IS INDIA'S TOURISM REALLY INCREDIBLE?

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Abstract: Mark Twain had said, "So far, as I am able to judge, nothing has been left undone by man or nature to make India the most extraordinary country that the sun visits on his rounds". The tourism and hospitality brand in India is fortuitous. In reality, there has to be a lot of coordination to ensure consistency, engagement, and strategy to continue proactive rebranding of Incredible India. The rebranding of Indian tourism and hospitality is a creative exercise that involves branding for its target consumers, which must eventually translate into a positive decision-making in favor of India. Indian tourism and hospitality should now evolve as a multi-layered presentation.

Keywords: - **Re-Branding, creative, tourism, hospitality.**

I. INTRODUCTION

India's uniqueness attracts tourists and its diversity has something to offer to everyone; her history and heritage, culture and languages, spices and Bollywood gives an exotic experience to her visitors, thus making it 'Incredible India'. According to World Tourism Organization, tourists are "people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes". The Travel and Tourism Competitiveness Index, released by World Economic Forum, shows that India has managed to move up 13 spots from 65th rank to 52nd in just 2 years. The verse "Atithi Devo Bhava" is derived from Scriptures, and it means - Consider the guest as God. Indian Tourism has an imprint of this beautiful cultural belief. The term Hospitality is derived from the Latin word 'hospitaire' which means 'to receive a guest'. The term hospitality hence implies a guest who is away from home is welcomed by a host where basic necessities are provided such as food, beverages, and lodging.

Rebranding is a revised marketing design intended to revamp the identity of an existing brand. The usual goal is to influence a customer's perception about a brand overall, by revitalizing the brand and making it seem more modern and relevant to customer's need. 'Incredible India' campaign (2002) has successfully delivered the promise to the tourists but now there is a need to reinvent and redefine its strategy to provide a wider acceptability and visibility in the international market. The rebranding of Indian tourism and hospitality is a creative exercise that involves branding for its target consumers, which must eventually translate into a positive decision-making in favor of India.

II. OBJECTIVES
➢ To analyze tourism and hospitality perspective.
➢ To rebrand the tourism and hospitality sector of India.
➢ To suggest certain measures for tourism plans.

III. REVIEW OF LITERATURE

- Multiplier effect - Tourism industry is very much affected by the law of economics. For the last 40years economists have developed a doctrine known as "Multiplier Effect" of tourism. This theory was enunciated in 1939 by Prof. Paul A Samuelson. K=1/ΔC, K-Multiplier ΔC- Change in consumption. ΔY- Change in income. In accordance to this theory, the multiplier "K" is dependent on the relationship between a change in consumption "C" and change in income "Y". The theory can also be applied to tourism. When a place is visited by a tourist, he spends his money in that particular region, a part of this money becomes an income for the people living in that region. This income is again spent so on and so forth. Thus money changes hands a number of times and is spent and re-spent. The impact of this expenditure on the nation's economy will go on multiplying.

- Butler Theory (1980) - Butler suggests that resorts or destinations develop and change over time according to linked stages. According to this theory, the initial stage of the tourism area cycle is the exploration stage. In this stage, tourists start coming to a destination and they get attracted by natural features. There is maximum contact between tourist and community. The second stage is the involvement stage. In this stage, more tourists start visiting the destination and the local people become more involved in providing services to tourists and develop a necessary infrastructure. In the development stage, the tourist market becomes defined and tourist season starts to develop. The fourth stage is the consolidation stage, here tourism continues to increase but at a diminishing rate. The final stage is the stagnation stage, at this stage, the tourism reaches to its full capacity.

- Plog theory on the psychology of tourist (1973) - Plog's important contribution was the concept of types of tourists. According to him, there are psychological types of tourists who do not like visiting unfamiliar environments or cultures. While planning for a holiday they will seek familiar places. The other group of tourists would prefer adventure and will prepare to risk for uncertain holding destination.

- Cohen's theory of tourism (1972) - Cohen developed a classification of tourists in which he classified the tourist as organized mass tourists, individual mass tourist, explores and drifters. Cohen exhibited that relatively few tourists would come across with more distant and different cultures and tourism destination would be developed relatively close to tourism generating regions.
- The **Incredible! India** campaign has been very successful. It has raised India's tourism five-fold in a decade. But the success of tourism is not the only objective sought. The country also wants to attract foreign capital investment. Creating a campaign that can sell both the adventure of tourism and the potential productivity of the Indian society is a challenge as explained by Ogilvy Public Relations Worldwide CEO Christopher Groves explains in this four-minute video from McKinsey & Company.
- When you go to brand a nation, there are different constituencies who are really tugging at that brand and want it to work on their behalf. Among them, there is usually the constituency of the tourist promotion board, if there is one in a country, or the hospitality and travel sector for tourists.
- But there is also the foreign-direct-investment and portfolio-investment side. And they're very, very different in terms of emotional versus rational and how you want those audiences to view you. Something that you see as exotic and amazing and beyond control is wonderful for an adventurous tourist but not such a great ride for an investor.
- And so I think one of the real challenges for an "Incredible India," which captured what makes India incredible for tourists, is a little bit uneasy in terms of foreign direct investment, where you actually want it to be quite dull, quite predictable, quite boring and with growth. You want consistency, predictability, and growth.
- You don't want an Incredible India. You want, as one conference said, a "Credible India" when it comes to investment. So India has often baked into part of its investment brand a few amazing attributes, such as being the world's largest democracy, the world's largest English-speaking country, for example, and used those as attractions for would-be foreign direct investment.
- There are a couple of problems with that. One, if you look at the world's most famous democracy, the United States of America, you find nothing but dysfunction at the moment. So actually, leveraging democracy as expressed by Americans at this point may not be such a great brand attribute.

IV.   RESEARCH METHODOLOGY

The research design used is descriptive in nature the procedure using a questionnaire and analyzes these to make a critical evaluation of the performance.

Methodology adopted:

1. Sources of data collection: - Data is collected through primary and secondary sources
   Primary Source of data: - Data is collected using Questionnaire Method.
   Secondary Source of data: - The data is collected using internet websites.
   Sampling: - Sample Design
   Sample Size: - Sample size of research is 100 samples.
   Sample method: - The sample has been collected through Questionnaire.

V.   DATA ANALYSIS AND INTERPRETATION

Q1) How do you rate the tourism and hospitality industry in India? (* = very poor and ***** = excellent)

Table 1(Rate the Tourism and Hospitality Industries)

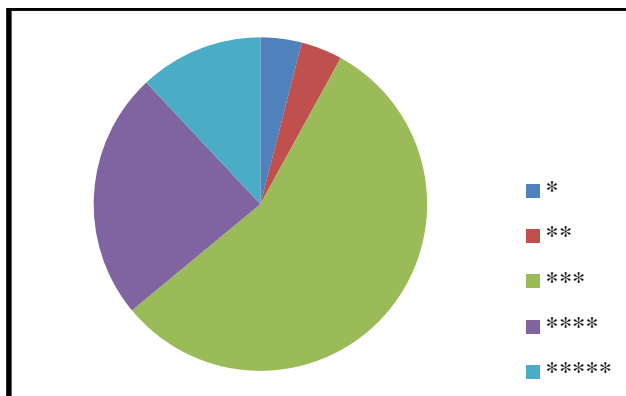| How do you rate the tourism and hospitality industry in India?	Total No. of persons
No. of respondent	100
*	4
**	4
***	56
****	24
*****	12

Figure1: Rate the Tourism and Hospitality Industries

Interpretation: -As per the analysis, 56% of the respondent have rated 3 stars to the tourism and hospitality in India. While 24% of them have rated it with 4 stars. 12% of the respondents have rated it with 5 stars and the rest 4% have rated with 1 star while the others have rated with 2 stars.

Q2) What do you think should be improved in order to attract more tourism in India?

Table 2(Improvement in order to attract more tourism in India)

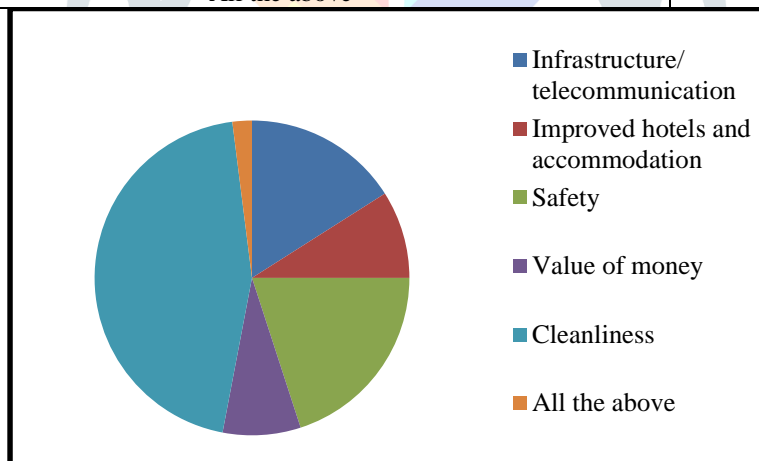| What do you think should be improved in order to attract more tourism in India?	Total No. of persons
No. of respondents	100
Infrastructure/ telecommunication	16
Improved hotels and accommodation	9
Safety	20
Value of money	8
Cleanliness	45
All the above	2

Figure 2: Improvement in order to attract more tourism in India

Interpretation: - As per the analysis, 45% of respondents agree that cleanliness is the most important aspect and it should be improved in order to attract more tourists while 20% agree that safety is a matter of concern that should be improved. 16% suggest that infrastructure and telecommunication should be upgraded while 9% respondents agree that hotels and accommodation must be improved. 8% agree that services should be in accordance of the value of money 2% feel that all of the above should be improved.

Q3) While choosing a destination what are the most challenging problems you face?

Table 3(the most challenging problems you face while choosing a destination)

While choosing a destination what are the most challenging problems you face?	Total No. of Persons

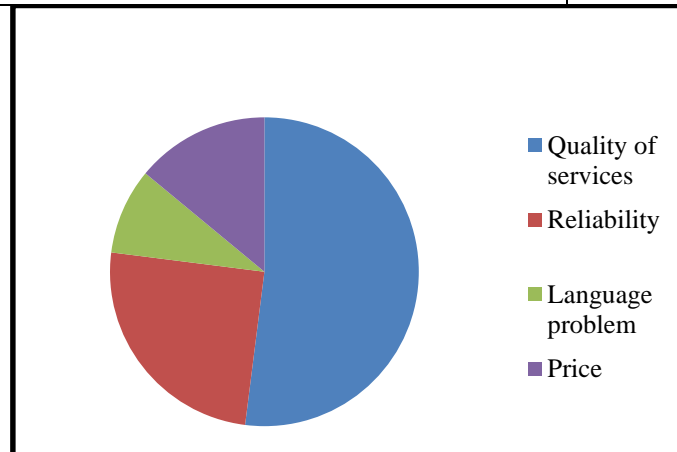| No. of respondents	100
Quality of services	52
Reliability	25
Language problem	9
Price	14

Figure 3: most challenging problems faced while choosing a destination

Interpretation: - As per the analysis, 52% of respondents face the problem of quality of services provided while choosing a destination while 25 % face the problem of reliability. 14% respondents have the problem with the price package provided and 9% have a problem understanding the language.

Q4) What do you look in a hotel, in any case, is it 2,3&5-star hospitality services?

Table 4 (looking in a hotel, in any case, is it 2,3&5-star hospitality services)

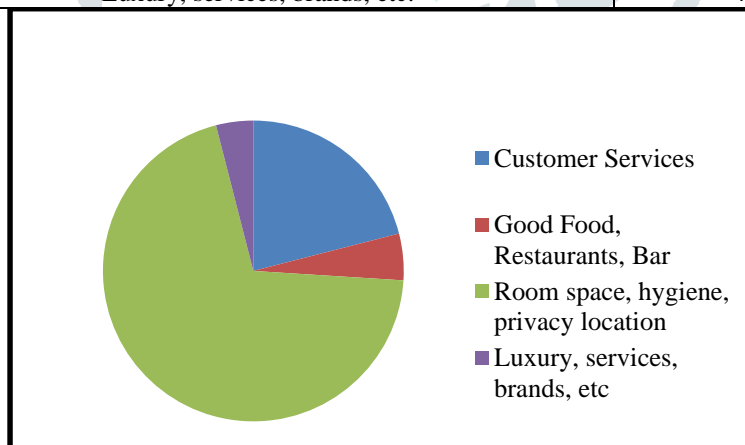| What do you look in a hotel, in any case, is it 2,3&5-star hospitality services?	Total No. of persons
No. of respondents	100
Customer Services	21
Good Food, Restaurants, Bar	5
Room space, hygiene, privacy location	70
Luxury, services, brands, etc.	4

Figure 4: looking in a hotel, in any case, is it 2,3&5-star hospitality services

Interpretation: - As per the analysis, in hospitality services 70% of respondents look for room space, hygiene and pleasant factors in a hotel while 21% choose a hotel for the customer services they provide, 5% prefer good food, restaurants and bars in the hotel and 4% look for brand and luxury services in a hotel.

Q5) What do you think should be included/is missing from the list of hospitality services for its guests?

Table 5 (Missing from the list of hospitality services for its guests)

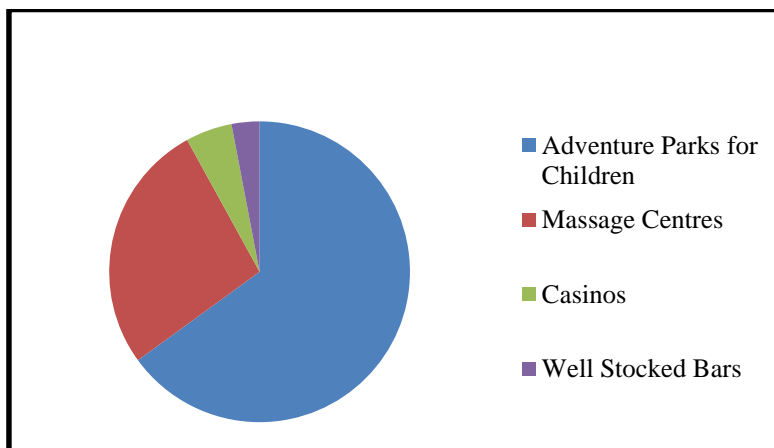| What do you think should be included/is missing from the list of hospitality services for its guests?	Total No. of Persons
No. of respondents	100
Adventure Parks for Children	65
Massage Centers	27
Casinos	5
Well Stocked Bars	3

Figure 5: Missing from the list of hospitality services for its guests

Interpretation: - As per the analysis, 65% of the respondents agree that Adventure Parks for Children is missing from the hospitality services provided to the guests. 27% agree that Massage Centres are missing, while the rest 5% and 3% feel that Casinos and Well Stocked Bars are missing respectively.

Example: -

One of the most ancient historical monument in Pune, Maharashtra i.e. Shaniwar Wada which was a residence of the Peshwa's is not a largely visited tourist destination. The reason behind it is the lack of proper advertisements emphasizing on its historical importance, no parking facilities, no proper maintenance, no tourist guides, no drinking water and lack of clean hygienic sanitation to name a few. Lack of attractive markets, shops, restaurants, parks etc. has also contributed towards Shaniwar Wada not being a preferred tourist destination over others.

VI.   FINDINGS
- The tourism and hospitality industry in India is of average rating.
- Quality services are the most challenging problem the tourist face while choosing a destination.
- The hospitality industries especially the hotels should focus on providing good room spaces, proper hygiene, and a pleasant location.
- Cleanliness needs to be improved to increase the number of tourists.
- Adventures parks for children and massage centers should be included in the hotels for its guests.

VII.   RECOMMENDATIONS
- Promote more of Marine Tourism, Medical Tourism, and Unexplored destinations to attract more tourists.
- Focus on skill development to impart training to the staff in hospitality and catering services to provide quality services for the value of money.
- Improve public services and foster basic hygiene. Once sanitation improves visits to India would be more pleasing. Eco-friendly conveyance within the city and to nearby areas to maintain the environmental balance.
- Use of app-based services will also help in boosting the safety of the travelers.
- The hotel industry and infrastructure in India are terribly underserved. India needs to double the capacity if it wants to meet the demands of new tourists, and this is where the state governments should be proactive.
- Promote landscape gardens with culture theme-based activities.

VIII.   CONCLUSION

Re-Branding or coming up with a new logo does not mean anything until the brand experience doesn't change. The responsibility of rebranding should be given to a marketing expertise and professional advertisers who will think out of the box. India needs a strong branding and promotional strategies in order to achieve top rankings in the global markets. If proper marketing strategies are adopted by India, then India would soon be one of the top tourist destinations anybody would visit.

IX.   REFERENCES

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ANNEXURE

Questionnaire: -

Q1) How do you rate the tourism and hospitality industry in India? (* = very poor and

***** = excellent)

1. *
2. **
3. ***
4. ****
5. *****

Q2) What do you think should be improved in order to attract more tourism in India?

1. Infrastructure/ telecommunication
2. Improved hotels and accommodation
3. Safety
4. Value of money
5. Cleanliness
6. Others (Please Specify)

Q3) While choosing a destination what are the most challenging problems you face?

1. Quality of services
2. Reliability
3. Language problem
4. Price

Q4) What do you look in a hotel, in any case, is it 2, 3&5 star hospitality services?

1. Customer Services

2. Good Food, Restaurants, Bar
3. Room space, hygiene, privacy location
4. Luxury, services, brands, etc.

Q5) What do you think should be included/is missing from the list of hospitality services for its guests?

1. Adventure Parks for Children
2. Massage Centres
3. Casinos
4. Well Stocked Bars