

To boost inbound tourism, govt must work on visa process, safety issues: report

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The government should work on simplifying the visa process by making it more user-friendly and address safety concerns of tourists coming to India to unlock the full potential of inbound tourism, a report said.

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Despite the challenges posed by the pandemic, India received 6.2 million foreign tourists in 2022, with a growth rate of 307.9 per cent as compared to 1.52 million in 2021.

Moreover, the travel and tourism sector contributed 9.2 per cent to India's GDP in 2022, and generated 44.6 million jobs.

"The future of inbound tourism in India looks promising, provided that the country continues to make efforts on multiple fronts to fully unlock the potential," the report 'Inbound Tourism in India-- Unlocking the potential' said.

Nangia Andersen LLP Managing Partner and Head (Government and Public Sector Advisory) Suraj Nangia said the report can be leveraged to create and implement policies and initiatives that aim to enhance the attractiveness of India for visitors and improve their experience during their stay.

Govt should work to simplify visa process, safety concerns of tourists: Ficci

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"The government can work on developing these niche tourism offerings by investing in the necessary infrastructure, promoting them through marketing campaigns and collaborating with private sector stakeholders," it added.

Nangia Andersen LLP Partner, Government & Public Sector Advisory Poonam Kaura said the report addresses five key priority areas within the tourism industry, namely green tourism, digitization, skill development, nurturing tourism MSMEs, and destination management.