY20. The Indian airline travel market was estimated at ~US\$ 20 billion and is projected to double in size by FY27 due to improving airport infrastructure and growing access to passports. The Indian hotel market including domestic, inbound and outbound was estimated at ~US\$ 32 billion in FY20 and is expected to reach ~US\$ 52 billion by FY27, driven by the surging demand from travelers and sustained efforts of travel agents to boost the market.

By 2028, international tourist arrivals are expected to reach 30.5 billion and generate revenue over US\$ 59 billion. However, domestic tourists are expected to drive the growth, post pandemic.



International hotel chains are increasing their presence in the country, and it will account for around 47% share in the tourism and hospitality sector of India by 2020 and 50% by 2022. Foreign Tourist Arrivals (FTAs) in August 2022 were 498,243 with a positive growth rate of 437.3% as compared to 92,728 in August 2021. FTAs during the period January-August, 2022 were 3,263,219 as compared to 638,524 in January-August 2021. The percentage share of Foreign Tourist Arrivals in India during August, 2022 among the top 15 source countries was highest from Bangladesh (24.89%), followed by USA (16.93%), UK (10.74%), Australia (3.77%), Canada (3.44%), Sri Lanka (3.18%), Nepal (2.56%), Malaysia (2.54%), Germany (2.16%), France (2.01%), Oman (1.98%), Singapore (1.73%), UAE (1.45%), Italy (1.19%) and Japan (1.17%).

INVESTMENTS/DEVELOPMENTS

- An investment-linked deduction under Section 35 AD of the Income Tax Act is in place

for establishing new hotels under 2-star category and above across India, thus permitting a 100% deduction in respect of the whole or any expenditure of capital nature.

- In 2019, the Government reduced GST on hotel rooms with tariffs of Rs. 1,001 (US\$ 14.32) to Rs. 7,500 (US\$ 107.31) per night to 12% and those above Rs. 7,501 (US\$ 107.32) to 18% to increase India's competitiveness as a tourism destination.
- In Union Budget 2023-24, US\$ 290.64 million was allocated to Ministry of Tourism as the sector holds huge opportunities for jobs and entrepreneurship for youth in particular and to take promotion of tourism on mission mode, with active participation of states, convergence of government programmes and public-private partnerships.
- An app will be developed covering all relevant aspects of tourism. States will be encouraged to set up Unity Malls in State Capital as the most prominent tourism centres to promote One District One Product, GI products, handicrafts and products of other States.
- In 2021, Government of India announced 40,000 e-tourist visas out of 500,000 free regular visas to the tourist, to ensure a geographical spread of the incentive to important source markets globally.
- Government of India has set a target to create 220 new airports by 2025.
- The Emergency Credit Line Guarantee Scheme (ECLGS) covered through a liberal definition of MSME (micro small and medium enterprises) has been expanded to include tourism and hospitality stakeholders. Infrastructure status has been granted to exhibition-cum-convention centres.
- A separate liquidity window of Rs. 15,000 crore (US\$ 1.8 billion) has been released for the sector.
- FDI inflows in the Tourism & Hospitality sector reached US\$ 16.48 billion between April-June 2022.
- A total of 48,775 accommodation units (both classified and unclassified) have been registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11,220 units have self-certified for SAATHI standards in September 2022.
- A total of 48,775 accommodation units (both classified and unclassified) have been registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11,220 units have self-certified for SAATHI standards in September 2022.
- In October 2022, Indian Hotels Company (IHCL) announced the launch of its new Indian-concept restaurant brand, Loya. Debuting at Taj Palace, New Delhi, Loya captures the culinary essence traversing the landscape of North India.
- Hospitality unicorn OYO has acquired Europe-based vacation rental company Direct Booker for US\$ 5.5 million in May 2022.
- Accor, a French hospitality major will expand its India's portfolio by adding nine additional hotels in the mid-scale and economy categories, bringing the total number of hotels 54 in India.
- The Medical Tourism sector is expected to increase at a CAGR of 21.1% from 2020-2027.
- India was globally the third largest in terms of investment in travel and tourism with an inflow of US\$ 45.7 billion in 2018, accounting for 5.9% of the total investment in the country.
- Indian government has estimated that India would emerge with a market size of 1.2 million cruise visitors by 2030-31. Dream Hotel Group plans to invest around US\$300 million in the next 3-5 years for the development of the cruise sector in India.
- India is the most digitally advanced traveller nation in terms of digital tools being used for planning, booking, and experiencing a journey. India's rising middle class and increasing disposable income has supported the growth of domestic and outbound tourism.
- The United Nations World Tourism Organisation selected Pochampally in Telangana as one of the best tourism villages in November 2021.

GOVERNMENT INITIATIVES

The Indian Government has realised the country's potential in the tourism industry and has taken

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several steps to make India a global tourism hub. Some of the major initiatives planned by the Government of India to boost the tourism and hospitality sector of India are as follows:

- **In the Union Budget 2022-23:**

- US\$ 290.4 million has been allocated to the Ministry of Tourism. Under the Union Budget 2023- 24, an outlay of US\$ 170.85 million has been allocated for the Swadesh Darshan Scheme to develop a complete package of 50 tourist destinations for providing a wholesome tourism experience by facilitating physical, digital and virtual connectivity, availability of tourist guides and tourist security.

- Ministry of Tourism has sanctioned 76 projects under the scheme since its inception under 13 themes for a revised sanctioned cost of US\$ 668.95 million and has released US\$ 534.9 million (till December 31,2021).

- Under Budget 2023-24, the Government has allocated US\$ 30.25 million for the development of tourist circuits under PRASHAD. Since its launch in January 2015 and Ministry has sanctioned 37 projects in 24 states with estimated expenditure of US\$ 146.4 million and a cumulative amount of US\$ 91.6 million crore has been released for these projects. 68 destinations/sites have been identified in 30 States/UTs for development under the PRASHAD Scheme as on March 31, 2022.

- Ministry of Tourism has partnered with the Quality Council of India (QCI), to assist the Hospitality Industry in their preparedness to continue operations safely and mitigate risks arising out of the COVID-19 pandemic through an initiative called SAATHI (System for Assessment, Awareness and Training for Hospitality Industry). A hotel/unit goes through the SAATHI framework and agrees to fully follow the requirements wherever applicable possible, and a self-certification is issued. Self-certified Hotel/units attend webinars to clarify doubts through live interactions. If Hotel/unit desires, they may undertake site-assessment based on SAATHI framework through QCI accredited agencies and an assessment report with opportunities for improvement is shared with the assessed unit.

- Visa reforms include a significantly expanded Golden Visa scheme, a five-year Green residency and new entry permits, including one for job seekers. The new system also offers additional benefits to sponsor family members

- To ease travels for international tourists, the Government of India has launched a scheme wherein five lakh tourists will get free visas.

- In August 2022, Ministry of Tourism sanctioned 76 projects for Rs. 5,399.15 crore (US\$ 678.39 million) under Swadesh Darshan Scheme for development of tourism infrastructure in the country.

- In June 2022, the Ministry of Tourism along with Associations of Indian Universities (AIU) initiated a 12 episode webinar series under 'Azadi Ka Amrut Mahotsav' (AKAM) to engage and expose young minds of our country to the rich and diverse heritage of the country.

- Till the end of September 2022, a total of 155 Dekho Apna Desh webinars have been organized by Ministry of Tourism.

- The Ministry of Tourism has launched the National Strategy for Sustainable Tourism and Responsible Traveller Campaign in June 2022.

- From November 15, 2021, India allowed fully vaccinated foreign tourists to visit India, which in turn will help revive the Indian travel and hospitality sector.

- In November 2021, the Ministry of Tourism signed a Memorandum of Understanding (MoU) with Indian Railway Catering and Tourism Corporation to strengthen hospitality and tourism industry. The ministry has also signed a MoU with Easy My Trip, Cleartrip, Yatra.com, Make My Trip and Goibibo.

- In November 2021, the Indian government planned a conference to boost film tourism in the country with an aim to establish domestic spots as preferred filming destinations. This move is expected to create jobs and boost tourism in the country.

- In September 2021, the government launched NIDHI 2.0 (National Integrated Database of Hospitality Industry) scheme which will maintain a database of hospitality sector components such as accommodation units, travel agents, tour operators, & others. NIDHI 2.0 will facilitate the

digitalisation of the tourism sector by encouraging all hotels to register themselves on the platform.

- Government is planning to boost the tourism in India by leveraging on the lighthouses in the country. 71 lighthouses have been identified for development as tourist spots.
- The Ministry of Road Transport and Highways has introduced a new scheme called 'All India Tourist Vehicles Authorisation and Permit Rules, 2021', in which a tourist vehicle operator can register online for All India Tourist Authorisation/Permit. This permit will be issued within 30 days of submitting the application.
- The Indian Railway Catering and Tourism Corporation (IRCTC) runs a series of Bharat Darshan tourist trains aimed at taking people to various pilgrimages across the country.
- During 2019-20, an additional fund Rs. 1,854.67 crore (US\$ 269.22 million) was sanctioned for new projects under the Swadesh Darshan scheme.
- Ministry of Tourism sanctioned 18 projects covering all the North Eastern States for Rs. 1,456 crore (US\$ 211.35 million) to develop and promote of tourism in the region under Swadesh Darshan and PRASHAD schemes.
- Statue of Sardar Vallabhbhai Patel, also known as 'State of Unity', was inaugurated in October 2018 and the total revenue generated till November 2019 stood at Rs. 82.51 crore (US\$ 11.81 million).

STATE GOVERNMENT INITIATIVES

- In October 2021, the Tripura government formed a public-private partnership with Infovalley Educational & Research (P) Ltd. to operate the State Institute of Hotel Management (SIHM). The government hopes that the SIHM will empower young people and help to strengthen the state's hotel and hospitality management industry.
- The Ministry of Tourism approved three projects for Rs. 179.68 crore (US\$ 24.24 million) under the Swadesh Darshan plan in Gujarat. The Ministry of Tourism has approved 16 projects for more than Rs. 1300 crore (US\$ 171.2 million) in India's North East under the "Swadesh Darshan" Scheme.
- In July 2021, the Tamil Nadu state government announced an integrated tourism plan, including new lighting for the Thiruvalluvar statue in Kanyakumari, renovations at Poompuhar tourist spot, and road improvements for tourist, spiritual, and adventure tourism destinations. The plan includes launching a new tourist policy, expanding hotels, resorts, and convention centres, and increasing governmental and private sector involvement in the tourism industry. In July 2021, the Andhra Pradesh tourist Authority asked stakeholders in the state's tourist sector to register with Andhra Pradesh Tourism under the Tourism Trade Registration and Facilitation Guidelines for 2020.
- In October 2021, the Tripura government formed a public-private partnership with Infovalley Educational & Research (P) Ltd. to operate the State Institute of Hotel Management (SIHM). The government hopes that the SIHM will empower young people and help to strengthen the state's hotel and hospitality management industry.
- The Jharkhand Tourism Policy provides attractive incentives and opportunities for investors.
- Nagaland introduces initiatives to promote off-road tourism.

Policy recommendations for integrating 'One World-One Business' approach into India's tourism strategy

Developing a Comprehensive Policy Framework:

The first step towards integrating the 'One World-One Business' approach into India's tourism strategy involves developing a comprehensive policy framework that aligns with the principles of interconnectedness, collaboration, and shared prosperity. This framework should articulate clear objectives, strategies, and action plans for promoting sustainable tourism development while maximizing economic, social, and environmental benefits. Key elements of this policy framework may include:

- ✓ Establishing clear targets for tourism growth, including inbound, domestic, and

outbound tourism.

- ✓ Implementing supportive regulations and incentives to encourage private sector investment in tourism infrastructure and services.
- ✓ Strengthening institutional capacity for tourism governance and management at the national, state, and local levels.
- ✓ Promoting community engagement and stakeholder participation in tourism planning and decision-making processes.

Enhancing Infrastructure and Connectivity:

Infrastructure development plays a critical role in facilitating tourism growth and enhancing visitor experiences. To support the 'One World-One Business' approach, India should prioritize investments in transportation, accommodation, communication, and other tourism-related infrastructure. Specific policy recommendations include:

- ✓ Upgrading and expanding transportation networks, including airports, roads, railways, and ports, to improve accessibility to tourist destinations.
- ✓ Investing in the development of tourist accommodations, including hotels, resorts, homestays, and eco-lodges, catering to diverse market segments and preferences.
- ✓ Enhancing digital connectivity and information technology infrastructure to facilitate online booking, marketing, and communication with travelers.

Implementing Sustainable Tourism Practices:

Sustainability lies at the heart of the 'One World-One Business' philosophy, emphasizing the importance of balancing economic development with social inclusivity and environmental conservation. To promote sustainable tourism practices, India should:

- ✓ Adopt sustainable tourism principles and guidelines in tourism planning, development, and management processes.
- ✓ Encourage the adoption of green technologies and practices in tourism operations, such as energy efficiency, waste management, and water conservation.
- ✓ Promote responsible tourism behavior among visitors through education, awareness campaigns, and community-based tourism initiatives.
- ✓ Support the development of ecotourism, nature-based tourism, and cultural tourism products that highlight India's natural and cultural heritage while minimizing negative impacts on local communities and ecosystems.

Strengthening Destination Marketing and Promotion:

Effective destination marketing and promotion are essential for attracting international tourists and enhancing India's competitiveness in the global tourism market. To leverage the 'One World-One Business' approach, India should:

- ✓ Develop integrated marketing campaigns that showcase India's diverse attractions, experiences, and cultural heritage to international audiences.
- ✓ Collaborate with travel trade partners, airlines, tour operators, and online travel agencies to promote India as a preferred destination and facilitate seamless travel experiences.
- ✓ Harness digital marketing platforms and social media channels to engage with travelers, share authentic stories, and inspire visitation to India's tourism destinations.
- ✓ Leverage strategic partnerships and participation in international events, trade shows, and exhibitions to raise awareness and generate demand for Indian tourism products and experiences.

Fostering Public-Private Partnerships and Stakeholder Collaboration:

Collaboration and partnership among government agencies, private sector stakeholders, civil society organizations, and local communities are essential for realizing the full potential of India's tourism industry. To foster collaboration and partnership, India should:

- ✓ Facilitate public-private partnerships (PPPs) for tourism infrastructure development, product diversification, and marketing initiatives, leveraging the strengths and resources of both sectors.
- ✓ Establish platforms for dialogue, consultation, and coordination among tourism stakeholders, including industry associations, destination management organizations (DMOs), and community-based organizations.

- ✓ Promote inclusive tourism development approaches that involve and empower local communities, indigenous peoples, and marginalized groups in tourism planning, benefits-sharing, and decision-making processes.

Conclusion:

As India grows as a major player in the global economy, implementing this plan not only improves its tourism industry but also adds to the larger goal of creating a more linked and inclusive world. Through strategic collaborations and a commitment to excellence, India's tourism industry can grow and leave a lasting impression on both domestic and foreign visitors, providing unique experiences and instilling a sense of unity in diversity.

Embracing a "One World-One Business" model represents a tempting potential for India's tourism industry. By utilising global interconnectedness and collaboration, India can improve its tourism offers, attract diverse audiences, and generate economic growth. This approach promotes innovation, cultural interchange, and sustainable development, placing India as a leading destination on the worldwide.

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