

A COMPARATIVE STUDY BETWEEN FRANCE & INDIAN TOURISM DEVELOPMENT

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Abstract: The Tourism industry is one of the world's largest industries with a global economic contribution (direct, indirect & induced) to approximately 8.3 trillion U.S dollar in 2017. Tourism is the primary engine of growth for every country's economy. Tourism also provides jobs for the local residents, further benefiting the destination. Yet the main question arises 'Why some countries have progressed successfully in tourism development while others are still gradually developing? A comparative study between France and Indian tourism development reveals how France emerges as world leader in promoting tourism and India's tourism industry is still in developing stage. As Tourism Industry in India has grown at rapid pace in recent years but in order to achieve a sustainable growth a lot of policies & strategies are required to compete with top destination of tourism like France. France attracts almost ten times as many tourists each year. This study will not only reveal the strength of France tourism industry rather will also try to find out the weakness of Indian tourism industry. The comparison focuses on tourism resources, strategy, potential and policy implementation in two respective countries. The diversity in France tourism investment opportunities, advertisements and policy implementation are some of the success factors behind its progressive development. This comparative analysis would guide in a systematic manner to Indian tourism industry to improve its global rank in the tourism sector.

Key Words: Tourism Industry, Tourism Development, Tourist, Sustainable growth, Tourism resources, Policies, Potential, Investment opportunities,

INTRODUCTION

Tourism is a major facet of the economy. The Tourism industry influences the host society in several ways. Tourism is the travel for recreation, leisure, religious, family business purposes, usually of a limited duration. France the top tourist destination worldwide has emerged the world leader in promoting tourism and India; a major must visited destination of Asia is still underperforming in the area of tourism. French tourists come to India in large numbers. There is a true attraction in France for India's vibrant culture and heritage. It is emotional for a Frenchmen to visit places such as Pondicherry and Chandan Nagar, where both cultures meet. There is great potential for Indo-French co-operation in living heritage, urban development and beautification. France and India share similarities, with their rich cultural histories and love for heritage. With 29 states, each the size of a small country, a rich history and remarkable diversity of culture, India should have no problem attracting tourists and yet, while its domestic tourism market is thriving with over 100 million travellers internally, it only welcomed 10 million foreign tourist in 2017. India has done quite a lot in recent years to grow its travel and tourism industry. This is clear from its improvement in 2017 Travel & Tourism Competitiveness Report, in which India has risen from 65th position in 2013 to 40th in this year's edition. Today, India is also one of the fastest growing aviation markets in the world. But there is still much more that could be done to compete in the area of tourism with the country like France which benefitted from 86.9 million international arrivals in 2017. Indo-French

cooperation on tourism and heritage is growing, having started with a renovacation agreement signed in 2000 for helping local inhabitants retain the heritage of old Ahmadabad, and others for development projects in Pondicherry. To open France even wider to Indian visitors, with effect from 1st January 2015 the French government has been issuing tourist and business visa within 48 hours for Indian visiting France, contributing to the increase of the number of visas issued. India, for her part has decided to extend tourist visa on arrival scheme to French nationals. France's major concern is to sustain its position whereas India faces a tough competition from other countries to come out of its current 40th position.

OBJECTIVE OF THE STUDY

- To study about the tourism resources, tourism policy & tourism promotion strategies of France and India.
- To know the investment potential of tourism in France & India.
- To make a comparative analysis of tourism Development between both the countries.
- To provide suggestions to ministry of tourism of India to improve India's global ranking in tourism sector.

RESEARCH METHODOLOGY

The present research paper is primarily based on secondary data, which have been collected from various sources to obtain information on tourism Development in France and India. These sources included online published resources and government official websites. The research has become descriptive in nature. Tourism & travel competitive Index 2017 is mainly used to show the study more comparative in nature.

TOURISM RESOURCES & TOURISM POLICY OF FRANCE

France is the world's most popular tourist destination. Visitors are attracted by historic cities, a beautiful countryside, the castles of Loire valley and Brittany & Normandy. In addition France offers an agreeable climate, some excellent beaches on the French Riviera, the Atlantic Coast and the island of Corsica, wide possibilities for winter sports, most notably in the Alps and the Pyrenees and a rich culture with food & wines that are among the most celebrated in the world. France has 37 sites inscribed in the UNESCO'S World heritage list and features cities of high cultural interest (Paris being the foremost, but also Toulouse, Strasbourg, Bordeaux, Lyon and others). Small and picturesque French villages of quality heritage such as Collonges-la-Rouge or Locronan are promoted through the association Les Plus Beaux Villages de France (literally "The Most Beautiful Villages of France"). The Remarkable Garden" label is a list of the over two hundred gardens classified by the French Ministry of Culture.

The French tourism policy focuses on strengthening France as a tourist destination and increasing tourism economy by meeting tourist demand. It aims to promote social tourism giving better access and providing better quality of tourism products to every traveller. Tourism in France was taken off the public sector in the 1980s and placed under a new institutional structure based on public private partnerships. The ministry of state undertakes promotion and regulation of tourism activities through various departments including the Malson de la France, plan Qualite Tourisme, the National Vouchers Agency, ODIT-France, etc. These agencies ensure promotional activities, quality of tourism product, reimbursements to service providers and expert analysis and advice on all public private partnerships in France and abroad respectively. In order to promote tourism and protect tourism the French government regulates travel agents, while maintain a high level of protection to consumers, reorganising the strict liability of operators to operate under International convention Article L2 11-16 of the code of tourism makes any person engaged

in organising or distributing of a package, personally liable to the services provided and to the safety of the passenger. The law explicitly guarantees the safety and quality of product to the consumer/ tourist who can undertake a journey without being cheated or harassed. Domestic tourism in France remains strong recording the highest no. Of domestic tourist compared to any other country. France close proximity and transport links with its European neighbours and UK have made France a popular destination. The French government is well versed to service its ever growing tourism sector'

TOURISM RESOURCES & TOURISM POLICY OF INDIA

India is the world's seventh-largest country stretching from the high mountains of the Himalayas to the tropical greenery of Kerala & from the sacred Ganges to the sands of the Thar Desert. India is a vibrant land of startling contrasts where both the traditional and modern worlds meet. Travellers experience an array of sacred sites and spiritual encounters, while nature lovers will enjoy its sun washed beaches, lush national parks and exciting wild life sanctuaries, from the magnificent Taj Mahal in Agra to the holy sites of Harmandir Sahib (Golden Temple) in Amritsar and the Mecca Masjid mosque in Hyderabad. Group of Monuments also form major attractions in India Especially the Khajuraho, Hampi, Halebidu & Mahabalipuram & Konark. In the same manner Serene Backwaters of Kerala, balmy hill stations in Nilgiris and the tiny emerald of Goa renowned for its beaches, parties & night life. Each and every state of India has a distinct identity has something special to offer. Some of the remarkable tourist destinations are Rajasthan, Kerala, Goa, Madhya Pradesh, Varanasi, Agra & Ladakh that has so much to explore & carry out various activities of tourist attractions.

National tourism policy of India was formulated in 1982 in a closed economy with stringent licensing procedures. The policy however did not recognize the role of private sector and due to its formulation in the closed economy, foreign investment in tourism sector was not encouraged. So government of India formulated national tourism policy in 2002. The main objectives of the policy are :- To position tourism as a major engine of economic growth, To harness the direct& multiplier effects for employment and poverty eradication in an environmentally sustainable manner, To position India as one of the global tourism trade and to promote the untapped potential of India as a destination, To create & develop integrated tourism circuits based on cultural and socio economic aspects along with states, private sector and other agencies and to recognize the importance of private sector and private investment in tourism industry, with government acting as a catalyst to boost up tourism earnings. Considering the recent developments and advancement in the tourism sector across the world, a new draft tourism policy has been formed by following these features which focus on the vision of developing & positioning India as "MUST EXPERIENCE" and "MUST RE-VISIT" destination for global travellers, while encouraging Indians to explore their own country, Development & promotion of varied tourism products as well as niche products such as medical & wellness, meeting, incentives , conferences& exhibition (MICE), Adventure, wildlife etc and development of quality human resources in the tourism and hospitality sector.

TOURISM PROMOTION STRATEGIES OF FRANCE

The France tourism Development agency is responsible for promotion and marketing of tourism products in France. It organises road shows, campaigns, events and festivals, workshops, conduct training sessions and arranges tailor made press trips; all designed to best suit the interest of the target groups comprised of the members of travel trade, media and the general public. The strategy focuses less on iconic symbols, such as the Eiffel tower and Cote d'Azur and more on gastronomy firm and other cultural attractions. In order to increase people to people links between the two countries the French government facilities visas to visit France in India. The exhibitions portray an eclectic mix of what France has to offer in

terms of tourism opportunities, including high end destinations and products, ski and sea side resort, transportation and hospitality partners, shopping and other attractions. The campaigns are aimed at providing today's affluent traveller a window to France. The French tourism industry uses popular media to communicate three primary themes visually to its audience. History presenting culture, romance presenting ambience and innovation presenting urbanity France's 'Will it mix' campaign with a dash of humour has taken the blending idea in the rigid directions, saying that France wants to prove to the rest of the world that they can 'mix well' with other cultures. Tourism ministry in France promotes events, festivals such as the cycling festival in July 2011, to showcase the country side and natural beauty of the country. On July 14, 2011, France celebrated its annual international "Destination France Day" as the day to celebrate France as a top travel destination. The logo serves as the linchpin for a new communication strategy that unifies all the sectors of the French tourism industry. The updated logo includes a representation of Marianne, the national emblem of France, as well as the phrase "Rendezvous en France" to inspire and welcome the public to travel to France.

France is currently the world's leading tourist destination, although there is still some room for growth in terms of visitors received and revenue generated. Accounting for over 2 million jobs and 7% of GDP, tourism is a strategic sector for the French economy. France is the world's leading destination with 86.9 million tourists in 2017. The aim is to reach 100 million tourists by 2020. Laurent Fabius recently chaired the closing meeting of the Conseil de Promotion du Tourisme (Tourism Promotion Council), responsible for outlining a strategy for 2020. The council worked on six fields:- Gastronomy & Oenology; Destinations & Brands; the digital sphere; hotel business; business tourism & shopping and reception, communication and training. Therefore of the 40 proposals in the council's report, Laurent Fabius has initially selected 20 or so which include the following:-

- Improving reception facilities, which must become a national priority,; whilst ensuring good travel preparation (facilitating the acquisition of visas, enriching the tourist content of the global media) and that everything runs smoothly.
- Adopting a Coherent promotion strategy: Based on a limited number of world famous destination brands to focus both efforts & financial resources.
- Developing Digital technologies: Overhaul of the tourist promotion portal, high speed broad brand coverage in the main tourist areas. Adoption of an electronic "city pass" in the Ile-de-France region and clarification of contractual relations between traditional players in the tourist sector & professional in the digital sphere. The adoption of two significant measures by the National Assembly on Wednesday 10 June reflects this creation of a mandate agreement between hoteliers and major booking centres & the withdrawal of the pricing party clause.
- Promoting occupations in the tourism industry and improving training for professionals placing the emphasis on foreign language skills, service quality, digital expertise & general culture.
- The introduction of a tourism investment strategy with the creation of a special investment fund (Tourism Investment fund) this will be created in the autumn and the third future investment programme will include a special tourism component, available to businesses as of 2016. Bpifrance has also introduced a funding service for professionals in the tourism industry.
- Support for initiatives showcasing regional & product diversity. The "European Heritage days will henceforth incorporate intangible heritage, gastronomy in particular.

TOURISM PROMOTION STRATEGIES OF INDIA

The Ministry of Tourism, Government of India undertook a series of promotional initiatives to aggressively promote tourism in India. As part of the promotional initiatives undertaken, Road shows were organized in important tourist generating markets overseas with participation of different segments of the travel industry.

- Road shows, in collaboration with the Indian Association of tour operators were organized in CIS Countries, during the months of Sep-Oct 2010. Road shows in collaboration with the PATA India chapter were organized in May 2010 in USA and Canada. The Road shows comprised presentations on India followed by one to one business meetings between the trade delegation from India and the travel trade in the respective countries. The delegation for the road shows was led by the secretary (Tourism).
- India Tourism Toronto undertook massive advertising & outdoor publicity during the Vancouver Winter Games 2010 in Vancouver and also Paralympics games 2010 from February to March 2010
- India Tourism, Paris participated and supported the 3rd France India Business Cup golf Tournament held. Promotional strategy to attract foreign tourist, the Ministry of Tourism has taken various initiatives to attract more foreign tourists in the country such as:-
 1. Launch of e-tourist visa for citizens of 77 countries.
 2. Promotion of the destination through the Incredible India Campaign across the globe.
 3. Participation in major international Tourism Travel fairs & Exhibitions.
 4. Organising Road shows to promote tourism destination and products of country in major tourist source markets in collaboration with stakeholders.
 5. Development & Promotion of “Niche Tourism” products.
 6. Creating an increased pool of trained manpower in Hospitality Tourism sectors for delivery of quality service to the tourist.
 7. Release of regular domestic Advertisement campaign in national print and electronic media.
 8. “Welcome Booklet” with information on Do and Don’ts for tourist, contact details of India Tourism domestic offices & Tourist helpline Number for distribution at immigration counters to tourist arriving at international airports.
 9. 24 x 7 “Incredible India Helpline” to provide the tourist valuable information and to guide them during emergencies.

The Ministry of Tourism as part of its ongoing promotional activities releases print, electronic online & outdoor media campaigns in the international markets, under the “Incredible India” brand line to showcase India’s tourism potential and to increase foreign tourist arrivals to the country. In addition, a series of promotional activities are also undertaken through the India Tourism offices overseas in important and potential source market overseas, with the objective of attracting a larger number of foreign tourists to the country. These include participation in international travel fairs & Exhibitions organising Road shows, Know India Seminars & Workshops; Organising and supporting Indian food & cultural festivals; publication of brochures, offering joint advertising & brochures support and inviting media personalities, tour operators & opinion makers to visit the country under the Hospitality programmes of the Ministry.

The Ministry of Tourism also provides financial assistance to approved stakeholders & Tourism Department of state/ union territories for promotion of Tourism in overseas market, under the Marketing Development Assistance Scheme. Two new schemes launched are:- Swadesh Darshan for integrated

Development of Tourist circuits around specific themes. National Mission on Pilgrimage Rejuvenation & spiritual Augmentation (PRASAD) to beautify & improve the amenities & infrastructure at pilgrimage centres of all faith cities.

RECENT INVESTMENT OPPORTUNITIES IN FRANCE

The Government has launched the France Development Tourism Investment platform to coincide with the first annual tourism Conference. The platform will unlock €1bn to improve hotel infrastructure, modernise tourism facilities (Marinas, spas & hydrotherapy, exhibition centres, etc) and support SMEs in the Industry. France has set up its efforts & aims to attract 100 million foreign tourists in 2020. The 2nd Interministerial council for tourism (CIT) , which met on 19 Jan 2018 is considerably scaling up the means devoted to the two priorities underpinning an ambitious tourism policy: promotion of the sector worldwide, with the focus of increasing demand & Investment, with the aim of improving supply in the tourism industry. The government has made tourism a priority and set its sights on receiving a target 100 million international tourist in 2020 and €50bn in economic revenue. The CIT was set up in July 2017 for the purposes of supporting the tourism sector & achieving these goals.

- Its first measures have particularly borne fruit : 8 new countries now benefit from the issuance of visas in less than 48 hours, queues have been reduced in the departure & arrival halls of Parisian airports and an annual € 4m is ring fenced for cleaning motorways for example
- The 2nd CIT meeting has considerably scaled up the means devoted to the two priorities of an ambitious tourism policy; promotion & investment. To allocate a set amount of state funding to the operator about France: 3% of the revenue from the issuing of visas. This amount (around €6m) will leverage funding from both the regions and private sector: the mission on financing promotion has confirmed the substantial commitments on the part of the leading French tourism stakeholders. An additional €6m in private funding is thus expected to unlock for the benefit of promotion of this year. This all brings the additional budget available to France for the purposes of promoting tourism abroad to a total €15m from 2018. Ultimately, the aim is to reach €1 of promotion per tourist welcomed in 2020

French cuisine, a key asset listed as a UNESCO World Heritage, the French gastronomic meal is one of the symbols of French-style excellence, In 2019, three events promoting it will be organised under the heading “Good France/Gou[^]t de France” within a short space of time. In late spring:

1. The annual initiative “**Good France/Gout de France**” celebrating French cuisine abroad;
2. The “**Davos for foodies**” which will turn Paris into the world capital for debates on changing tastes and consumer trends;
3. The “**Fete de la Gastronomie**”, a flagship festival for the general public where professionals can share their talents, know-how and local produce (by serving up banquets, tasting sessions, picnics, workshops, lectures and more).

Tourism is a tremendous tool at the service of local area development, and an invaluable means of creating wealth in the countryside, mountains and coastal areas. A series of concrete measures has been rolled out to turn tourism to best account and leave behind certain economic models which are reliant on tax credits and generate a dependence on tax expenditure: -- **On simplification, especially for small establishments:** seating in motion the reform of the rated resorts scheme and ranking of tourist information offices, revision of the rating system of tourist accommodation sites (camp sites, tourism residences), helping the smallest tourist accommodation sites to become more accessible. **On Support:** creation of a one-stop shop for expertise so that project leaders can effectively benefit from the state’s services. Dubbed “France Tourisme Ingeniere”,

this partnership based tool for which Caisse des dépôts et consignations (CDC) has teamed up with the future National Agency for local areas and private project leaders. **On funding:** CDC is poised to set up its action as an investor in local areas by pledging to invest €500m over 5 years from its central sector. This comes in addition to the doubling in the budget € 200m of the public investment bank Bpifrance and easing in lending conditions for the hospitality sector. **On the improvement of certain rules of urban planning law:** This particularly involves enabling more precise zoning of the destination of constructions in local urban development plans, adjusting the rules of co-ownership and strengthening the binding nature of tourist development agreements.

INVESTMENT OPPORTUNITES AVAILABLE IN INDIA

India's travel & tourism industry generated US\$ 91.3 billion (Rs 5,949 billion) in 2017 and is projected to double over the next decade. Foreign spending alone accounted for US \$26 billion (Rs 1,961 billion) last year. An estimated 18 million international tourists will visit India in 2018 the figure is projected to reach 30.5 billion by 2028. India is rich in history, culture & well preserved natural landscape, offering a multitude of experiences for a diverse segment of tourists across the breadth of country. In fact, India is host to 35 world heritage sites, 10 bio geographical zones & 26 biotic provinces. As a result, a diverse portfolio of tourism products are available: cruises & adventure activities, medical & wellness facilities, international sports events, business & conference facilities, eco tourism, film festivals & rural and religious tourism.

India's expertise in yoga & herbal cures is gaining recognition internationally. The nutrition and wellness tourism segment is growing rapidly and the government recently set up the department of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy (AYUSH) to coordinate growth & investment in the sector. AYUSH currently generates about US\$120 billion (Rs 7800 billion) annually. Medical Tourism in India is also witnessing a huge increase due to the low costs of important medical procedures, typically up to 30% cheaper than in the US OR UK. The medical tourism market accounted for US \$ 3 billion (Rs 195 million) in 2017 and is expected to double this year due to easier norms for medical visas. India is the top destination for elective procedures such as cosmetic surgery hip or knee replacements, dental procedures and most commonly, infertility treatments. Meeting incentive, conferencing & exhibition (MICE) tourism in India caters to a variety of trade meetings, international conferences & conventions, events & exhibitions and has captured the interest of several major hotel brands. India earns about US\$4.8 billion (Rs 292.7 billion) yearly through tourism in this segment. Tourism is a top FDI sector in India, attracting more than US\$10.48 billion (Rs 681.2 billion) in foreign investments in the last decade. India has allowed 100% FDI under the automatic route in tourism & hospitality; 100% FDI in tourism construction projects, including the development of hotels, resorts & recreational facilities; 100% FDI in AYUSH sector which is relevant for the wellness & medical tourism segment. India's federal Budget for 2018 announced the "Incredible India 2.0" initiative to develop the country's hospitality sector through investments in tourism Infrastructure. The Swadesh Darshan & PRASAD programme aim to proper investment in tourism. 13 theme based tourist circuits are being developed under the US\$109 million (Rs 7.8 billion) Swadesh Darshan Scheme. Further, US\$ 15.4 billion in federal funding is available for the beautification & maintenance of pilgrimage centres under PRASAD scheme. To improve the suitability of these projects, Public private partnerships (PPP) have been introduced under both initiatives. Other federal Initiatives to promote tourism such as:- E-ticketing for cultural sites, Multi-lingual telephone helplines for foreigners, Digital India Scheme to promote Online service Providers, Online databases for cultural shows & performances, E-Tourist visa facility for eligible countries, UDAN scheme to promote travel to smaller heritage sights by reducing air ticket prices, Improving sea ports for cruise tourism and New golf tourism.

COMPARITIVE ANALYSIS OF TOURISM DEVELOPMENT BETWEEN FRANCE & INDIA:-

Tourism can be very important to a country's economy, particularly in less developed countries, where it can drive growth. Proper development of tourism is based on many factors related to social, human & environmental factors. The Travel & Tourism Competitiveness Index measures "the set of factors & policies that enable the sustainable development of the travel & tourism sector, which in turn, contributes to the development & competitiveness of a country".

Table: 1. Travel & Tourism Competitiveness Ranking as on 2017

Pillars	France/ 136	India/136
Global ranking	02	40
Business Environment	46	89
Safety & Security	67	114
Health & Hygiene	14	104
Human resource & labour market	28	87
ICT Readiness	20	112
Prioritization of Travel & Tourism	27	104
International openness	19	55
Price Competitiveness	118	10
Environmental Sustainability	17	134
Air transport infrastructure	13	32
Ground & Port infrastructure	07	29
Tourist Service Infrastructure	17	110
Natural Resources	13	24
Cultural resources & Business travel	03	09

SOURCE: World Economic Forum (Travel & Tourism competitiveness Index 2017edition)

Table 1 shows the comparative analysis of France and India's ranking as per the 14 pillars of destination competitiveness recognised by TTCI of 136 economies. It clearly shows France's edge over India as an attractive tourist destination. In most of the pillars France merely scores above India. France maintains its 2nd position, withstanding the effects of the terrorist attacks of 2015 & 2016. Though this has led to lost ground (5places) on safety and security, international arrivals have remained stable. Cultural resources (3rd), ground transportation (7th) and air connectivity (13th) continue to drive France's T&T competitiveness. Declines in security and in the usage of natural resources (13th, down 5 places) have been more than compensated by a significant reduction in the prices of hotels and ticket taxes, which have led to an improvement in France's T&T price competitiveness by 21 places. France has improved its environmental sustainability (17th, up 6 places), by reducing the direct footprint of the sectoral activity on the environment and signing more environmental treaties. The business environment has also favoured investments in the sector, with lower construction costs (85th up 24 places), and more efficient private dispute settlements through the legal system (27th). While France may have lost T&T revenue over the past couple of years, it has continued to strengthen its T&T competitiveness fundamentals, making its T&T sector resilient to shocks and primed to grow in the future.

On other side India has improved 12 places to reach the 40th position globally. The country has seen continued growth in international arrivals over the past 15 years, reaching the 8 million mark in 2015. India has potential to continue to charm international tourists with its vast cultural & natural resources (9th & 24th, respectively) and its price competitiveness advantage (10th). India continues to enrich its cultural resources, protecting more cultural sites and intangible expressions through UNESCO World Heritage lists and via a greater digital presence. International openness (55th, up 14 places) through stronger visa policies implementing both visas on arrival and e-visas has enabled India to rise through the ranks. The T & T sector benefited from improvements in the country's ground transport infrastructure, which has traditionally been a challenge (29th). Health conditions are improving, though they remain inadequate (104th). Similarly ICT readiness (112th), security concerns (114th) and human resources (87th) are improving but these remain weak. While further improvements are needed across these dimensions, India is taking small but important steps in the right direction. The Indian T&T sector presents significant opportunities that yet to be reaped, especially in the provision of tourist service infrastructure (110th) and in terms of additional accommodation capacity & entertainment facilities.

Table: 2. Foreign Tourist Arrivals in France & India (In Last 5 Years)

Year	France(million)	% change over previous year	India (million)	% change over previous year
2013	83.6	2.0	6.97	5.9
2014	83.7	0.1	7.68	10.2
2015	84.5	0.9	8.03	4.5
2016	82.6	-2.2	8.80	9.7
2017(pr)	86.9	5.1	10.18	15.6

Sources: DGE& Banque de France & India Tourism statistics, Government of India, Ministry of Tourism, 2017

In 2016, France was again the world's most popular tourist destination, despite a 2.2% decline in arrivals, welcoming 82.6 million foreign tourists to metropolitan France and roughly 400,000 to the overseas department & territories. The numbers were adversely affected by the terrorists events on 13 November 2015 & 14 July 2016 but in 2017 foreign tourist arrivals growth rate are set to increase by 5.1% to reach at 86.9 million. Apart from the absence of major terrorists attacks until mid 2017 and other factors such as the more favourable exchange rate of the US dollar against the euro, this improvement notably stemmed from the emergency plan by the French Government. Tourism in France directly contributed 77.7 billion Euros to gross domestic product, 30% of which comes from international visitors and 70 % from domestic tourism spending. The total contribution of travel & tourism represents 9.7% of GDP and supports 2.9 million jobs (10.9% of employment) in the country.

While in India the number of Foreign Tourist Arrivals during 2016 increased to 8.8 million as compared to 8.03 million in 2015. The growth rate in FTAs during 2016 over 2015 was 9.7% as compared to 4.5% during 2015 over 2014. For the first time, annual foreign tourist arrivals in the country have crossed the 10 million mark in 2017. Foreign Tourist arrivals in 2017 were 10.18 million with a growth of 15.6% over 2016. The World Travel & Tourism Council calculated that tourism generated Rs. 15.24 lakh crore or 9.4% of the nation's GDP in 2017 and supported 41.622 million jobs, (8 % of its total employment) in the country. The Indian tourism sector needs an urgent image makeover & higher investment in development,

growth and infrastructure including through public-private partnership (PPP) mode to capitalize on opportunities provided by overall growth in world tourist arrival.

Table: 3. World's Top Tourism Destinations (International Tourist Arrivals (In Millions))

Rank (Country)	2017 (In Millions)	Changes 2017/2016 (%)
1. France	86.9	5.1
2. Spain	81.8	8.6
3. United States	73.0	-3.8
4. China	60.7	2.5
5. Italy	57.5	9.8
6. Mexico	39.3	12.0
7. Turkey	37.6	24.1
8. Germany	37.5	5.2
9. United Kingdom	37.0	3.4
10. Thailand	35.4	8.6

Sources: DGE- Banque de France, EVE survey of visitors from abroad; UNWTO, provisional 2017 figures.

According to UNWTO's projections, In 2017, France was again the world's most popular tourist destination, with an increase of 5.1% growth in arrivals as comparison to 2016 by welcoming 86.9 million foreign tourists to metropolitan France. Spain is set to replace the United States as world's second most popular tourism destination with 81.8 million foreign tourists in 2017. International arrivals to the United States were down by 4% in 2017 with 73.0 million foreign tourists. And other countries such as China(60.7 million), Italy(57.5 million), Mexico(39.3 million), Turkey(37.6 million), Germany(37.5 million), United Kingdom (37 million) & Thailand(35.4) were also keep on pacing with global tourism boom.

CONCLUSION

Tourism has become one of the most important global industries today. France plays a leading role in international tourism. With 86.9 million international tourist arrivals in 2017, France is the world's number one tourism destination. The potential for growth is still highly significant, as World Tourism Organisation predicts that international travel will double over the coming 20 years (2 billion international tourists by 2030). France government's sole operator in terms of tourism development is entrusted with contributing to the reinforcement of the attractiveness of Destination France and of the competitiveness of its companies & related sectors. France tourism development agency supports nearly 1300 professionals in their international efforts. In total, more than 2,800 promotional operations are organised each year. They target the general public with a strong digital strategy (a website, www.France.fr, 3 million fans on social media, 5.5 million qualified CRM contacts), but also with communication campaigns & publication. To ensure tourist security & holiday experience, the French government arranged for 150 volunteers to provide services for tourist at popular sites. India has a huge untapped tourism potential & a lot more needs to be done to make the country a major tourism destination& earner from the sector. According to Travel & Tourism Competitive Index 2017, India's Tourism sector has improved 12 places to 40 positions globally among 136 countries, but still it is way behind others in health & hygiene, security concerns, human resources & tourist service infrastructure as comparison to France Tourism sector. In 2017, India's travel & tourism industry generated \$208.9 billion. Yet international visitors only contributed 12% of this figure. With one-tenth of France international arrivals. So India needs to strategize towards the target of high spending visitors around the

world as France. It can be done through proper development of tourism product & itinerary that have potential to engage visitors for a longer duration. India needs to make travel and tourism a priority to increase its current 10 million international arrivals to a figure beyond the forecasted 15 million by 2025. While emphasis should be placed for India as a tourist destination, it should be complemented with the development of adequate supply, to do so, investing in infrastructure is necessary from airports to roads and hotels to tourist infrastructure, as is focusing on implementation progressive legislation and ensuring digital infrastructure throughout the ecosystem. Tourism is a multi-dimensional activity & service industry, so it would be necessary that in India's Tourism sector all wings of central & State Government, Private Sector & voluntary organizations become active partners in the endeavour to attain sustainable development of tourism so that in further years India's Tourism sector would also attain a significant place in world's leading tourist destinations across the world.

SUGGESTIONS:

- Integrate the “Incredible India” Campaign into a more holistic campaign that includes not only print but also other channels such as digital, social, placement, review sites and global media and that focuses on the positives of visitor created content, while also addressing the challenges reported by visitors. Incredible India 2.0 needs to showcase a changed and modern India; to do so, India must fix its value chain to enable not only attracting tourists but also guaranteeing the experience.
- Enhance the perception and reality of India as a safe destination by designing and implementing enhanced security protocols.
- Investment should be done in the development of both physical & digital Infrastructure in order to confront the issue of last mile connectivity.
- Take Advantage of the labour force available in India in order to improve tourist experiences by training skilled & unskilled workers in hospitality Industry through both public & private programmes. Ministry has initiated several short and medium term skill programmes, the scale of these initiatives is not sufficient to make a real dent in the labour problem. For India to successfully meet its skill development targets, it needs to increase these programmes. With stronger public-private collaboration that creates robust on the job training and apprenticeship models, the education to employment gap will be bridged.
- A public- private partnership approach should be considered in the management of monuments and travel routes to develop experiences for travellers that are high quality and cost –efficient. Creating an incubator for small and medium-sized enterprises as a public-private endeavour could also further drive job creation and growth in the country, while supporting the development of experiences and ancillary services.
- Investing in India's image without taking a holistic approach and focussing on implementing progressive policies will not yield the desired results. Focus needs to be placed on facilitating infrastructure development as well as investment, licensing and home stay policies and creating a balanced taxation system that will support the government while enabling the business to thrive.

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