

Need of "ACGU" Tourist Market for Inbound Tourism in India: Marketing and Promotional Strategies

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Abstract

Australia, Canada, Great Britain and the United States of America (ACGU), are among the top 10 tourist origin countries generating inbound tourism for India. Australia, Canada, Great Britain and the United States of America (ACGU), contribute almost 40 percent of inbound tourism in India. Hence it is quite natural that operation ACGU is very important for inbound tourism marketing and promotion. The ACGU countries are the largest supplier of inbound tourism in India.

The present paper is mainly focused on marketing and promotional strategies to promote India as a tourist destination for ACGU countries. The paper is also focused on the importance of ACGU countries for inbound tourism in India and prospective benefits from inbound tourism received from these countries. It emphasizes marketing and promotional strategies to promote India as a multi choice tourist destination. The paper is conceptual in nature and based on secondary data. Overall, it is observed there is a need for special attention on ACGU tourist market to increase inbound tourism in India. Inbound tourism can play an important role to boost India GDP growth due to its multiple economic benefits i.e. employment generation, foreign exchange earning, infrastructure development, export of services and traditional handicrafts etc.

Keywords: CGU, tourist market, inbound tourism, marketing, economic benefits

Introduction

India is one of the fastest growing economies of the world with a GDP of more than 3 trillion and ranks 5th largest economy of the world. It is expected that India can become the world's third largest economy by 2030. With the introduction of economic reforms, liberalization privatization and globalization (LPG) 1991 in India it is amazing as an investment center for the world. FDI is one of the main factors responsible for world class infrastructure and superstructure development in India. One can find world class airports, hotel chains, resort highways, super highways, banking services, security, hospitals and many more here which can be a pull factor for international tourists toward India especially from world's most outbound tourism center countries.

India has a great potential to attract foreign tourists. It has a great source for tourists that is natural and man made. There are 40 UNESCO World Heritage sites and numerous natural sites. The diversity of Indian culture represents almost the whole World's culture. People from almost every religion of the world can be seen here. The physiography of India is unique in itself which provides the glimpses of world

physical outlook i.e. deserts, mountains, plain areas, coastal lines plateau and many more. The climate, weather conditions and wildlife here is known as the home of varieties. India is one of the most suitable destinations for every kind of tourist. In spite of having all these qualities in Indian destinations it is not receiving international tourists as per capability. India is sharing almost 1.5% of international inbound tourism which is negligible as per the capacity of Indian tourism. So there is a need to re-examine and think over existing tourism planning and promotional strategies etc. In this concern ACGU countries i.e. Australia, Canada, Great Britain and USA can play important role to increase the market share of inbound tourism in India. While one review of international tourist arrival statistical data, can find almost 40% of international tourist arrival is from ACGU countries in India. It is also found that almost 35 to 40% of receipts received from ACGU countries.

India should focus on inbound tourism market potential with special interest in Australia, Canada, Great Britain and the USA (ACGU). No doubt the modern world is rapidly changing due to geopolitical relationships, international agreements, technology innovations, artificial intelligence, trade and economic corridors etc. Tourism and hospitality is also not untouched to these factors. Every country of the world is trying to grow its economy with partnership and collaboration with other countries on different levels, that is military, security, technology, cultural exchange, trade and tourism etc. The tourism and hospitality industry is one of the fastest growing industries in the world. It represents almost 10% of world employment. It has become very urgent to promote inbound tourism to gain foreign exchange and other economic benefits from the tourism and hospitality industry. The Standing Committee on Transport, Tourism, and Culture in its report indicated that Promotion of Indian Tourism in Overseas Markets is under-utilization of inbound tourism potential. As per 2018 statistics, India ranks 22nd in terms of international tourist arrivals (around 1.24% share), which is very low as per the capability of India as a tourist destination. The following steps and attention can be helpful for the growth of inbound tourism in India.

Need of special focus on ACGU countries:- Australia Canada great Britain and USA or the develop and CNT economy of the world the processing power of the tourist related to these countries are higher than other countries that is developing and third world countries focus on is your country can be come the main segment to enhance international tourism share of India

Innovative Marketing and promotional strategies for ACGU countries:- There is need to examining and evaluate marketing strategies for the development of inbound tourism in India special marketing and promotional studies should be implement in a schedule countries there is a need to enhance marketing promotional budget for this countries also electronic media and print media should be evaluate in this concern electronic media specially social media platform should be used for the promotion of India as a tourist destination.

Promote India as a destination of variety of tourist packages:- Till now, India has been presented mostly as a cultural tourism destination on the international tourism platform, whereas along with cultural tourism, India also has tourism potential in medical tourism, wellness tourism, health tourism, coastal based tourism, adventure tourism, rural tourism etc. Europe needs to be informed about.

MICE, medical and adventure tourism focus strategies:- Today India has world class infrastructure which mainly include hospitals, highways, super highways, railway system, metro, technology. Which fulfills all the needs to attract medical tourists, health tourists. Chennai is emerging as a healthcare capital of India. There is a need for more visa schemes for medical facilities like Ayush VISA. There is an opportunity to brand India medical tourism with the concept of one earth-one health in ACGU countries. There is a need to provide networking opportunities for Medical Value Travel (MVT) stakeholder, professional, and experts. According to Medical Tourism Index 2020-2021 (MTI) India is ranked tenth globally for medical tourism. There is a great scope to establish India Medical tourism in world top ranking in the field of Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy, Yoga and meditation. The geography of India is unique to attract foreign tourists in the field of adventure tourism. There is a great scope for land based, air based, and water based adventure tourism. India can attract tourists from ACGU on the behalf of different adventure tour packages and itineraries.

Need of liberation in visa regulation and other legal formalities:- flexible and liberal visa and legal formalities between India and ACGU countries can become the main factor to grow international tourism between India and ACGU countries. India should engage in negotiations with ACGU countries to establish bilateral agreements that can help to facilitate easier visa processes for tourists. There should be focused on reduction of visa fees, simplified application process, visa on arrival, e-visa expansion and multi entry visa.

Flexible taxation policies for hospitality and tourism:-The Standing Committee on Transport, Tourism, and Culture in its report indicated that no doubt inbound tourism play a significant role to earn foreign exchange (Rs 2,11,661 crore in 2019), but the taxes levied on inbound tourism and tourism oriented services are among the highest in the country. So there is a need to review the tax regime applicable to the hospitality and tourism industry so that India can gain economic benefits from the tourism and hospitality sector in the field of employment generation, foreign exchange earning and infrastructure development etc.

Tourism ministerial meeting with ACGU countries:- At present, India needs to hold a Tourism Minister level meeting to promote international tourism from ACGU so that tourism related partnerships can be established with these countries. It is necessary to ensure that India is promoted as an international tourism hub in tourism related meetings.

India and its international image:- The way India is emerging as a strong economy and country at the global level, it is necessary to present its positive image in the field of tourism in ACGU countries also. So that the number of international tourism in India can be increased. The modern picture of India as a country of potential opportunities should be highlighted all over the world.

Conferences, exhibitions, rallies and campaigns to promote brand India:- There is a need to organize exhibition conference meeting rallies within Europe to make people aware about the different types of tourist destinations, culture, heritage, coastal areas, rivers and mountains in India so that Europe and North America can become aware about the tourism potential of India. India tourism stakeholders like travel agents, tour operators, hoteliers, organizations and offices should participate in the major international

Travel trade Fairs and Exhibitions in major tourist generating, emerging and potential markets especially ACGU countries. These exhibitions can become showcases to promote the tourism resources and products of the country. Special campaigns and rallies in ACGU countries can also be significant to promote tourist attractions in India.

Visit of media personal, influencers, travel agent/operators:- there is a need for Visit of media personal, influencers, travel agent/operators, hoteliers, professionals from Hollywood industry and other tourism professionals in India from ACGU countries. These visits will be helpful to promote India as a tourist destination. In the modern competitive world Influencers can play a significant role to aware people in discovering new and exciting locations, particularly in India where there are numerous destinations related to different themes and specialities for different market segments related to culture, heritage, rural, farm, green, health, youth, and adventure tourism.

Updating tourism oriented programs and websites:- Due to technological advancements Travelers are preferring to plan their vacations and holidays online instead of visiting traditional travel agencies offices. A McKinsey and Google study on European travelers found that 87% of all travel bookings are online. So as per the changing environment there is a need to update tourism websites and programs There should be use of augmented and virtual reality marketing programs.

Seek partnership with tourism stakeholders:- This strategy is concerned with looking out for partnerships with organizations with similar interests to build trust and gain new resources. Such partnerships can include hotels, restaurants, airlines, tour operators, travel agents, entertainment venues, travel and tourism organizations/associations, tourism stakeholders or even local authorities from India and ACGU countries. Partnership among these tourism stakeholders can play a significant role to highlight India as a tourist destination in ACGU countries. Vertical or horizontal partnership can exist among tourism stakeholders for the growth of inbound tourism in India.

Conclusion

No doubt, the modern world is full of uncertainty. International relationships are changing rapidly at international level due to factors related to geopolitics, diplomacy, technology, competition and personal interest of a country. There may be some diplomatic factors which can affect international relationships with ACGU countries for a short term, which can affect tourism and hospitality industry but in long term India and ACGU relationship is most important for world's prosperity and growth. In conclusion, it can be said that the ACGU tourist market is one of the main segments for inbound tourism in India.

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