

## 11. Review of Current Trends in Tourism Industry from 2016 to 2018 in India

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### Introduction

According to WTO Tourism is the act of travel for mainly relaxation purpose. The word 'tourism' does not only mean international travel for leisure or travel by air, but has much wider scope. (Roday, sunetra et al 2009) Tourism is fastest growing sector which lure more foreign exchange currency to Indian economy.

The phenomenon of tourism industry is changing the face of tourism industry

Government is taking more initiative to boost tourism ,which includes lowering barriers of travel for inbound as well as outbound travels such as visa on arrival in India and Vice versa. Travelling which was once considered a luxury enjoyed only by the elite classes which is now reached to the lower income groups or rather to the students as well whose earnings are low in comparison with elite class.

The growth in disposable income and the rise of the middle class is changing attitude of the people towards travel in India. These are key points to boost tourism which has changed tourist structure as well as all Millennial. (Khurana Raj Singh)

Increasing opportunities for Low Budget Travelers who has options in broad spectrum from hostels & home stays to low budget hotels such as OYO, Air B& B are the major company in hospitality industry who are offering with their low budget options which lead to strong competition in hospitality industry as inventory of rooms in that particular cities has increased in good numbers. Government of India has implied GST which has brought major Chang in tourist mind set. having said this it's really contradictory because according to new GST tax on room stay has 18%tax where on food its 5%, still tourist are preferring to travel more because of the lower budget options of rooms, and it's not only about the low room rates but these brands offer comfortable stay with lower room rates which lures the tourist. Therefore, it is also become a

good choice for budget travelers from around the globe. According to the 'Chris Lehane', head of public policy and communications Air b&b has seen massive growth in India since its launch. Over one million Indians have travelled on Air b&b globally. Air b&b listings in India have grown by 115 per cent in the past year, with over 30,000 listings all across India. India is one of the fastest growing economies in the world at 7 per cent with a growing middle class that wants to travel. India has 400-million-plus millennial and, like millennial everywhere, travel is at the top of things they want to do.

We have a projection that we need to have a billion people on our platform by 2028. To get there, India has to be one of our top markets. Our primary focus is to make people aware at a grassroot level that it is host acquisition, getting these partnerships, training people and also making more and more people understand that they can travel light. Focus is entirely on developing the market. Visa on Arrival Boosting Tourism: according to government of ministry of tourism officials reported that there has been 12.5% growth in FTA in comparison with 2017. they also mentioned that it has brought RS 52916 crores in foreign exchange money to Indian economic. (Ministry of tourism India)

### **Following are the latest Trends one can observe in tourism industry in India.**

#### **Bleisure tourism**

As a government of India has initiated the drive to make India a global tourism hub, it has impacted the significant growth in inbound tourism which has opened new avenues for a business, where people can achieve business plus affordable luxury tourism which is called Bleisure tourism. This type of tourism eliminates the gap between vacation and work. The trend has given a main impetus to travel solution providers who are now crafting intelligent campaigns and packages to attract Bleisure seekers.

For hoteliers and travel suppliers, Bleisure travelers offer a clear prospect to increase revenues from business travelers extending stays. The travel company providers are approaching corporate companies with offers and discounts at large to attract more and more people for the Bleisure experience. This new wave is a definite boost to the travel industry," said (Goswamy, Kapil Founder of BigBreaks.com). "There has been about 40%-45% increase in the Bleisure tourism since last 7-8 months as we have seen a rapid increase in the number of Bleisure trips being taken by Indians, both within the country and to foreign destinations," he added. Also, 15% of those are the younger travelers, aged from 20 to 25 who are most likely to lure their

business and leisure trips. These travelers tend to take one or two Bleisure trips each year, regardless of demographic segment or travel frequency. Usually, much longer is the flight the higher likelihood for Bleisure. There are a number of frequently visited business destinations like Singapore, Malaysia, Dubai, Hong Kong, Turkey as well as London, which are obviously financial and industrial hubs, but in addition they offer excellent leisure facilities like top of the line restaurants, shopping opportunities, theatres as well as theme parks, hence their popularity has grown, and we often see top executives, CEO's of companies taking their spouses along for business trips to such destinations, and combining business and leisure, sometimes by even adding a weekend stay in one of these destinations."

Among Indian destinations popular for Bleisure trips are Mumbai, Kolkata, Bangalore as well as Kochi, Pune as these cities offer great leisure facilities, top class hotels etc., besides being corporate hubs.

**Solo women travelers:** Women have been increasingly taking solo or women-only trips. A growing number of international destinations are attracting women because hotels and other stakeholders have made conscious efforts to make travelling more comfortable and safe for women. As most of the hotels keep exclusive floors for single lady traveler for example ITC grand Maratha Mumbai calls this particular floor as Eva floor.

A significant number of women are stepping out of the comfort zones to have more personal and enriching travel experiences. Solo female travel is now a major trend in India regardless of her marital status.

**Wildlife photography Tours:** Are in advance popularity. Inbound and out bound safaris are also receiving popularity mostly students and families are opting for wildlife safaris with guided photography tours.

There has been a dramatic rise in the number of travelers looking to experience premier wildlife destinations such as Wildlife sanctuaries in India and Masai Mara or Costa Rica in abroad by coupling it with wildlife and nature photography activities. Destinations like Masai Mara, Iceland, Croatia, South of Italy, Tasmania, and Madagascar are likely to remain hot this year. (Ministry of tourism India)

**Culinary tourism:** is a delight for food lovers who look forward to striking local food experiences in different Indian states and in far-away lands. Along with an enriching travel experience, lot many travelers are opting to get a taste of the local culture and kitchen. The surge

in food tourism has also led to an increase in the number of specialized tour operators taking care of culinary tourism market.

While Italy, Thailand, and Japan have been hot destinations that offer the world of authentic culinary treats, Beijing is becoming top global destination and ranks first on culinary tourism. Even Travelers do travel to Indian cities for different and exclusive local culinary experience, cities such as Lucknow, Delhi, Mumbai, Chennai, Indore etc.

### **Experience - Is it worth Instagramming?**

Tourism has changed from a simple flight, food and room service to a multi-sensory, 360-degree experience; experiences about rejuvenation, accomplishment, adventure and experiences that allow you to live like a local. It is more than just flopping in the sun and ticking off the bucket list. This represents a big challenge for legacy tour operators and online travel agents even though the opportunities are vast - Experiential luxury accounts for almost half of the total luxury spending worldwide and, is growing faster than sales of luxury goods on a year-on-year basis. Instagram is become much popular social media platform for photographic experiences of travel destinations. Now a day's travel companies are also targeting Instagram profiles as an advertising platform for their brand or destinations.

**Road trips:** Self-driving is the country's new immersive travel experience. With better roads and highway connectivity, the young population is opting for road trips. Self-drive holidays have seen an upsurge with today's travelers wanting to explore more about their destinations," said Sharat Dhall, COO (B2C), Yatra.com.

**Short weekend breaks:** Demand for home stays, combining leisure travel in business trips and medical tours also witnessed an increase in 2017 compared to last year. "Unexplored destinations attract millennial who wish to explore off-beat places. Domestic destinations like Bir Billing and Alleppey, Gokarna, Munnar, Spiti Valley and Ziro are gaining quick popularity. Also, international destinations like Norway, Iceland, Peru, Seychelles and Vietnam are attracting Indians who wish to explore beyond the conventional places," Dhall added.

### **Conclusion**

considering all above mentioned information on latest trends of tourism there are many reasons why tourism has increased along with current trend. To name dominant reasons for boost up tourism are lowering barriers for visa to foreign national like visa on arrival countries like Thailand has announced visa on arrival for Indian nationals during the month of November 2018

Disposable income has increased of middle class therefore tourist or travelers prefer short weekend breaks. Budget hotels which offers affordable room rates with comfortable stay, has create a huge competition there by good hospitality brands like Taj Gateway, Marriott Fairfield also offer budget rooms .government has given more emphasis on developing tourism infrastructure like tourism circuits and road is major component of it there by tourist prefer adventure road trips .advancement in technology has given a different dimension to the tourism industry where tourist share their travel experience on social media platforms like face book , travel blogs and Instagram.

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