

International Tourism

International tourism refers to tourism that crosses national borders. Globalization has made tourism a popular global leisure activity. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism is the generic term used to cover both demand and supply that has been adopted in a variety of forms and used throughout the world.

International tourism essentially refers to the activities undertaken by visitors, also known as the visitor economy. The tourism industry encompasses all activity that takes place within the visitor economy.

This includes activities that are directly related to the tourist, such as staying in a hotel, ordering a meal or visiting a tourist attraction. It also includes indirect activities, such as the transport company which delivers the food to the restaurant in which the tourist eats or the laundry company that has a contract with the hotel for cleaning bed sheets.

When people visit a foreign country, it is referred to as International Tourism. In order to travel to a foreign country, one needs a valid passport, visa, health documents, foreign exchange, etc.

Today, tourism has been recognised as an industry worldwide. Every nation irrespective of its size and structure is inclined to develop international tourism. As it has multifarious advantages to the national economy in terms of foreign exchange earnings, balance of payments international understanding and intra-regional and inter-regional development.

International Tourism involves the movement of people among different countries in the world. In other words, when people travel to a nation other than their own country in which they normally live and which has its separate identity in terms of political, economic and social set up.

International movement of people requires various types of legal and financial formalities to be met before departing from his/her country. In international tourism, the country of origin (tourist generating country) and the country of destination (tourist receiving or the host country) are different.



International tourism further divides into two types; Inbound Tourism & Outbound Tourism.

Inbound Tourism

This refers to tourists of outside origin entering a particular country. When people travel outside their host/native country to another country, then it is called inbound tourism for that country where he/she is traveling. For example when a tourist from Indian origin travels to Japan then it is Inbound tourism for Japan because foreign tourist comes to Japan.



Outbound Tourism

This refers to tourists traveling from the country of their origin to another country. When tourists travel a foreign region than it is outbound tourism for his own country because he/she is going outside their country. For example when a tourist from India travel to Japan then it is outbound tourism for India and Inbound tourism for Japan.

Forms of Tourism

Tourism has various forms on the basis of the purpose of visit and alternative forms. These are further divided into many types according to their nature. Forms of tourism are following as :

Some most important forms of tourism are following as:

1. Adventure Tourism
2. Atomic Tourism
3. Bicycle Tours
4. Beach Tourism
5. Cultural Tourism
6. Ecotourism
7. Geotourism

8. Industrial Tourism
9. Medical Tourism
10. Religious Tourism
11. Rural Tourism
12. Sex Tourism
13. Space Tourism
14. Sports Tourism
15. Sustainable Tourism
16. Virtual Tourism
17. War Tourism
18. Wildlife Tourism



Classification of Tourism

Tourism can be classified into six distinct categories according to the purpose of travel.

These are following as:

- 1) Recreational: Recreational or leisure tourism takes a person away from the humdrum of everyday life. In this case, people spend their leisure time at the hills, sea beaches, etc.
- 2) Cultural: Cultural tourism satisfies cultural and intellectual curiosity and involves visits to ancient monuments, places of historical or religious importance, etc.
- 3) Sports/Adventure: Trips have taken by people with a view to playing golf, skiing and hiking, fall within this category.
- 4) Health: Under this category, people travel for medical, treatment or visit places where there are curative possibilities, for example, hot springs, spa yoga, etc.
- 5) Convention Tourism: It is becoming an increasingly important component of travel. People travel within a country or overseas to attend conventions relating to their business, profession or interest.
- 6) Incentive Tourism: Holiday trips are offered as incentives by major companies to dealers and salesmen who achieve high targets in sales. This is a new and expanding phenomenon in tourism, These are in lieu of cash incentives or gifts, Today incentive tourism is a 3 billion dollar business in the USA alone.

Intra-Regional and Inter-Regional Tourism:

Practically, international tourism is known as intra-regional tourism, because the tourist traffic flows to and from countries within the same region of the globe, forms an important component of international tourism.

It is relatively more significant in developed regions (Europe, America) as compared to developing region (Africa, South Asia). However, the significance of intra-regional tourism is likely to vary between different regions and from one country to another.



Both inter-regional and intra-regional tourism increases the seasonality of regions and the development process within the regions. It has direct impact on the development of social, political and economic environment in the less developed regions.

Furthermore, inter-regional tourism concentrates on integrated development and equitable distribution of income.

Domestic and International Tourism – the two aspects of tourism coined on geographical and other bases like citizenship, travel documents and currency involved – certainly have much in common and so may be considered essentially the same activity having the same sphere.

But, in depth, there is something more important that distinguishes Domestic tourism from International Tourism. The difference is reflected in the magnitude and intensity of the impact on the economy, the socio-cultural values, and the environmental equations in the country of destination.

Interregional movement means to move from one region to another. Those who make an interregional move do not stay in the same region; their move is much bigger. Intraregional movement means moving within the same region. Secondly, occurring between, or existing between two or more regions interregional communication/trade.

Intraregional movement is the movement within one region of a country. Global tourism is known as intra-regional tourism, as tourism traffic flows to and from nations within the same region of the globe, making up a significant element of global tourism.

Factors Affecting Global and Regional Tourist Movement

There are many factors that influence the running of the tourism industry. Some show immediate effect while, there are also factors which affect in the long run.

Environment at Destination

Tourism is in its best form when the destination boasts of conducive climate. In contrast, any undesired changes in the environment such as high winds, flash floods, drought, and extreme climate can affect tourism adversely.

For example, during harsh summer months in India, people prefer to travel to colder climate regions like hill stations.

Economy of the Country

When a country is undergoing economic turbulence and when people are facing unemployment issues, tourism is affected adversely. On the contrary, when a country's economy is doing well and people can afford to spend money on leisure, tourism progresses.

Historical or Cultural Importance of Destination

The place or destination of travel affects the tourism business to a great extent. If the destination is of great historical or cultural significance then tourists will certainly like to visit the place for seeing monuments, castles, forts, ancient architecture, sculptures, caves, ancient paintings and utensils, clothes, weapons, ornaments, and other allied heritage.

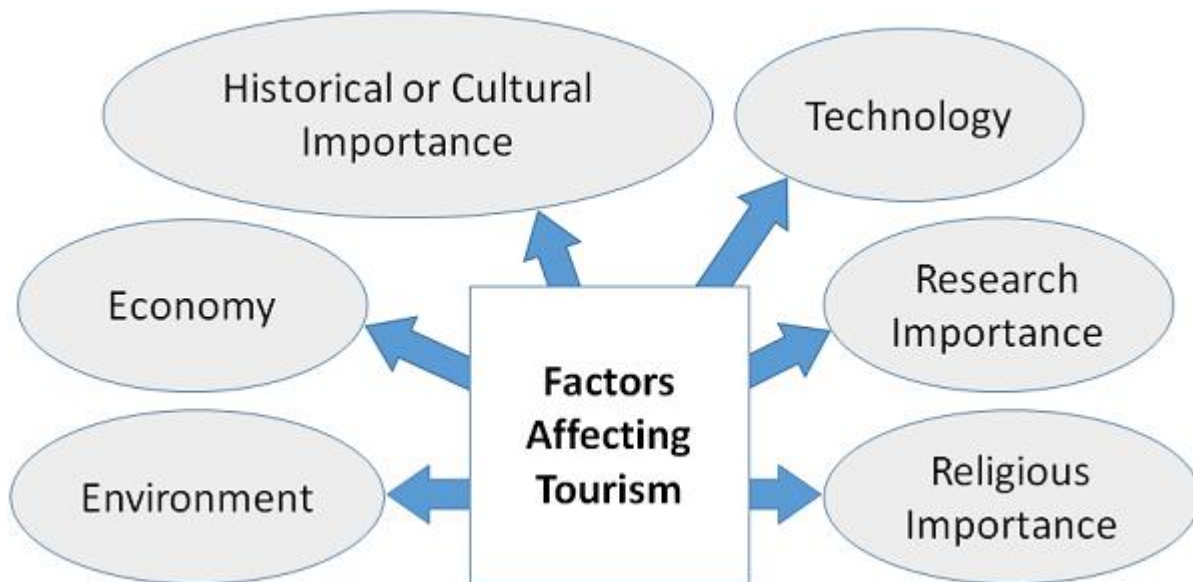
For example, the world famous places of historical and cultural importance are Taj Mahal (India), Pyramids of Giza (Egypt), Bagan City (Burma), Acropolis (Athens, Greece).

Research Importance of Destination

There are tourists who visit places with the objective of studies and exploration. Need for research promotes tourism. Archeologists, Geologists, Oceanographers, Biologists and Zoologists, Architects, and People researching Arts and Cultures seek places that have great significance in the field of research.

Religious Importance of Destination

The places of religious importance or worship are always flooded with tourists. At these places, tourism is at its peak at particular time periods in a year. The tourists often go on pilgrimage to find inner peace and invoke blessings of the deities they worship and to cleanse their sins before death. For example, Mecca, Bethlehem, Kashi.



Technology

Internet has penetrated to almost every corner of the world. Tourists are enjoying the benefits of Internet. While planning a tour, the tourists try to get the idea about the places they are going to visit, the quality of amenities and services, and the attractions at the destination. After visiting a destination, the experienced tourists share their opinions on various platforms of the Internet.

Thus, the reviews of experienced tourists shared on the internet work as guidelines for the following tourists. Hence, just like a double-edged sword, the Internet can boost as well as bring down the tourism business.

Tourism is a sector that can contribute to the economic, environmental, and also social growth of a region or country at large. At the same time, it can also adversely affect the growth. If the negative outcomes of tourism are not allowed to outweigh the economic benefits, then it can keep good balance between its beneficial outcomes and investments made towards tourism. Not all impacts of tourism are overt. They are often indirect and assessed by the judgement of the observer.

Let us see how tourism impacts economy, environment, and society.

Economic Impacts of Tourism

Let us see the positive and negative impacts of tourism on economy –

Positive Economic Impacts of Tourism

- Inbound tourism helps to generate revenue from foreign shores.

- Inbound and domestic tourism create job opportunities.
- Inbound and domestic tourism stimulate the development of infrastructure.
- It generates opportunities for small scale local businesses.

Negative Economic Impacts of Tourism

- Outbound tourism creates economic leakage.
- All types of tourism create a sense of dependency on the customer or economic recession.
- It can also promote parallel economies.
- The revenue earned from the tourism business seldom is beneficial to the local population if the destination has accommodation provided by international hotels.

Environmental Impacts of Tourism

Let us see the impacts of tourism on environment –

Positive Impacts of Tourism on Environment

- It promotes investment in conservation of natural habitats.
- It thus in turn, contributes to the stability of the ecosystem.
- In developing countries, it discourages deforestation and over-fishing in large water bodies.
- It contributes to creating awareness of the value of environment for humans.

Positive Impacts of Tourism on Environment

- It promotes vandalism and littering.
- It makes way for destruction of wild life and vegetation.
- It invites air, and water pollution.
- It creates a large carbon footprint.
- It creates a sense of dependency on the natural resources.

Social Impacts of Tourism

Let us see the impacts of tourism on society –

Positive Impacts of Tourism on Society

- The infrastructure development also benefits the local population.
- It tends to make people aware of the superfluous customs prevailing in the region.
- It helps eradicate poverty by promoting the arts and crafts made by people who search for a source of income.

- It fosters a sense of pride among locals.
- The bonds among communities are strengthened.

Negative Impacts of Tourism on Society

- It impedes the life of local population because of congestion, noise, and pollution.
- It can bring problems of alcoholism, drug addiction, and prostitution in the local society.
- To make place for new accommodations or recreational facilities, the locals may be displaced by acquiring their lands and violating human rights.
- It may act as a platform for the spread of contagious diseases.
- Tourism can change local community structure, family relationships, collective traditional life styles, ceremonies and morality.

Cultural Impacts of Tourism

Tourism activities also affect the culture of the host country. There are many positive and negative cultural impact of tourism.

Cultural Benefits

- Tourism can enhance local cultural awareness.
- Tourism can generate revenue to help pay for the preservation of archaeological sites, historic buildings, and districts.
- Despite criticism about the alteration of cultures to unacceptable levels, the sharing of cultural knowledge and experience can be beneficial for hosts and guests of tourism destinations and can result in the revival of local traditions and crafts.

Cultural Costs

- Youth in the community begin to emulate the speech and attire of tourists.
- Historic sites can be damaged through tourism development and pressures.
- There can be long-term damage to cultural traditions and the erosion of cultural values, resulting in cultural change beyond a level acceptable to the host destination.

Scale of International tourism destination development:

According to the personality based traits, tourists are classified into three major types i.e. (i) Allocentric, (ii) Midcentric, and (iii) Psychocentric.

Allocentric / Venturer / Wanderer

The term, 'Allocentric' comes from the root words 'Allo', means 'varied in form' and "Centric" means 'focusing of interest patterns on varied activities'. The Allocentric tourists, often called as 'Ventures', are the individuals who seek new experience, enjoy interacting with people from different cultural background, want to explore the unusual or little known places, prefer adventure in a wide range of activities and are pretty much comfortable in making choices that involve some degree of variation or risk factors as they have a strong feeling that they can control or manage even the adverse situations whatever they have to face while travelling.

Even they are not be committed to a structured itinerary. Rather they like to have the freedom to make their own arrangements and to choose a variety of activities and tourist attractions while exploring an area. Such tourists prefer to fly to the destinations. The general characteristics of such type of tourists are mentioned below:

- a) Intellectually Curious: Allocentrics are curious by nature and therefore, they always want to explore the diversity of the world around them in its original form. They travel comparatively more than any other types of tourists and also stay longer period of time at a specific destination. Such types of tourists prefer to indulge themselves in unusual and novel things rather than doing mundane things like watching TV.
- b) Quick Decision Taker: Allocentrics are very much well aware of the fact that life involves risks and hazards and 'everything in your life is a reflection of a choice you have made'. Therefore, they take decision without delay.
- c) Readily Spend Discretionary Income: Allocentrics have the firm belief that their future will be far better than their past and this confidence makes them ready to enjoy the fruits of their work in current
- d) Likely to Choose New Products: Allocentrics are enthusiastic to explore exciting place, concepts and ideas. Such types of tourists are always experimental and this type of nature drives them not to stick to some popular brands, rather to move forward to the newly launched product into the marketplace. The thrill to experiment and discovery of new product is too tempting to be resisted that it overrides their regrets even if the new product is not live up to its assurance.
- e) Self-Confidence and Personal Energy: They eager to learn everything whatever they find new and interesting.
- f) Inner-Directed Figure: They have the self-belief of taking the best decision for themselves and therefore, they are relatively inner-directed and rely less on the experts' opinions.

g) Active and Relatively Assertive: In their daily lives if something goes wrong, they do not throw their arms. Rather, they actively try to make things proper again.

h) Prefer Activities and Challenges. Although allocentrics are great with new ideas but they are not so good in executing the detail works as they prefer challenges rather than dull routine tasks.

i) Prefer Loneliness. They prefer solitude, but appear to be friendly and outgoing.

Mid-centric (Combination). 'Midcentric' swing between the 'Allocentric' and 'Psychocentric'. Such types of Tourists, located in the middle of the continuum in Plog's Psychographic Model have a balanced combination of both personality based psychographic traits. They lean in neither the tried-and true direction of the 'Psychocentrics' nor the variety-seeking direction of the 'Allocentrics'.

Psychocentric / Dependable (The Repeater)

'Psychocentric' as "self-inhibited, nervous and nonadventuresome; preferring familiarity in vacation-travel destinations". The term 'psychocentric' comes from 'Psyche', meaning 'Self', and 'Centric, meaning 'focusing of interest patterns on varied activities'. Psychocentrics are those dependable who have a firm belief on the fact that whatever happens to them is largely beyond their control, so they often go for safe as well as consistent choices by choosing popular things. Psychocentric tourists are usually non-adventurous. These tourists love to drive to the destinations, often prefer family road trips. They travel less and like to stay shorter period of time at any destination in typical accommodations and usually eat at family-type restaurants. Few general characteristics of such travellers are as follow:

a) Non-Adventurous or Less Exploring: Psychocentrics are less venturesome and exploring compared to the normal ones. They always try to restrict themselves from the variety of contacts around them.

b) Cautious and Rigid: They are very cautious and possess conservative attitude.

c) Restrictive in Spending. They are restrictive in spending keeping in mind the uncertainty of future.

d) Give Preference in Popular Brands: The habit of making safe choices leads the psychocentrics to choose the popular and familiar products.

e) Lack of Self-Confidence: They lack confidence and are more lethargic than any other people. They also lack self-decision-making abilities and therefore, follow public personality's advice or imitate their actions.

f) Non-Demanding: They never take the odd situation in a determined and forceful way to handle the difficulties.

g) Non-Varying Lifestyle. They Like structured predictable and routine life style. h) Surrounded by Friends and Family: They feel more secured and comfortable when they are surrounded by their intimate circles.

Characteristics of India outbound tourism

India Outbound Market refers to the travellers ex-India. In other words, tourist outflow from India to other countries comprises the outbound travel scenario. The India outbound market has grown slowly but steadily over the past few years. This steady growth was seen as a result of the increased spending power of the middle income group as well as availability of more leisure time. The concept of travelling just for “doing” a place has also caught up with travellers from India and many attractive economical tour packages and cruises are made available to the travelling public. Intra-regional travel as in between the SAARC countries and between the countries of South Asia is on the rise and at times economical too. Travelling “abroad” seems to be the order of the day and in upper social circles it is like a fashion.

Over the years the face of the Indian outbound tourism has changed a lot. Earlier there were RBI restrictions on foreign exchange and this posed an obstacle for outbound tourist travel. Only people in the higher income bracket used to travel abroad for both business and pleasure. Business travel was treated as a necessity and in this case destinations were not that stringent. Rather, exporters were given incentives also in this regard. However, lately the younger generation have started going abroad for vacations, honeymoon or just to ‘do’ the place. Special packages and cruises are made/created keeping in mind the features of Indian tourists as money spenders, when abroad.

Tourism is one of the fastest growing industries in the world at present, and India has emerged as a major outbound market over the past decade as a result of its large population, expanding economy, emerging middle class and liberalizing travel and aviation environment. The increase in disposable income has energized the sector to grow further and accordingly the outbound tourism is on its positive growth. The size of the Indian middle class currently stands at approximately more than 350 million; roughly the size of the population of the US and growing at an estimated 40-50 million annually. With 17% of the world’s population (and a median age of 25 years), India is ranked as one of the top five countries for potential outbound travel. The number of Indians travelling overseas is set to rise from nearly 15 million at present to 50 million by 2020. According to a recently released Amadeus-Frost & Sullivan tourism industry report, Indians travelling to Asia-Pacific alone spent \$13.3 billion in 2011. This figure is set to zoom to \$91 billion by 2030, making Indians the second-biggest spenders, after China, in the world on overseas travel. There was a time when Indian travelers were perceived to be cautious and non-experimental. Indian travelers are a familiar sight all over the globe today. No destination is too distant, too expensive or too adventurous for the savvy Indian vacationers.

TOP OUTBOUND TOURISTS STATES GUJARAT DELHI MAHARASTRA WEST BENGAL Gujarat takes the top slot when it comes to outbound travel. Delhi is also in the race to produce maximum outbound tourists. Maharashtra is also a front runner for offering tourists to international circuits. West Bengal is also flourishin gas major market for outbound travel. 67% of the outbound travellers come from Western India and that too from Gujarat and Maharashtra. The number of outbound tourits from India to international destinations jumped by 6.7% to 14.9 2 million in 2012 over the previous year, according to Tourism Ministry data.

OUTBOUND TRAVELERS – SEGMENTATION BUSINESS TRAVELERS

India's business and MICE travel market is flourishing at a rapid pace and several countries, including Canada, Singapore, Macau and USA are already working on their part to capitalize on this segment. An industry report by Amadeus-Frost & Sullivan has revealed that business travel represented the strongest growth in travel from India, with an almost fivefold increase in travel expenditure for business reasons over the past five years. The Singapore Tourism Board has also come up with stats that Indian business travelers in Singapore spend more than their counterparts from other countries. An average business traveler from India spends S\$2,200 a trip, while the average spend by business travelers from other countries is S\$2,000. Meanwhile, a joint study by Expedia-Egencia on 'Future of Travel' has found that nearly 44% Indians undertake five business trips in a year, around 44% Indian said they had turned their business trip into a vacation but travelled alone for the business part and 42% said they have had a family member or friend join them. India is amongst the fastest growing business travel markets globally and is expected to be a USD50 billion market by 2017.

MICE TRAVELERS The overall size of the global travel and tourism industry is more than 6 trillion dollars, and out of this about 350 dollars a year comes only from MICE or Meetings, Incentives, Conferences and Exhibitions. Around 10,000 large events are held every single year around the globe. The Indian scenario is no less significant. Of the 16 million people who travel abroad from India, 1.2-1.5 million go purely for MICE. Today, it has emerged as a full-fledged industry with its own issues, demands and trends, Today's Traveler Newswire noted. Europe in particular is attracting huge numbers of Indian exhibitors and visitors. International Congress & Convention Association (ICCA) has quoted that a total of 400,000 conferences and exhibitions are being held worldwide every year at a total outlay of US\$280 billion. The Global Association of the Exhibition Industry (UFI) points out that as annual MICE industry output value has already reached US\$1.16 trillion, it would bring enormous economic benefits to the countries and cities that host them. leisure travel spends Business travel Spends Source: travel & tourism Economic Impact, 2012, WTTC 26.20% 73.80%

VISITING FRIENDS AND RELATIVES (VFR) VFR is one of the most crucial segments of the Indian outbound travel market as nearly 100 million Indians are settled abroad. In pre-liberalisation days, with little disposable income and fewer options, holidays for most

middle-class Indians were about visiting friends and families in India. It is a trend that is playing out well overseas among globetrotting Indians. The VFR travelers operate completely different than those who are on standard vacation as they travel for longer time duration and stay with friends and relatives instead of booking hotels. According to the Amadeus-Frost & Sullivan report, a high 43% of leisure travelers from India say visiting friends and relatives was the main reason behind their overseas travel. Additionally, several airlines launch attractive and economical packages specially to lure VFR travelers. Good leisure activities, scenic/natural beauty, tourist friendly, affordable flight fares and high entertainment are some of the primary travel motives in the VFR segment.

JET SETTERS This is considered as a small segment, yet very important and high-end. It constitutes regular travelers who love shopping, skiing and looking for new experiences. A survey conducted by Dubai to gauge visitor feedback found that Indian travelers pursue water sports, family-oriented entertainment products and even desert safaris. It has also seen arrivals growth among Indian golfers. Other NTOs revealed interest in ski products, theme parks, cruises, spas, health and relaxation.

HONEYMOONERS This is also seen as another rapidly growing and majorly important travel segment. The travelers in this segment prefer staying for long and are high yielding. Romantic destinations coupled with scenic beauty, art and opera are highly preferable. To capitalize on this lucrative segment, airlines have come up with special fares for travel to destinations like Mauritius, Malaysia and Thailand.

WOMEN ONLY TRAVEL Women only travel, though not a big segment in India's outbound travel market at present, has a lot of potential to grow significantly in the coming years. This can be predicted as women in the country are becoming economically and socially independent and want to explore the world around. According to a report by Amadeus-Frost & Sullivan, women business travelers, today pegged at 25% of the total, are set to rise by 891% by 2030. There are several travel companies that offer specially designed women-specific packages keeping in mind their interest, choices and preferences. The size of these travel groups are generally small and comes with lots of benefits, such as specially selected women-interest activities, supportive and relaxed atmosphere, chance to explore new territories, make new like-minded friends and renewed self-confidence. The women only tours can also be seen as a treat to overworked women and housewives who get an opportunity to escape their monotonous routine and enjoy a sense of fulfillment.

THE YOUNG TRAVELLER India is one the youngest countries in the Asia Pacific Region with 32% of population currently in 20-39 age bracket. this huge chunk of population represents an enormous growth for travel segment.

INDIAN OUTBOUND TOURISM: DRIVERS In India, the peak season for outbound travel comes during the school summer vacations in the period between mid-April to end-June), while the Diwali festival holiday generally during end-October and early November as well as the traditional Christmas and New Year's holidays is also considered as the peak time when people plan their outbound vacations. Safety and security, world-class beauty and

natural environments, value for money, a romantic destination and a family friendly destination have emerged as the top five preferences of outbound travelers.

India has been seen as one of the biggest and the most important outbound travel markets in the world. The travel decision is mainly determined by both the internal and the external factors. The internal forces inspire people to travel to different destinations, while the external forces of destination countries attract them and they make the final decision. Therefore, it is very much imperative for the operators to have a complete understanding of the consumer behavior characteristics of Indian outbound tourists as well as the factors that influence their choice of tourist destination. The consumer takes care of several aspects before reaching on to any decision - physical and social surroundings, time and cost, and attraction of the destination play a major role.

The decision-making process involves various phases – identifying needs, searching information, assessing alternatives and buying. There are several factors that majorly influence the destination choice of outbound tourists in India, including trip expenses, duration of the stay, monthly household income and social class. People in India have now become well-informed individual travelers who are more socially active, all thanks to social media sites and smartphones. They want to explore and opt for trips that are value for money and meet their expectations completely.

The urban population of India is now going for offbeat and experiential tours, majorly contributing in the adventure and unique experience travel segment. On the other hand, people in the tier II markets are opting for short duration trips to international destinations including Malaysia, Thailand and the UAE. In such a highly competitive and at the same time rapidly expanding market, tour operators have to be innovative and experimental in terms of deals they are offering to travelers. The tour operators are primarily required to identifying the travel behavior and patterns of Indian travelers that include destination choice, travel purpose, spending power, holiday activities, air transport and media or internet use trends. All these factors come very handy in order to cater to each segment accordingly and efficiently.

BOOMING MIDDLE CLASS India's importance in global tourism is widely accepted as its growing and affluent middle class has a desire to travel, especially to new destinations. The size of the Indian middle class currently stands at approximately more than 350 million; roughly the size of the population of the US and growing at an estimated 40-50 million annually. With 17% of the world's population (and a median age of 25 years), India is ranked as one of the top five countries for potential outbound travel.

NET SET GO The reliance on third party reviews when choosing a holiday destination has increased. Indians globally ranked 1st in consulting traveler reviews (62%), travel guidebooks (58%), travel magazines/TV shows (54%) and 2nd in consulting social media (42%), news stories (42%) and travel blogs (47%). In fact, nearly nine in ten (89%) of vacationers who traveled or plan to travel internationally felt that it was important to learn the local culture and history of their international beach vacation destinations.

APP-SOLUTELY FUN Planning your trip has become easy and fun because of all the travel apps that are now available. Most travel portals too realised the popularity of these apps, and launched apps that would help their business soar. Google maps, makemytrip, flighttrack, and Viber are among the most popular apps in India.

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Characterstics pattern of India's major international market (Inbound)

India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. In his Independence speech from Red Fort, Prime Minister Mr. Narendra Modi urged people to visit 15 domestic tourist destinations in India by 2022 to promote tourism. India ranked 34 in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum.

Economic Impact 2019 report, India's Travel & Tourism GDP contribution grew by 4.9%, which was the third highest after China and Philippines. Additionally, the report also highlights that between 2014-2019, India witnessed the strongest growth in the number of

jobs created (6.36 million), followed by China (5.47 million) and the Philippines (2.53 million).

Total contribution by travel and tourism sector to India's GDP is expected to increase from Rs. 15.24 lakh crore (US\$ 234.03 billion) in 2017 to Rs. 32.05 lakh crore (US\$ 492.21 billion) in 2028. Total earning from the sector in India is targeted to reach US\$ 50 billion by 2022.

In FY20, 39 million jobs were created in the tourism sector in India; this accounted for 8.0% of the total employment in the country. International Tourists arrival is expected to reach 30.5 billion by 2028. e-Visa facility was offered to 169 countries as of December 2019. During 2019, foreign tourist arrivals (FTAs) in India stood at 10.89 million, achieving a growth rate of 3.20% y-o-y. During 2019, FEEs from tourism increased 4.8% y-o-y to Rs. 1,94,881 crore (US\$ 29.96 billion). In 2019, arrivals through e-Tourist Visa increased by 23.6% y-o-y to 2.9 million.

Under the Swadesh Darshan scheme, 77 projects have been sanctioned of worth Rs. 6,035.70 crore (US\$ 863.60 million). In Union Budget 2020-21, the Government has allotted Rs. 1,200 crore (US\$ 171.70 million) for the development of tourist circuits under Swadesh Darshan for Northeast.

The launch of several branding and marketing initiatives by the Government of India such as 'Incredible India!' and 'Athiti Devo Bhava' has provided a focused impetus to growth. The Indian Government has also released a fresh category of visa - the medical visa or M-visa, to encourage medical tourism in the country. The Government is working to achieve 1% share in world's international tourist arrivals by 2020 and 2% share by 2025.

Amid the relaxation provided by the government after the covid lockdown, the Indian Association of Tour Operators (IATO) has urged the government to finalise a roadmap for resumption of international flights and facilitate e-visas and tourist visas.

Subsequently in November end, India introduced a graded relaxation of its visa and travel restrictions for more categories of foreign nationals and Indian nationals.

Post the pandemic crisis, the government plans to tap into regional tourism by opening doors for South Asian country tourists.

The Government is also making serious efforts to boost investment in the tourism sector. In the hotel and tourism sector, 100% FDI (Foreign Direct Investment) is allowed through the automatic route. A five-year tax holiday has been offered for 2-, 3- and 4-star category hotels located around UNESCO World Heritage sites (except Delhi and Mumbai).

The Government of India also announced to develop 17 iconic tourist sites in India into world-class destinations as per Union Budget 2019-20. Ministry of Tourism launched DekhoApnaDesh webinar in April 2020 to provide information on the many destinations and the sheer depth and expanse of the culture and heritage of Incredible India. Till August 17, 2020, 48 webinars were conducted under the series.

The Ministry of Tourism developed an initiative called SAATHI (System for Assessment, Awareness & Training for Hospitality Industry) by partnering with the Quality Council of

India (QCI) in October 2020. The initiative will effectively implement guidelines/SOPs issued with reference to COVID-19 for safe operations of hotels, restaurants, B&Bs and other units.

Characterstics pattern of India's major international market (Outbound)

The journey of Indian outbound travel market for over two decades has been a happy one. Indeed good enough to cause envy amongst most destinations. From a bare 4.42 million departures in the year 2000, over 26.30 million Indians took off on various foreign jaunts in 2018, having grown at nearly 10 pc over the previous year. The market is likely to have repeated the performance in 2019, despite some hiccups in the economy that had begun to emerge in the second half of the year.

Though India is not yet amongst the top 10 source markets for many countries across the world, it is already the largest market for many of its neighbours including Bhutan, Nepal, Maldives and Sri Lanka. For many others including the UAE, Thailand and Malaysia it is rapidly emerging as one of the top five source markets globally.

Even for destinations further away such as Japan or South Korea or Australia as well as Europe, India is fast gaining traction as a strong market, even if with its own sets of expectations and complications. Japan National Tourism Organisation, for instance, has been aggressive in promoting the destination across the country, holding professional roadshows aimed at tour operators as well as social media campaigns targeting the individual travellers. One such campaign in early 2019 was focused on busting myths about Japan such as the absence of vegetarian and Indian cuisine in Japan or another about Japan being an expensive destination only for the super-rich.

One of the top outbound destinations from India, Thailand is already sitting on a pile of Indian tourists, but its appetite for more keeps on growing. As far as Indian tourist market is concerned from January to December 2019 we had about 1.9 million Indian tourists to Thailand. Thailand's neighbour Malaysia is no less upbeat about the Indian market and its growing importance. "As of October, we continued to record growth in arrivals from this important market source.

One way to gauge the importance of a tourism market is the flight connectivity to and from the country. The last two decades have seen a sea change in the place of India in the global aviation scenario and the number of airlines flying into and out of the country. Each successive year has seen addition of new carriers flying into India or Indian carriers flying out to a new destination. The pace of additions of new airlines or new cities that are connected directly from an airport in India has accelerated sharply over the past 10 years, riding largely on the back of growing importance of India as a business destination as well as the source of tourists flying out.

One of the key travel segments that has caught on in a big manner in India over the past 15 years is MICE, as practically all companies – from hospitals and pharmaceuticals to automobile and cement makers have begun to pamper and incentivise their distributors and dealers by taking them on fully sponsored junkets overseas.

India is estimated to generate over two million outbound luxury and MICE tourists annually by 2020, reinforcing the country's influence as a key source market for MICE and luxury travel, according to a report. The MICE travel market in India is expected to hit USD 9 billion (INR 630 billion) by the year 2025.

Destination weddings is yet another segment of outbound travel from India that will continue to grow strongly and many countries are already betting on presenting themselves as the ideal setting for the next Big Fat Indian wedding. With over 10 million weddings each year held in India, if even a small fraction of these are relocated to overseas, it could mean billions of dollars in revenues for the beneficiary destinations.

One of the most important trends in the recent years in Indian travel industry is personalisation of travel. More and more travellers are seeking tailor-made and bespoke programmes and don't mind shelling out a premium for a package made to order and suiting their demands and expectations.

Most visited states of India by foreign tourists in 2020

India is a land where verbatim, thousands of different cultures thrive. This has been a symbol of traditional and natural beauties since times unknown. Mother Nature has blessed us with every sort of natural beauty there exists. From the skyrocketing Himalayas and monasteries in the north to the mesmerizing sand beaches and temples in the south; from the scorching deserts and traditional dances of the west to the home of clouds and native tribes in the east, India presents an ambience with a spectrum wider than any other country. Each state houses immensely beautiful landscapes and historical monuments. This causes an immense number of tourists from all over the world to flock towards India every year. Tourism is an essential part of our economy because it spines millions of otherwise unemployed people.

1) Tamil Nadu

This state is blessed exceptionally with a high number of temples along with a vast coastline and very beautiful hill-stations. It presents architectures which date back to the 2nd and the 3rd centuries but are still well-maintained. There are many popular tourist attractions in Tamil Nadu. Ooty referred to as the "Queen of Hill Stations", does justice to

its title. The Nilgiri Mountain Railway here is a UNESCO World Heritage site. Chennai is one of the best places to visit in Tamil Nadu. It bounds in temples, churches and breathtaking beaches. Marina Beach here is the longest beach in India. Pondicherry is a blessing when it comes to beaches like the Promenade beach, the Rock beach and the Paradise beach. The French colony here, with beautiful monochrome bright walls and alleys, are a must-visit for any tourist. Kodaikanal is another breathtaking hill station in Tamil Nadu and the lush green and world-famous Western ghats can be seen from here.

2) Maharashtra

The literal translation of this state's name is "The Great state". This is the land of the Marathas and the epic warrior Shivaji. Sitting beside the Arabian Sea and having the Western Ghats laying across it, Maharashtra is one of the most beautiful states of India. It is also the richest state in India, contributing 13.3% of the total GDP of our country. Mumbai is one of the most popular tourist attractions in Maharashtra. The 'Dream City' stands true to its name. It has the world-renowned Gateway of India, the Siddhivinayak temple and the historical Elephanta caves. Mahabaleshwar is a hill station that sits on the Western Ghats. It is one of the major trekking and camping hotspots for tourists in Maharashtra. Aurangabad here prides over the famous mausoleum Bibi ka Maqbara which is also known as Tomb of the Lady and Ajanta – Ellora caves having spectacular rock structures.

3) Uttar Pradesh

Uttar Pradesh has very beautiful natural scenic landscapes because it is situated in the Ganga basin, India's mightiest river. Nevertheless, it is the man-made monumental beauty present in this state which does the real talking. It has numerous ghats, tombs, temples and forts to say the least. Some of the most popular tourist attractions in Uttar Pradesh include Agra which houses one of the Seven Wonders of the World, the Taj Mahal which carries the brilliance and marvelousness of the classic Mughal architecture.

4) Delhi

One of the three cities from the 'Golden Triangle for tourists in India', the capital of India has dozens of monumental beauties to offer. It is full of historical and modern buildings in surplus amounts. The most popular tourist attraction in Delhi is The India Gate which serves as a symbol for Delhi at times. Among the other best places to visit in Delhi include the striking Qutab Minar, the tallest tower in India and Humayun's tomb which is a masterpiece and an example of Persian architecture. One can never forget to pay a visit to

the Red Fort too, an entire fort made up of Redstone. Other tourist attractions include the world-famous Lotus temple, a magnanimous piece of modern architecture.

5) Rajasthan

The land of Kings or Rajasthan is evidently the most colourful state of India. Its rich and exquisite culture is still untouched and thrives at its best. The most popular tourist attractions in Rajasthan include Jaipur, the pink city which flourishes in what remains of an ended era. From the Hawa Mahal to the strong forts, it has preserved everything; and Udaipur, the city of lakes which has so many royal families still living in the city that it's almost like a trip to a royal Rajasthan kingdom. Other best and major places to visit in Rajasthan include Jodhpur and its exquisite Mehrangarh Fort which is one of the largest forts in India, Jaisalmer and its sandstone buildings, Pushkar and its camel fair and the famous Thar desert.

6) West Bengal

West Bengal is like the definition of hardwired culture for Indians. It's not just a state but an amalgamation of deep-rooted culture and urbanization. The most popular tourist attractions in West Bengal include 'The City of Joy' - Kolkata, Hooghly and Darjeeling. It has a huge number of exemplary buildings of the British as well as Indian architecture. The Victoria Memorial is a must-visit here. The Indian Museum presents the perfect specimens of Mughal paintings to the viewers. Shantiniketan, the city with the ashram of Rabindranath Tagore is a very famous knowledge point of India and presents one of the most colourful shops or bazaars in the country.

7) Punjab

Punjab, also known as the "Land of the Five rivers", it is quite evident that this state lacks no natural beauty and is one of the most fertile regions of India. Punjab has vast stretches of crop fields and is also very important for the religion of Sikhism. The most popular tourist attraction in Punjab is the ever-scintillating Golden Temple with actual gold covering the building. This temple located in Amritsar is the primary religion hub for Sikhs and is famous all across the globe. Some of the other most visited places in Punjab include the Attari Wagah Border, also known as the Berlin Wall of Asia, is the only road border crossing between India and Pakistan & the Jallianwala Bagh which has a homage monument erected for the innocent people who were killed in the Jallianwala Bagh massacre.

8) Kerala

Plausibly called as “God’s own Country”, this state does absolute justice to its moniker. It is a state that almost feels as if it was crafted by the forces of nature with the Gods commanding them. The clean sandy beaches and the shallow backwaters, everything here is mesmerizing enough to make us even slightly doubt it. The most popular tourist attractions in Kerala include Alleppey’s / Alappuzha backwaters and houseboat cruise, Thiruvananthapuram’s temples, lakes and beaches and Munnar’s all year cool soothing climate along with swift hill-streams.

9) Bihar

This is a state which developed numerous dynasties and was the birthplace for Buddhism and Jainism. Its historical importance dates back to thousands of years back in the past. As a result of numerous dynasties evolving from its womb, Bihar boasts of an exemplary architecture of various dynasties all over the state. The most popular tourist attractions in Bihar include Bodh Gaya, the land where the seeds of Buddhism sprouted and The Nalanda University, one of the oldest Universities in the world. The Bodhi tree, under which Lord Buddha attained enlightenment now attracts lakhs of devotees from all across the globe and the Mahabodhi temple built around the same tree acts as a catalyst in drawing a heavy number of tourists towards it with its religious charm.

10) Goa

The “Sunshine State” of India has a stunning number of beaches but that’s not all it has to offer. It presents the tourists with classic examples of post-colonization effects on Indian architecture. It has astounding waterfalls, colonies and forts too! The most popular tourist attractions in Goa are the quiet Morjim beach, the ever-vibrant Baga beach and the Candolim & Calangute beach. Other best places to visit in Goa include the massive Aguada fort, the breathtakingly captivating Dudhsagar waterfalls and the ‘Our Lady of Immaculate Conception Church’ to name a few.

The following is the percentage share of top 10 States/UTs in terms of domestic tourist visits in 2019:

Tamil Nadu, 20.8

Uttar Pradesh, 15.4

Karnataka, 11.6

Andhra Pradesh, 10.5

Maharashtra, 6.4
Telengana, 5.0
West Bengal, 4.6
Madhya Pradesh, 4.5
Gujarat, 2.9
Rajasthan, 2.7
Others, 15.5

The following is the percentage share of top 10 States/UTs in terms of foreign tourist visits in 2019:

Tamil Nadu, 21.0
Maharashtra, 17.6
Uttar Pradesh, 13.1
Delhi, 9.5
Rajasthan, 6.1
West Bengal, 5.6
Punjab, 4.2
Kerala, 3.8
Bihar, 3.8
Goa, 3.2
Others, 12.1

Domestic Tourism in India

India is a land of great tourism potential. From Kashmir to Kanyakumari, from Arunachal Pradesh to Gujarat, every region has its own uniqueness and flavour - be it cold/hot desert (Ladakh/Rajasthan), rivers (Ganges and Brahmaputra), forests (Niligiri & North East), islands (Andaman and Nicobar) each landform bound to mesmerize tourists. Moreover, the wide variety in the landscape offers a range of choices to tourists from within India and the abroad.

Domestic tourism is now happening in a more organic fashion as an organised vertical and has a lot of potential. India's natural heritage has been rated the sixth greatest in the world by the World Economic Forum.

- For creation of tourism infrastructure, two major schemes have been implemented – Swadesh Darshan (Integrated Development of Theme-Based Tourist Circuits) and PRASAD (Pilgrimage Rejuvenation and Spiritual Augmentation Drive).
- The government has been promoting niche tourism products to promote India as a 365 days destination that include cruise, adventure, medical, wellness, golf, polo, etc.

Opportunities for India in the tourism sector are –

Scenic beauty: India is a land of great tourism potential. From Kashmir to Kanyakumari, from Arunachal Pradesh to Gujarat, every region has its own uniqueness and flavour - be it cold/hot desert (Ladakh/Rajasthan), rivers (Ganges and Brahmaputra), forests (Niligiri & North East), islands (Andaman and Nicobar) each landform bound to mesmerize tourists. Moreover, the wide variety in the landscape offers a range of choices to tourists from within India and the abroad. Apart from the natural landscapes, the cultural heritage spread across the country also offers huge potential for the development of tourism in the country.

Birthplace of Religions: India is the birthplace of three religions – Hinduism, Buddhism and Jainism. The vast landscape has innumerable sacred and religious tourist places which are bound to attract tourists from across the South East and East Asian countries. The full potential of Dilwara Jain temples in the West, Buddhist sites in the East and North East and famous Hindu temples in the South have not been explored so far.

Domestic Tourists: India is the second most populous country in the world with over 1.25 billion populations. In other words, they offer a minimum of potential 1.25 billion tourist visits if the right policies and the infrastructure are in place. Taking a cue from the Mann Ki Baath of Modi, the policy makers should look 'inward' and come up with appropriate strategies to tap the domestic tourist potential.

Despite the above mentioned attractions that India offers for tourists, the path to a well developed tourism is beset with a number of challenges. Some of them are –

Lack of Infrastructure: It is a major challenge for the Indian tourism sector. Tourism-associated economic and social infrastructure – hotels, connectivity, human resources, hygiene, health facilities, etc are largely under developed in India. The poor quality of infrastructure is reflected in India's 112nd rank in the ICT readiness component and 104th rank in the health and hygiene components of the WEF's Travel and Tourism Competitiveness Index 2017. The prime reason for this apathy is the poor allocation of financial resources. It should be noted that in the Budget 2017-18, the government has allocated only Rs 1840 crore for a promising sector like tourism.

Safety and security: Safety and security of tourists, especially of the foreign tourists, is a major roadblock to the tourism development. Attacks on foreign nationals, especially on women, raise questions about India's ability to welcome tourists from far away countries. Among the 130 countries surveyed, India was placed at the 114th position in terms of safety and security aspect in the WEF Index 2017.

Accessibility: Majority of the tourist spots in the country are not accessible to poor, women and elderly. This is because of high costs of travelling, poor connectivity and a series of permissions required for various reasons. It is a fact that divyangs, who constitute more than 2 per cent of the population, cannot access many of the tourist spots in the country.

Tourism not only creates jobs in the tertiary sector, it also encourages growth in the primary and secondary sectors of industry. Hence, it is high time, the government should encourage the participation of the private sector in a big way for the all round development of the tourism sector that has the potential to act as the key driver of inclusive growth.

Four kinds of DTVs in India

First, honeymooners. They are the biggest chunk of DTVs who look out for the best and who are young and fun loving. They want a lot from the trip. Attractive destinations are Kerala, Goa, Himachal Pradesh and Kashmir.

Second, family on a vacation. They want the best at the cheapest and look out for refreshment and relaxation. They usually prefer off-season which is low priced devoid of foreign tourists. They plan a tour to any part of India depending on the size of their family budget.

Third, pilgrims. They look out for specific places of religious importance like Varanasi, Mudurai, Tirupati, Shirdi, Vaishnodevi, Amarnath, Badrinath, Puri, Dwarika, Ajmer, Amritsar, etc. As India is a country with religious values, pilgrimages pull a large number of domestic tourists and the area are exclusively explored by the pilgrims only.

Finally, the rest are on leisurely vacation using the holidays like weekends. They usually travel to the nearest destination that is not far than one night travel by road/train. Working class and students basically fall in India's domestic tourism is a growing industry which offers vast opportunities due to younger demographics of the travellers and their changing preferences. The destinations can be different for different cities. Shorter duration of holidays is a trend observed mainly during summer travel in this category.

Growing at 36%, the rate of growth in the number of tourists is highest for Madhya Pradesh, closely followed by Maharashtra at 30%. The rate of growth in these two states is significantly higher than other states present in the top 6, with Tamil Nadu having the next best tourism growth CAGR of 18%. The top position of Andhra Pradesh is understood to be due to the presence of Tirupati temple with millions of people visiting it every year. Similarly, the major tourist attractions in Tamil Nadu are Chennai, Madurai and Rameshwaram. Uttar Pradesh also attracts a lot of tourists due to the presence of places like Varanasi and Agra. One common factor among the top 3 states is the presence of holy pilgrimages in these states signifying relevance of pilgrimage tourism especially in terms of domestic tourism growth.

As the facts show, India's domestic tourism is a growing industry which offers vast opportunities due to younger demographics of the travellers and their changing preferences. A steady rise in domestic tourist spending has also brought cheer to the industry with a 13.7% CAGR from 2010 to 2012, according to a report by World Travel and Tourism Council. Domestic tourism is very huge in the country, promoted by various intents. Pilgrim and leisure tourism are two very important sectors. A lot of scope is available for new businesses to enter and tap into the segment. Government initiatives, both at central and state levels, have facilitated rapid development in the sector and are expected to continue in future. The market is fragmented and unorganized; however, it is highly competitive and full of unharnessed potential in terms of exploration and innovation.

Case Study New Zealand

https://www.youtube.com/watch?v=_eMAXOp2PvA

https://www.youtube.com/watch?v=Atf_Af1q_5w

<https://www.youtube.com/watch?v=t9GdTn-8XOM>

<https://www.mbie.govt.nz/immigration-and-tourism/tourism/tourism-funding/tourism-case-studies/>

Making it easier to travel to New Zealand

The government is working on improvements to international air links, and passenger and visa application processes to make it easier for visitors to come to New Zealand.

Strong processes and partnerships

We are working with other government agencies, including Immigration New Zealand, to:

- create better international air linkages to New Zealand
- streamline passenger processing, particularly for trans-Tasman travellers

- improve the visitor visa application process
- attract skilled migrant workers and increase tourist travel to New Zealand
- strengthen our tourism industry partnerships in new and emerging markets.

Tourism projects

We are committed to identifying and delivering tourism projects that strengthen the tourism sector, and enhance New Zealand's reputation as a tourism destination.

Supporting Māori Tourism

Māori tourism adds a rich dimension to New Zealand's visitor experience, and helps set New Zealand apart from the rest of the world.

New Zealand Māori Tourism

New Zealand Māori Tourism is an independent incorporated society that promotes, helps and leads the Māori tourism sector to:

- create rich cultural visitor experiences
- play a leading role in how visitors experience our country and Māori culture
- build commercial and cultural skills and leadership among Māori tourism operators
- contribute to New Zealand's economy

The New Zealand Māori Arts and Crafts Institute is located in Rotorua and trades as Te Puia.

The Institute promotes and encourages Māori art, crafts, performance and culture, and is one of New Zealand's leading tourism businesses.

Members of the Institute's Board of Governors are appointed by the Governor-General of New Zealand. The Minister of Tourism recommends Board members to the Governor-General.

We provide advice to the Minister of Tourism about the operations of the Institute.

Tourism recovery

The government's \$400m tourism recovery package will support the industry to recover from the impact of the COVID-19 pandemic.

The support goes beyond the government's broad-based financial support and will help businesses identify their future, support Māori tourism, protect strategic tourism assets and secure long-term sustainability for the sector.

Strategic Tourism Assets Protection Programme (STAPP)

The Strategic Tourism Assets Protection Programme (STAPP) is intended to protect the assets in the tourism landscape that form the core of our essential tourism offerings to

ensure their survival through the disruption caused by COVID-19. The programme also considered assets that are culturally and historically significant.

Applications for support through the programme closed on 18 June 2020. The funding allocations through STAPP have now been decided.

Support to Inbound Tour Operators

Inbound Tour Operators (ITOs) promote and sell New Zealand travel packages to offshore buyers. In recognition of the key link that ITOs provide between overseas wholesalers and travel sellers, the Minister of Tourism has announced that the government will make up to \$20 million in loans available to key ITOs, so that ITOs can be prepared to help rebuild visitation when international travel resumes.

The Tourism Recovery Ministers Group asked Tourism New Zealand (TNZ) to provide advice to inform their decisions on how the loan funding for ITOs should be distributed. TNZ has in-depth knowledge of the key ITOs active in our major visitor markets and high value market segments.

Final decisions about the allocation of the loan funding for ITOs and details of the loan terms have been made by the Tourism Recovery Ministers Group.

In total, 26 ITOs have been offered loans. The loan offers are based on a tiered system that links the value of the loans with the value of approximated revenue that ITOs generated prior to COVID-19.

Tourism Transition Programme

The Tourism Transitions Programme was established to provide support and advice to tourism businesses that have been impacted by COVID-19. It includes three key programmes of work:

1. Support through New Zealand Māori Tourism: \$2 million was allocated to New Zealand Māori Tourism due to an ongoing need for business support for Māori tourism businesses.
2. Support through Qualmark: Qualmark has received \$5 million to establish a free advisory service to support tourism businesses as they navigate the impacts of COVID-19. The Tourism Advisory Support Service is available to provide advice to businesses on things like how to transition their business for the domestic market, strategy development, and moving in and out of hibernation.

Qualmark is the New Zealand tourism industry's official quality assurance organisation, providing a trusted guide to quality travel experiences. Qualmark uses a network of tourism business advisors to evaluate tourism businesses against key

quality assurance standards in areas of finance and operations, people management, environment and culture, health safety and wellness.

3. Support through Regional Business Partners network: Regional Business Partners network (RBPN) have received \$10 million specifically for supporting small-medium tourism businesses impacted by COVID-19 to get expert advice. It's expected the investment will support between 2,000 and 3,000 businesses. Eligible businesses will receive vouchers of up to \$5,000 to access advice and expertise to support business continuity.

Support for small and medium-sized enterprises (SMEs)

The \$5 million of funding will focus on tourism SMEs and supplement a digital enablement programme for SMEs recently launched by the Minister for Small Business. The programme will help tourism operators to find and use the right tools to digitise their business. Key initiatives include.

- A Spotlight Series where small business owners who have recently transformed their business by becoming digital can share their experiences with other small business owners.
- Delivery of digital skills training and support focused on enabling SMEs to benefit from digitising their business.
- Working with the private sector to put together the most relevant digital tools, technologies, products and services to support small businesses with becoming digital.

Tourism New Zealand initiatives

Tourism New Zealand (TNZ) is supporting the recovery of the sector by stimulating domestic tourism. This work involves the provision of new tools, data and insights on the domestic market to industry, the Do Something New, New Zealand marketing campaign, industry engagement, and other activity to ensure the tourism industry is well positioned for recovery.

Case Study Thailand

<https://www.youtube.com/watch?v=d0A81CTUbwM>

https://www.youtube.com/watch?v=Dm9pNV6Ed_E

The Division of Tourism Services Development, in the Department of Tourism under the Ministry of Tourism and Sports (MOTS) of Thailand assumes duties and responsibilities related to the development of service standards for tourist attractions and tourism products and services offered by the Thai tourism industry. This includes the support of standards for tour businesses and tour guides as well as the establishment of the development plan for tourist attraction sites and tourism products and services, including coordinating, promoting and supporting the implementation of the plan. Other tasks are specified by law in accordance with the authorities and responsibilities of the Division of Tourism Services Development, or as assigned by the Ministry or Cabinet. The goal is to achieve sustainable tourism development and generate economic, social and cultural benefits for local communities as well as the country (Ministry of Tourism and Sports, 2011). In particular, Division of Tourism Services Development recognizes the importance of the tourism standards, which are the approaches used to develop and raise the capabilities of the competitiveness of tourism service of the country among the tourism, globalization and cultural change, in order to have further growth of tourism and economic development in the future. This is especially true regarding tourism based on the tourism activities such as a biking activity for tourists. At present times, traveling by bicycle is popular with the tourists in eco-tourism and cultural attractions such as public parks, national parks, historical-cultural parks and old cities, etc. Furthermore, to raise tourism standards and develop tourism activities, the 'Bicycle Service Standard for Tourism' was established and developed with the characteristics of the bicycle tourism industry as well as the components, standard criteria and indicators of this standard. This Standard is based on the Thai Tourism Standards which were published for those related to enhancing the good image of the tourism industry of Thailand in the international context (Department of Tourism, 2015). Additionally, the emerging trends are pointing to the re-emergence of the bicycle as an important leisure and recreational transportation mode. A bicycle tour is a tourism activity which is an increasingly important mode of vacation or holiday form of transport. For the supply side of the bicycle tourism industry to be sustainable in the future, it must provide safety due to such a recent increase in tourist demand (Ritchie, 1998). Research by Sinchai Homchan et al. (2014) suggested that most cyclists wanted an interpretive program to be developed on the bicycle route so that more knowledge and the fullest enjoyment can be experienced. The interpretive program should give interesting information on attractive sites along the bicycle route and they also suggested the improvement of facilities along the route as well. Hence, these contents are considered and should be provided in this Standard. Therefore, this article aims to propose the concept of the 'Bicycle Service Standard for Tourism' as a way towards developing and promoting this standard, which will hopefully lead to the sustainable development of tourism in Thailand. The significance of this project, as cited above, means the terms of

reference define the purpose and scope of a proposed project to establish and develop the 'Bicycle Service Standard for Tourism' which are appropriate and consistent with the quality of the tourism potential of Thailand. This is based on the stakeholder participation, comprising of the operators of tourism, both in the public and private sector and the tourists as both domestic and international tourists. The information on this project study as well as the recommendations of all stakeholders is the guideline for developing and improving this tourism standard, including the characteristics of the bicycle tourism industry as well as the components, standard criteria and indicators of this standard. As a result, it will reduce the restrictions and apply to use this tourism standard that is recognized by those stakeholders involved in the business and tourism in the current situation. Finally, the revision of the characteristics of the bicycle tourism industry as well as the components, standard criteria and the indicators of the 'Bicycle Service Standard for Tourism' will be conducted to scrutinize and analyze. The public will be able to receive information from all those involved in tourism and the published standard for those related to enhance the good image of the tourism industry of Thailand in the international context.

2. Literature Review
2.1 Concepts of Tourism Standards
The United Nations World Tourism Organization (UNWTO) (n.d.) investigated the 'Quality Standards in Tourism Services' and suggested that the objectives were to improve the overall quality of products and services within the tourism industry comprising all tourism-related accommodation, restaurants, tour guides, tour operators, and other tourism-related service providers. They also encouraged countries to raise the levels of demand nationally, regionally and internationally; to promote competitiveness within the industry; and provide valuable and reliable information on quality standards for the tourist and the travel industry. In doing this, the overall strategies were conducted to evaluate the current tourism quality standards situation through initial negotiations with government officials and other key stakeholders of the national tourism industry, to identify the customers' needs and expectations of the stakeholders, the local environment, direction, facilities, resources, overall objectives, and any challenges. It was also suggested for the tourist industry to make available UNWTO quality products and services (modules); and also to provide technical assistance as indicated in the modules, such as: Module 1: A review of existing criteria for tourism-related accommodation: Module 2: The establishment and formulation of new criteria: Module 3: The implementation and assessment of criteria: Module 4: The capacity building of national criteria assessors/inspectors: Module 5: The communication of criteria: Module 6: Criteria and quality control (mystery guest). Furthermore, the outputs from the preparation of this study will be able to be the classification system in place and the information available to stakeholders in the sector; providing capacities built among local inspectors to apply classification criteria. According to International Organization of Standardization (ISO) (2012) this provided practical, internationally harmonized solutions and best practice to help making these goals become a reality. The Department of Tourism (2013) stated that the quality standards in tourism services meant

the development of tourism preparing to comply with the tourism standards by the Department of Tourism, MOTS. Also, the definition of 'Thai Tourism Standards' means that the tourism standards that have been prepared by the Department of Tourism and have been notified to the tourism standards that were announced by the Department of Tourism of the Thai Tourism Standards.

2.2 Concepts of Bicycle Tourism

A strongly evidence indicates that the use of bicycles for leisure, recreation, and tourism is popular worldwide (Ritchie, 1998). Bicycle tourists have strong preferences for different types of experiences depending on their bicycle skill level and the make-up of their group. Bicycle Tourism has been defined as an activity that is for holidays, recreation, pleasure, or sports; and to include either overnight stays or day trip (South Australia Tourism Commission, 2005) (Lumsdon, 2000). Another approach to define bicycle tourism is to look at the six characteristic factors: 1) cycling happens far from one's home; 2) it may be single-day or multiple-day trip; 3) cycling activity is not focused on competition; 4) the main reason of the trip should be cycling; 5) cycling happens just in a dynamic setting, and 6) type of the trip is recreation or leisure (Lamont, 2009). Bicycling is a fast-growing trend in travel industry in Thailand, and The Tourism Authority of Thailand (2017) planned to boost Thailand's cycling profile among local and international bike lovers because Thailand is very popular cycling destination and for many good reasons. The food and lodging are plentiful and cheap, the roads are in excellent condition.

3. Methodology

3.1 Research Questions

As indicated in introduction, we have two major research questions. One of them is to establish and develop the bicycle service standard for tourism in Thailand, including the terms and definitions. We will explore the requirement factors used to service the bicycle touring for tourists in Thailand. The second question is to develop the audit process for using in this standard.

3.2 Research Design

The data collection; the standard draft setting; the standard draft fulfilment with a small group discussion between the Department of Tourism and the experts and operation enhancing and evaluating for its content validity of the standard draft setting. The standard draft comments with a small group discussion was processed by using descriptive analysis of qualitative research, as well as using the Index of the Item-Objective Congruence (IOC), (Mehrens et al., 1973), of the standard draft fulfilment evaluated for its content validity by 'Thailand Tourism Standard Sub-Committee on Bicycle Service Standard for Tourism.' Therefore, the questions that obtained the IOC score between 0.5 – 1.0 were deemed acceptable. After that, modification and revision of the content of the standard draft comments with the recommendations of the 'Thailand Tourism Standard Sub-Committee on Bicycle Service Standard for Tourism', until the conclusion of the study is the standard draft paper. This included the training course development; the public hearings with the stakeholders considering and criticizing the standard draft paper; the assessment form setting; the assessment form test; the outstanding model searching with a project summary of the 'Bicycle Service Standard for Tourism' and the assessment form test,

together with the example of the pilot bicycle tourism industry for the 'Bicycle Service Standard for Tourism.' Finally, the report of the 'Bicycle Service Standard for Tourism', which was developed in the project of Thai Tourism Standards Development 2015 (Department of Tourism, 2015) was assessed.

3.3 Data The total of 50 experts involved the tourism industry are comprised of the operators of tourism, in both the public and private sector, and the tourists as domestic and international tourists. The experts in this project were selected to participate in the operation based on the purposive sampling; a procedure that involves the selection of persons or the key informants, who represent the desired population. This is a non-probability sampling method which involves the conscious selection of certain subjects to be included in this study, which considers the issues of the research questions in a significant approach (Creswell, 2009). The setting of this project was located in Chiang Mai, Loei, Krabi, and Bangkok, throughout Thailand. Through the purposive selection technique, these are areas with potential for eco-tourism and cultural tourism as defined by the Department of Tourism (Department of Tourism, 2015).

4. Results and Discussion Result from the standard draft paper which was completed with the public hearings in the setting of the areas as well as the recommendations relating to develop and improve the standard draft paper setting, including the conclusion of the project management is the 'Bicycle Service Standard for Tourism'. The management consultant had collected and studied information from all the various elements. The results from this study can be summarized in accordance with the Thai Tourism Standards and can become published as the established standard for those who are related to enhancing the good image of the tourism industry of Thailand in the international context. The most significant characteristics of the 'Bicycle Service Standard for Tourism' with description and indices are presented. This is a voluntary standard that affords bicycle tourism operators the opportunity to raise their operational standards above any existing compulsory/legal industry standards to which they presently adhere to. This will enable them to establish credible international operational benchmarks, which will assist with both local and international marketing, while continuing to develop the quality of their human resources for a sustainable future. The major criteria and indicators of this standard can be used as a guideline for conformance and self-assessment of the 'Bicycle Service Standard for Tourism'. All things considered, this Standard deals with the following essential elements of professional bicycle operations: the Bicycle Routes, the Staff, the Facilities, the Safety, and the Community and the local Environment

Australia

<https://www.youtube.com/watch?v=GTRQsa3jpXU>

<https://www.youtube.com/watch?v=V7dukhch8u0>

With as many as 9.1 million visitors entering the Australian shores in the year ending July 2018, international visitors have made a record spend of approximately \$42.3 billion in the year until March of 2018. Tourism in Australia has shown a positive growth with international tourist arrivals to Australia increasing from 8.4 million in 2017 to 9 million in 2018 and the revenue from international visitor arrivals increasing from 39.8 billion to 42.3 billion. With this increase in tourism, it is intriguing to know how many of these visitors actually visit the regional areas of New South Wales. For ease and convenience, the focus of this paper is to understand tourism in the regional areas of New South Wales.

This said, Tourism 2020 is a whole-of-government and industry long-term strategy to build the resilience and competitiveness of Australia's tourism industry and increase the revenue for the country. Tourism 2020 has been explained at length in the latter part of this working paper. Although literature points out that there are a few challenges already affecting Australian tourism industry, this paper aims to analyse some of the key challenges surrounding tourism in the regional areas of New South Wales in particular, namely,

- 1) A need for better infrastructure in the regional areas of New South Wales that could help market tourism there including digital marketing
- 2) Better and improved customer service
- 3) Improved affordability.
- 4) Bringing uniqueness into every tourist locations in regional New South Wales rather than a monotonous feel.

The concept of Product Differentiation that is much talked about in the subject matter of Marketing seems relevant here. It is easier to pull the demand for a product that is unique rather than indulge in vigorous competition when products are identical. Out of the 3 areas identified in this paper, one of the main challenges being focused is to understand why touring overseas is better and more affordable for domestic residents than visiting the regional areas of Australia and New South Wales in particular.

Tourism is clearly seen as a major contributor to the overall economic activity and growth. This contribution is through increased employment opportunities that accompanies rising tourism. Whilst examining tourism industry, it is imminent that there are 2 broad categories of tourism expenditure namely

- 1) Tourism spending by Australian residents
- 2) Tourism spending by overseas visitors in Australia which could be an injection into Australia's circular flow. With as many as approximately 91 million arriving into the Australian shores for the year ending July 2018, international visitors have made a record spend of approximately A\$423 billion till March 2018. Although the tourism industry in Australia has shown a positive growth overall, this working paper aims to analyse some of

the key challenges surrounding marketing tourism in the regional areas of Australia; as earlier mentioned, we shall focus on New South Wales for easy understanding. The main issues that have been identified through various literature are:

- 1) Poor infrastructure
- 2) Poor affordability of accommodation
- 3) Poor rail network and connectivity
- 4) In addition to the challenges mentioned in various literature reviews, one other significant issue that impedes tourism in the regional areas is the overall similarity in our tourist attractions.

Alongside a non-empirical approach, this working paper also uses an empirical approach to compare the extent to which Australian residents prefer overseas than to be travelling regional. For the empirical side, this working paper will be based on the Causal research design to understand the reasonings behind selecting overseas tourist destination than regional/rural tourist destination for many Australians. The sample size for this particular research would be around approximately 600 respondents; survey questions are been discussed in the Appendix to this paper. The research methodology for this particular paper would be mixed methodology.

Growth of Tourism Industry in New South Wales, Australia Literature reveals some convincing statistics that the tourism industry in Australia grew by 7.4% approximately in 2015-2016. Other studies do exist that highlight the significance of tourism industry in terms of generating revenue to Australia. Tourism, as mentioned in the early parts of this essay, does generate approximately A\$94 billion in spending and contributes nearly A\$34 billion to Australia's GDP. Breaking this further, a snapshot of our domestic tourists indicates that there has been a continuing increase in the overnight trips by roughly 7% that again contributes to around \$A\$100 million. There are studies that expound Australia as a favourite tourist destination holistically for many foreigners. This can be dedicated to the fact that:

- 1) Australia has a beautiful coastline
- 2) Australia is along way away with many adventures
- 3) Our people are unique with their satire and humour
- 4) Australia is a land where people like individual considerations and Australian people like to be well informed.

It is also worth considering a few facts surrounding Australian tourism holistically, which delineates the growing tourism industry in this country alongside an increasing spend by international tourists whilst in Australia. It is also interesting to note the quid pro quo

arrangement that Australian tourists have with New Zealand as their most favoured tourist location. There are estimates indicating that international arrivals in Australia will increase to roughly 15 million by 2026 and 2027.

Alongside discussing about New Zealand being the most favoured touring destination for Australians, this working paper stretches to understanding in depth about where Australians prefer for overseas travel. Whilst discussing travel, a clear understanding of both short-term and long-term travel reasons alongside demographics comes in handy.

With this working paper focussing on marketing tourism to the regional areas of New South Wales in particular, studies do indicate that NSW constitutes for roughly 35% of travellers and the average age for male travellers is 42 years, while that for a female is 40 years. While short-term travel is for less than a year and could well be visiting family and friends or business related, long-term travel could either be permanent or for well over a year.

Viewing it from an economic perspective:

- 1) The value of the Australian dollar does add to the affordability factor
- 2) Being avid travellers, Australian prefer tropical locations as their preferred destinations for travel. Statistics do highlight a fair surge in tourists in both South-East Asia and AsiaPacific regions from 22% in 1991 to 31 % 2014-2015
- 3) Australia's isolated location from the rest of the world is yet another reason for tourism concentration in South-East Asian and Asia-Pacific regions

Challenges Surrounding Tourism in Regional New South Wales, Australia As mentioned in the earlier parts of this paper, regional tourism in Australia faces a few challenges that need attention:

- 1) In principio, overall, infrastructure in the country has been a letdown for promoting tourism in regional areas of Australia and in particular New South Wales.
- 2) Second most challenging reason is the accommodation facilities in both regional and major metropolis that plays a profound part. With the occupancy rate during the peak times being close to 90% mark approximately, finding accommodation becomes difficult and a deterrent factor.
- 3) With the cruise market gaining popularity, a rise in demand for cruise has created shortage of port facilities, which in turn has been a deterrent factor.
- 4) Improper and expensive rail network between major cities adds to the array of factors that impede tourism in regional areas
- 5) Poor facilities in the major airports, proximity and infrastructure to and from airports have also contributed to the list of negative factors.

6) Along with the above mentioned challenges, lack of a unique identity for our regional tourist locations also contribute their share. Simply stated, similarity in all the regional town across New South Wales makes touring to the regional areas uninteresting than inviting.

Solutions and Conclusion With a fair understanding of the challenges, it is imminent that marketing management as a whole involves building a good relationship with customers, giving that satisfaction and value. To ensure superior value, satisfaction and retention of customers, a sound understanding of the needs of tourists is paramount. Information at almost every level is needed to gather, sort, analyse, evaluate and make timely decisions to provide marketing in the regional areas and combat the challenges encircling promoting tourism in the regional areas.

Going further into the concept of value chain, the very purpose is to understand the behaviour of costs within a business and also find out distinctive ways of gaining the competitive advantage through product differentiation. Thus, to achieve customer satisfaction, a primary solution could be offered through the provision of high-speed rail network along the length and breadth of the country. This could relieve the pressure of the airports; it is disturbing to understand from literature reviews that Australia spends more time detailing the pros and cons of high-speed rail as against other countries like China, who are putting their thoughts into action. Secondly, quality customer service that enhances value and customer satisfaction could have dual effects of not only mitigating the challenges of marketing tourism in regional areas overall but also serve as a pull marketing strategy to promote tourism in the regional areas of the country – in our case regional New South Wales.

To better understand this term 'pull strategy', it is where we generate the demand for a product by creating an interest on the product through product differentiation, increased customer satisfaction and value. The provision of high-quality service implies equal responsibility from both federal and state governments to invest in tourism education programs, training at both vocational and higher educational levels in an accredited institution.

One of the major strategies aimed to promote and foster tourism in Australia is the National Long-Term Tourism Strategy that was launched in Dec 2009 followed by the 2020 Tourism Industry Potential launched in 2010. Tourism 2020 marks a milestone in Australia's Tourism policy.

It is an integration of long term focus, research and collaboration commenced under the National Long-Term Tourism Strategy. Tourism 2020 primarily aims to support this industry to maximize its economic potential. It also represents an unprecedented level of cooperation between the tourism industry and the state, territory governments along with

the Federal government of Australia to address and alleviate all the barriers to industry growth.

Focusing on the importance of tourism, Tourism 2020 aims at creating a policy framework that will support this industry growth and will provide all the tools to compete effectively in the global economy (Anon., n.d.). With the tourism industry consisting of roughly 280,000 enterprises that support the visitor economy for a range of services such as accommodation, cafes, travel agents, retail store, education sector, medical insurance etc. to name a few, tourism is one such industry that plays an influential role in the economic development of regional Australia. Literature reveals that approximately 46 cents in every tourist dollar is being spent in regional parts of Australia.

Improved quality, product choice, skills and infrastructure can help maximize and sustain economic value from Australia's natural advantages as a preferred tourism destination. With 6 key strategic areas being chosen, these are meant to help with developing tourism product and contribute to achieving a globally competitive tourism industry in Australia. Thirdly, with there being disruptions in accommodations through the advent of Airbnb, studies reveal that Australia still offers very few development and investment incentive for developing more accommodation in regional touristic areas.

This is unlike our neighbouring Asian nations who excel in the provision of infrastructure, accommodation and quality customer care at affordable rates. Fourthly and most importantly, uniqueness in every tourist location would be that determining factor to attract tourism into in regional New South Wales. New South Wales in particular and Australia in general has huge potential to attract large number of tourists both domestic and international towards the regional/rural area and generate revenues, however there is a gap in marketing these beautiful and untouched attractions. The full paper would tend to highlight some of these issues in a period of next 4 to 6 months.

Singapore case Study

https://www.youtube.com/watch?v=P_q3BdrFsLI

<https://www.youtube.com/watch?v=Y3jLZ1ux934>

Modern Singapore was founded in 1819 by Sir Stamford Raffles as a trading post of the British Empire. In 1867, the colonies in East Asia were reorganised and Singapore came under the direct control of Britain as part of the Straits Settlements. During the Second World War, Singapore was occupied by Japan in 1942, but returned to British control as a separate crown colony following Japan's surrender in 1945. Singapore gained self-governance in 1959, and in 1963 became part of the new federation of Malaysia, alongside

Malaya, North Borneo, and Sarawak. Ideological differences led to Singapore being expelled from the federation two years later, thereby becoming an independent country.

Tourism in Singapore is a major industry and contributor to the Singaporean economy, attracting 17.4 million international tourists in 2017, more than 3 times of Singapore's total population. It is also environmentally friendly, and maintains natural and heritage conservation programs. Along with this, it also has one of the world's lowest crime rates. As English is the dominant one of its four official languages, it is generally easier for tourists to understand when speaking to the local population of the country, for example, when shopping. Transport in Singapore exhaustively covers most, if not all public venues in Singapore, which increases convenience for tourists. This includes the well-known Mass Rapid Transit (MRT) system. Singapore is the 5th most visited city in the world, and 2nd in Asia-Pacific.

Singapore attracted approximately 19.1 million visitors in 2019 with receipts at \$27.1 billion, according to preliminary figures by the Singapore Tourism Board.

Singapore as one of the world's largest economic sectors, Travel & Tourism creates jobs, drives exports, and generates prosperity across the world. In 2017, the global economic impact of Travel & Tourism accounts for 10.4% of global GDP and 9.9% of total employment or 313 million jobs, according to the World Travel and Tourism Council analysis. Singapore, in the 1970s, budgeted about \$1 billion to developing the tourism industry. It is called the Tourism Product Development Plan. It is designed to maintain and preserve Singapore's historic districts, such as Chinatown, Little India, and Arab Street. This project is done in the projection of the impact it will have on the economy in the years to come. They were not wrong; Singapore tourism has grown to have major impacts on the country's economy.

Singapore has one of the highest per capita incomes in Asia and is an important global business as well as a transportation hub. In 2014, the Singapore economy grew by 3.2 % as compared with 2.6 % in the previous year. In 2017, the total contribution of Singapore travel and tourism to GDP was 10.2% which was SGD 43.5 Bn (USD 31.5 Bn) and forecasted 3.5% rise by 2018 and by 2028 the GDP is expected to reach 11.4% that will be 3.6% pa to SGD 64.2 Bn (USD 46.5 Bn). Changi Airport, Singapore's international airport has won more than 450 awards and it is one of the best airports globally. The airport caters to over 100 airlines and is expected to double its capacity by 2020 to serve 135 million passengers per annum.

STB has an extensive network of offices spanning the globe. Currently, STB has four Marketing Representatives and 20 Regional Offices, expanded in the seven regions. The entire spectrum of tourism functions, from tourism marketing to investment promotion all are under the regional offices of STB. They work together with in-market industry partners to promote Singapore to overseas consumers, facilitate tourism companies in investment

plans and business alliances, monitor competitive activities and support the development of bi- or multilateral agreements.

Inbound tourism is a source of hard currency to the country. It creates jobs for the people and represents a tool for development and progress for the nation. It is an encouraging and promising field for the investors and source for taxes to the country.

Singapore welcomes over 1.27 million Indian tourists in 2017, registering a growth of 7.4 %, according to Chee Pay Chang (Executive Director of South Asia, Middle East and Africa, Singapore Tourism Board).

India has moved a notch higher in becoming the third biggest source market for Singapore also the largest foreign source, market for the cruise in Singapore, India travellers account for the biggest chunk of Cruise travellers from Singapore with more than 1,00,000 tourists.

India's outbound travel rate is growing 15-20 % every year; also tourist arrivals from India registered the highest growth rate of 16 % among all other markets according to the Singapore Tourism Board. Number of Indians travelling overseas is set to rise to around 50 million by 2020.

For the Singapore tourism board, India has significant potential to grow with young families and millennials looking for holiday options in a place like Singapore.

China has spent \$3.08 billion last year (2017) according to the world tourist organization, China's outbound tourist growth rate is 19%, which puts China in the top spender spot globally for the sixth year in a row, ahead of U.S.A. According to the Singapore Tourism Board, last year from January to October, more than 2.7 million Chinese came to the country which is almost one-fifth of all visitors' arrival. The growth of Chinese tourism in Singapore is a marketing push of STB in other parts of China also other than the major cities, such as Shanghai and Beijing. Singapore appeals to Chinese tourists to come and learn more about Singapore heritage and culture other than just shopping and sightseeing offering to guests, according to industry experts.

Singapore is among the fastest growing destinations among European Travelers since 2010. Long Haul International trips to Asia had been increasing since 2010 and accounted for over 6 % of all outbound trips made by European Travelers. Majority of European Visitors arrived in Singapore as a part of the multi-destination trip, accounting for over 60 % of all the Europe visitors in 2013 and the average length of the stay is 3-4 days. Most European Visitors travelled to Singapore from January to March to escape from the cold winter in Europe. Europe is among the World's Largest Market for Outbound Tourism, saw over 580 million outbound travellers in 2014. As the Europe economy gradually recovers from the recession long-haul travel to Asia remains attractive to European Travelers, offering a different experience from home,

therefore Singapore would have to enhance its proposition to remain a top priority within the consideration set of Europe travellers when they make trips to Asia.

In 2015, the tourism receipts in destinations around the world increased by 3.6% and 4.4% increase in international arrivals. In 2016, international tourism grew faster for the fourth consecutive year than world merchandise trade and increasing tourism's share in the world's exports to 7%. From International tourism, the total export value accounted for US\$ 1.4 trillion and Singapore Tourism receipts expanded by 3.9% in 2016. This was mostly due to visitor arrivals across all top 10 markets growing, as well as more arrivals from high-spending markets such as China, South Korea, the United States and the United Kingdom. China also emerged top in tourism receipts for the third consecutive year.

The spending of tourist in Singapore is increasing every year with tourism receipts reaching SGD 6.4 billion, according to the Q1 2017 Tourism Sector Performance report of STB. Tourism receipts growth is connected with the higher visitor arrivals, as well as a major increase is expected in all components, such as sightseeing, gaming (SEG) components include shopping, accommodation, entertainment and food and beverage. Tourism receipts major components is accommodation. According to STB total gazette room revenue for 2017 grew by 3.9% to reach S\$3.7 billion, while hotel occupancy rose by 1.5 percentage points. Twenty-two new hotels also opened, bringing the total number of hotels in Singapore to 420 at the end of December 2017. This led to room supply expanding by 5% to 67,084 rooms.

Sightseeing, Entertainment and Gaming become very popular in terms of the amount spent and popularity since 2009. Income on food beverage is also quite good, but not that high as other components, because the Retail growth is present but not as fast as expected, also due to Singapore's large imports, changes in commodity and freight prices will have an impact on food sales. Shopping is also seeming to be at the top of the tourists' expenditure list. It is a key pull factor that attracts tourists which plays an important role in increasing the Tourism Receipt of Singapore.

The hotel industry and the hospitality sector is one of the world's fastest-growing divisions of the industry globally. Travel and tourism industry has helped many industries to remain afloat despite having tough economic time for and made it difficult for many sectors to survive. Despite the rapid growth in tourist activities, hotels in Singapore surprisingly have not experienced an increased number of guests in 2018. In fact, Singapore's hotel room revenue actually declined by -1.7% from S\$1.58 billion to S\$1.55 billion, according to data collected by the Singapore Tourism Board. In fact, hotels actually sold -0.6% fewer room

nights in the first half of 2017 than it did in the same period in 2016. The highest occupancy rate achieved so far is 85.7 % in 2012, after this year rate has been decreasing.

Plenty of tips are there and provided to the hotel to improve its occupancy rate numbers. Cleanliness, price, and guest experience are big factors, but there is so much more Singapore Tourism Board can do to increase the occupancy rate. The Standard Average rate of the room has been inclined by 18 % from last year which must be the reason for the low occupancy rate. Total gazette room revenue rose by 15 per cent to reach S\$3.70 billion in 2017. As at End-December 2018, the total revenue should be around S\$3.9 billion.

Switzerland Case Study

<https://www.youtube.com/watch?v=oZRBUBbfIJ8>

A landlocked country of towering mountains, deep Alpine lakes, grassy valleys dotted with neat farms and small villages, and thriving cities that blend the old and the new, Switzerland is the nexus of the diverse physical and cultural geography of western Europe, renowned for both its natural beauty and its way of life. Aspects of both have become bywords for the country, whose very name conjures images of the glacier-carved Alps beloved of writers, artists, photographers, and outdoor sports enthusiasts from around the world.

Switzerland has long been a model multiethnic, multilingual society, a place in which diverse peoples can live in social harmony and unite in common interest. The Swiss justifiably take great pride in this.

Switzerland is popular and well organised cycling and walking destination. The scenery and accessibility for the major population centres of Europe are likely to play a strong role in this. However the provision of high quality information enables many to find all they need to know to plan their trip.

Visitor Data: The following findings are a selection from a survey carried out in 2014 : Hiking is extremely popular in Switzerland. 44% of the resident population state that hiking or mountain hiking is a sporting and physical activity that they engage in. When extrapolated to the residential population, this gives a figure of approximately 2.7 million people who go hiking. In addition to Swiss-domiciled walkers, foreign guests also go hiking in Switzerland. Based on rough estimates, it can be assumed that around 300,000 hikers from abroad come walking here every year. By far the most widely-used means of finding one's way is still the signposts and markings on the ground. One hiker in six finds their way by using maps. Only a small group uses mobile devices with GPS or Smartphone apps to find their way when hiking. The importance of the Internet as a source of information has clearly increased over the last six years.

More than half of the hikers who have deliberately chosen a hike on a Hiking in Switzerland route use the Internet or aids such as the Switzerland Mobility app or the Switzerland Mobility card. One fifth of these hikers obtain information by using a hiking guide book. There are a range of other information available on the internet³. Hikes rarely extend over several days (about 2% to 4% of all hikes). Multi-day hikes are much more frequent in the vacation areas than in the day-trip or local recreational areas. Half of all multi-day hikes last no longer than two days. At least one third of hikes do not last longer than 2 hours. This would suggest that walking for local recreation plays an important role. During a hike in Switzerland, an average of CHF 45 is spent per person per day (incl. any overnight accommodation expenses). Expenses on meals and the outward and re-turn journey account for the largest share of hiking costs.

Hikers attach particular importance to beautiful landscapes, experiencing nature and recreation while hiking. In terms of infrastructure, constant signposting with walking times indicated at regular intervals, footpaths with a natural surface and varied and wellmaintained footpaths are deemed particularly important. In addition, more than 60% also think that restaurants and guest houses and being able to travel to the point of departure by public transport are important or very important. Most hikers are very satisfied with these aspects.

This case study of the most popular cycling and walking destination in Europe is important as it shows the high standard of comparative information provision i.e. the level of information provision that many visitors might be used to having visited Switzerland. There are a range of innovative approaches here: Provision of information: The level of information is very detailed. Visitors can view all trails on a national map and drill down to a local level; clicking on a trail at a local level brings up the name or name & stage of that trail; clicking on the trail takes the user to the trail information including photos, accommodation and transport. The website www.switzerlandmobility.ch provides information on SwitzerlandMobility routes and services in German, French, Italian and English. All SwitzerlandMobility routes and all other signalized hiking trails in the country (about 65,000 km) are shown on a scale of up to 1:50,000 on high-quality swisstopo maps and can be printed out free of charge. The official SwitzerlandMobility route guides have descriptions of national and regional routes and services in German and French, with some also in English. While the provision of information on the internet is important for people to choose routes signposts are the most important means for a visitor to find their way on the ground.

Apps are also important. GPS/smartphone apps are important for a minority. Signage: The signalization of SwitzerlandMobility routes is standard throughout Switzerland. It is based on Swiss norms for signalization of non-motorized traffic. It was revised for the realization of SwitzerlandMobility and today is the only international norm for standard signalization of

non-motorized traffic. The yellow signs for hiking trails, white signs for the barrier-free routes and red for cycling, mountain biking and skating routes were supplemented for SwitzerlandMobility with the addition of route information panels including route names and numbers. One-digit numbers indicate national routes, two-digit numbers indicate regional routes and three-digit numbers indicate local routes.

Bookable offers: The SwitzerlandMobility Marketing Group (SwitzerlandMobility MG) is responsible for bookable offers for SwitzerlandMobility, supported by regional Swiss tourism organizations and numerous enterprises that provide services for bookable offers. **Bike rental:** As a SwitzerlandMobility partner, Renta-Bike offers the hire of a wide range of cycles and mountain bikes at over 100 cycle-rental points throughout Switzerland, usually at railway stations. Some points also offer hire of electric cycles, tandems etc. All cycles hired at one Rent-a-Bike point can be returned to any other Rent-a-Bike point.

Overnight accommodation: Many hotels, camping sites, private rooms, youth hostels and farms have been awarded the SwitzerlandMobility Foundation quality label and are partner enterprises (about 1500). **Integration with public transport:** The national and regional route network is divided into one-day stages. Over 500 places are defined as stage destinations, which can be reached by train, postbus, boat or aerial cableway. This means that individual stages can also be used as day excursions. All public transport stops which are included in official timetables (about 18,000) are shown together with the routes on the SwitzerlandMobility interactive internet map, linked to the online timetable.

Management: Switzerland Mobility is an example of integrated goalorientated management. Switzerland Mobility was launched in autumn 2004 with a contracting body comprised of various Swiss federal departments, the Swiss cantons, the Principality of Liechtenstein and many organizations from traffic, sport and tourism. Thanks to strong teamwork, the SwitzerlandMobility Foundation was able to successfully launch Switzerland Mobility in spring 2008, after three years realisation work.

China Case Study

<https://www.youtube.com/watch?v=tBNkeXmq4IQ>

Tourism in China is a growing industry that is becoming a significant part of the Chinese economy. The rate of tourism has greatly expanded over the last few decades since the beginning of reform and opening-up. The emergence of a newly rich middle class and an easing of restrictions on movement by the Chinese authorities are both fueling this travel boom. China has become one of world's and outbound tourist markets. According to Xinhuanet, the world is on the cusp of a sustained Chinese tourism boom.

The first factor that affects to turn China into a pole of attraction for tourism is the vastness of the territory, about twenty times the land of Germany, which allows treasuring a great landscape and climatic diversity. Another element that invites to Discover China Tourism is that of having lived closed in itself during centuries, when it was the most refined and inventive civilization of the planet, leaving a rich cultural and historical heritage.

As of 2015, China is the fourth most visited country in the world, after France, United States, and Spain, with 56.9 million international tourists per year.

Another appealing factor of which bought China tourism into the limelight is the commercial mindset of its governing bodies. In the past few decades, China became a hub of commercial and trade activities. From the production of small household items to mega machines and robots, China produces and export everything to the rest of the world. As the companies reach China for commercial purposes, the common people came to know that the land of China is full of potential.

In 2017, tourism contributed about CNY 8.77 trillion (US\$1.45 trillion), 11.04% of the GDP, and contributed direct and indirect employment of up to 28.25 million people. There were 139.48 million inbound trips and five billion domestic trips. Data from 2016 indicated that the majority of China's foreign tourists came (transferred) from South Korea, and Japan. Among the number of tourist arrivals who stayed for at least a night, 4.19 million from South Korea, and 2.69 million from Japan. The number of tourist arrivals from foreign countries directly to China is 21.65 million.

China ranked second in the world for travel and tourism's contribution to GDP in 2014 (\$943.1 billion), and first in the world for travel and tourism's contribution to employment (66,086,000 jobs in 2014). Tourism, based on direct, indirect, and induced impact, accounted for 9.3 percent of China's GDP in 2013.

The fast development of China's transportation infrastructure provides wide-ranging travel for domestic and overseas tourists. Throughout China a great many hotels and restaurants have been constructed, renovated or expanded to satisfy all levels of requirement, including many with five or six star ratings. All large or medium-sized cities and scenic spots have hotels with complete facilities and services for both domestic and international visitors.

Ecotourism has been one highlighted economic sector among many developing as well as developed countries in Asia, such as India, Pakistan, Thailand, Indonesia and China.

Ecotourism in China started around year 2000 with the establishment of pioneer ecotourism companies such as Chinafaces, Nomadic Journeys, TibetGateway and WildChina. These companies operate various daytrips, educational and corporate tours to regions and places such as Yunnan, Qinghai, Shaanxi, Hebei, Shanxi, Gansu, Inner Mongolia, Xinjiang, Hunan, Jiangxi, and Guizhou. Among these companies, WildChina

seems to be the market leader of the ecotourism industry, winning several awards since its establishment including being selected as one of National Geographic ADVENTURE magazine's 2009 Best Adventure Travel Companies on Earth.

Ecotourism is thought to be an inevitable way for Chinese nature reserves to achieve sustainable development, and it certainly has the potential of becoming a prominent industry in western China.

An article written in 2004 divided the ecotourism in China into six fundamental types, namely Forest Recreation Ecotourism, Prairie Coquette Ecotourism, Wetlands Bird-watching Ecotourism, Desert Exploration Ecotourism, Countryside Experience Ecotourism and Ocean Vacation Ecotourism.

Ecotourism faces many challenges in China. As there have been disputes and differences with the definition of ecotourism worldwide, China has been having a hard time to determine which tourism could be considered as ecotourism. Another issue is the lack of direction and resources on how to construct truly ecofriendly travel.

Most of China's ecotourism spots are concentrated on areas that are less developed. Many communities within these pristine natural areas and rich biodiversity face a challenge with mass tourism. Although an upward hike in tourism could mean development and higher standards of living, but it could also lead to destruction of biodiversity, local culture, Mother Nature etc. Hence, the biggest challenge for these communities is to develop their knowledge on building sustainable ecotourism spots and programs. To help these communities, Conservation International China (CI China) is establishing an Ecotourism Academy that will provide training courses for 200 people each year from communities in China.

Nevertheless, He Guangwei, director of China's National Tourism Administration in year 2003 said that China's tourism now occupies 5.4% of its gross domestic product (GDP), and by 2020, this proportion will reach 11%. He also estimated that tourism's percentage of the GDP will be 6% in 2005 and 8% by 2015.

China excluding Hong Kong hosted 50.9 million tourists' arrivals in year 2009, ranking 4th after France, United States and Spain, with tourism receipts of US\$39.7billion, accounting for 8.1% of total GDP. China is also ranked first in terms of share of international tourists' arrivals (28.1%) and receipts (19.5%) in the Asia and the Pacific region in year 2007-2009.

A research by the China National Tourism Association (CNTA) and PATA indicates that rural tourist destinations in China now attract 300 million visitors annually while the UNWTO predicts China will become the world's largest inbound travel destination by 2020. CNTA has named year 2009 the "Chinese Ecotourism Year" with the slogan for which encourages citizens to "be a green traveler and experience eco-civilization."

However, there are still many projects that have not properly established norms to be named “ecotourism”. The country has also yet to use international certifications such as Green Globe, a global benchmarking system based on the Agenda 21 principles for sustainable development drawn up at the UN Earth Summit in Rio in 1992, and which is largely recognized elsewhere as a guarantee of a project’s environmental credentials. As of 2006, only two hotels, two parks and one museum in China had been Green Globe certified.

In the year of 2018, China’s arrival of the inbound tourists reached 141.2 million with an increase of 1.2% over the same period as compared to last year. The overnight tourists’ number was 62.9 million, which increased by 3.6% as compared to the year 2017.

The top 10 china’s outbound tourism source cities in the year 2018 were Shanghai, Beijing, Guangzhou, Chengdu, Chongqing, Nanjing, Kunming, Wuhan, Xi’an and Hangzhou.

In 2018, 82% percent of the travelers of China guide’s visited Beijing during their trip to China. This is logical, as Beijing is generally thought out to be the main gateway to China, both geographically and traditionally, and is the home of the two of the most famous and well-known attractions that China has to offer. The forbidden city and The great wall of China.

Being the financial capital of the country and another important country, Shanghai attracted 31% of the China guide’s travelers. Another famous destination was the ancient city of Xi'an, site of the world-famous Terracotta Army, which 27% of the travelers visited in 2018.

Guilin/Yangshuo, Hangzhou, Suzhou, Chengdu, and Zhangjiajie made up the second rank of popular destinations among foreign travelers to China. The Guilin/Yangshuo area is mostly renowned for its gorgeous natural landscape and scenery.

Tourism in China is an important industry. The amount of tourism has critically extended over the last few decades since the beginning of reform and opening. The appearance of a newly rich middle class and an easing of restrictions on movement by the Chinese authorities are both increasing the tourism of China. China has become one of the world's most-watched and hottest inbound and outbound tourist markets. According to Xinhuanet, the world is on the tip of a continuous flourishing of Chinese tourism.

Amid 1949 and 1974, the People's Republic was shut to all but particular foreign visitors. In the late 1970s, when Deng Xiaoping planned to encourage tourism dynamically as a resource of earning foreign exchange, China started to progress in its tourist industry.

China is enormous. And it has diverse landscapes and cultures. CHINA is set to become the world's biggest travel destination by 2016 as it boosts travel controls and invests in a

commercial airline, railways and infrastructure. The United Nations World Tourism Organization forecasts China will surpass France and the United States on its list of the destinations which obtain the most tourists every year. France had nearly 79 million arrivals of tourists in 2010, the US had nearly 61 million and China had nearly 56 million. But China is set to rise the ranks as explorers flight to historic sites such as the Great Wall of China and explore its varied culture and striking cooking offerings. Australian travel companies are being required to upsurge the amount of tours they offer to provide to the rising demand.

China's tourism industry is booming. CHINA is prospering since it has invested in its roads and railways. Since China has opened its gateways to foreign travelers It has gained massive popularity. Since 2012, tourists from China have been the world's top financier in global tourism, leading global outbound travel. In 2016, the country accounted for 21% of the world's international tourism spending, or \$261 billion. According to previous records China was the fourth most visited country in the world. But now it is all set to become the second most visited country in the world.

In 2017, tourism contributed about CNY 8.77 trillion (USD 1.35 trillion), 11.04% of the GDP, and contributed direct and indirect employment of up to 28.25 million people. There were 139.48 million inbound trips and five billion domestic trips

As China's tourism industry prospers, the country is dignified to become the world's second largest travel and tourism economy after the United States by 2015. According to Xinhuanet, the world is on the tip of a constant Chinese tourism boom. As of 2015, China is the fourth most visited country in the world, after France, the United States, and Spain, with 56.9 million international tourists per year. Tourist Arrivals in China increased to 3054 Tens of Thousands in 2018 from 2917 Tens of Thousands in 2017. Tourist Arrivals in China averaged 1198.26 Tens of Thousands from 1978 until 2018, reaching an all-time high of 3054 Tens of Thousands in 2018 and a record low of 22.96 Tens of Thousands in 1978.