ROLE OF AVITION IN TOURISM INDUSTRY

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Incredible India
India’s vast cultural and natural resources as well as its price competitiveness remain key drivers of its overall competitiveness. Yet, the country’s cultural resources are still underutilized, with over 600,000 villages with their own cultures and heritage that could be leveraged to create unique experiences for travelers.

On its current growth trajectory, India’s international arrivals are forecast to reach 15.3 million by 2025, according to the World Tourism Organization. Travel and tourism currently accounts for 9.6% of India’s GDP (88% of which comes from domestic travel) and supports 9.3% of the country’s total jobs (or 40.3 million jobs). Today, 12% of India’s tourism GDP is derived from international tourism.

The “Incredible India Campaign” helped in establishing the country as a high-end destination, leading to a 16% increase in tourist traffic in 2002, its first year of Campaign.
Incredible India

The Taj Mahal in Agra, one of the New7 Wonders of the World, a UNESCO World Heritage site

Hall of Thousand Pillars at the Meenakshi Temple in Madurai

Rani ki vav, a stepwell in Gujarat, is a UNESCO World Heritage site

The Bahubali statue, the largest ancient monolithic statue in the world

The Parshvantha temple at Khajuraho, UNESCO World Heritage site

Bactrian camel ride at Nubra Valley in Ladakh
People crave unforgettable experiences. Indeed, as many as 81% of millennials and 79% of Generation X value experiences more than material goods. And with an estimated 160 million people entering the middle class annually, of which 88% will come from Asia, more and more people will have access to travel.

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism sector will grow at an annual rate of 6.9% to ₹32.05 lakh crore (US$460 billion) by 2028 (9.9% of GDP)
## Inbound Tourism by Region, 2015-2030

<table>
<thead>
<tr>
<th>Region</th>
<th>2015 Outbound Tourists (millions)</th>
<th>2030 Expected Outbound Tourists (millions)</th>
<th>% Increase</th>
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<tr>
<td>Global</td>
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<tr>
<td>Middle East</td>
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<td>181</td>
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</tbody>
</table>
Over the past six decades, tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world.

Many new destinations have emerged, challenging the traditional ones of Europe and North America.

According to Tourism Towards 2030, World Tourism Organisation (UNWTO) has estimated an increase of 3.3% a year on an average. This represents some 43 million more international tourist arrivals every year, reaching a total of 1.8 billion arrivals by 2030 from 1.3 billion in 2019.

The role that airlines and airports have played in opening up new destinations, has been massive. Without airlines some continents, many countries, regions, and islands would have remained inaccessible for most of us and even established destinations would have had far fewer tourists - or in many cases no tourists at all.
Air Transport and Tourism

- In 1960s, the cost of a return ticket from Europe to Australia was equivalent to 10 months of an average income. In 2019 the fare is closer to the wages of a few days work.
- The pioneering airline routes and airports open up a new world of opportunities - first to business and independent travellers and then through charters and jumbo jets to the mass market.
- **Air travel** is the most popular mode of tourist transport, for international **travel.** **Air travel** is attractive because of its speed and range and also because, for business visitors, it offers status as well as saves valuable work time when **travelling** on a long-haul basis. Even national travel through air have attracted lot of people to visit many places due to its speed and range.

- Without an airline that could effectively carry tourists to new destinations, the country’s tourism sector probably wouldn’t have made the considerable progress that it has in recent years.
UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030

International Tourist Arrivals received (Million)

- Africa
- Middle East
- Americas
- Asia and the Pacific
- Europe

Forecasts

- 1.8bn
- 1.4bn
- 940mn

Year:
- 1950
- 1960
- 1970
- 1980
- 1990
- 2000
- 2010
- 2020
- 2030
Crucial Role of Aviation in Tourism

Aviation plays a central role in supporting tourism. Over 52% of international tourists travel by air.

Tourism plays a key part in economic development of many developing countries. For Example, about 2.5 million people are directly employed in tourism to support overseas visitors arriving by air which is about 30% of all tourism jobs in Africa.

About 26% of economy of St Kitts and Nevis relies on tourism industry. In Caribbean countries, tourism provides one of the few means of economic growth.
Crucial Role of Aviation in Tourism

Directly, about 19 million jobs in tourism are for supporting the tourists who come by air. This includes jobs in hotel, restaurants, local transport, car rentals, etc.

Indirectly, about 15 million jobs in tourism are supported by the visitors arriving by air.

Another about 11 million jobs are generated due to tourism for providing other goods and services to the tourists.
Growth of Indian Aviation Industry

The civil aviation industry in India has emerged as one of the fastest growing industries in the country during the last three years. India is currently considered the third largest domestic civil aviation market in the world. India is expected to become the world’s largest domestic civil aviation market in the next 10 to 15 years. India is also expected to displace the UK to become the third largest air passenger market by 2025.
On 18 February 1911, the first commercial civil aviation flight took off from Allahabad for Naini over a distance of 6 miles (9.7 km) when Henri Pequet, a French aviator, carried 6,500 pieces of mail on a Humber biplane from the exhibition to the receiving office at Allahabad which was the world's first official airmail service. On 15 October 1932, J.R.D. Tata flew a consignment of mail from Karachi to Juhu Airport, an airline later became Air India.
In 2010, 79 million people traveled to/from/or within India. By 2017, it became four times to 256 million. That number is expected to six times to 520 million by 2037.

Aviation in India supports 7.5 million jobs: 390,000 directly, 570,000 in the value chain, and 6.2 million in tourism.

Aviation contributes some US$30 billion annually to India’s GDP.
Domestic load factors are high, hitting a record 90% in February 2018.
The 98 million domestic passenger trips in 2017 equal 7.3% of India’s population.
After adjusting for inflation, average domestic fares fell by more than 70% since 2005.
The number of domestic airport pairs is 700 (a 50% increase on 2015 levels).
Low cost carriers account for about 70% of domestic seats.
In 2017 there were about 60 million international journeys to/from India.
Low cost operators account for about 25% of international capacity.
India is directly linked to 304 international destinations, up from 230 in 2008.
International tourism by means of transport

International Tourist Arrivals, million
Initiative of Airlines for Tourism

- Many initiatives have been taken by Airlines to support Tourism.
- Heritage Aviation of Uttrakhand provides facilities to Chardham by air taxi.
Initiative of Airlines for Tourism

- Pawan Hans Helicopter Co. provides services to Amarnath and Vaishno Devi.
- Many private operators are also working in this sector.
Tourist destinations like Hampi in Karnataka, Gangtok in Sikkim, Pithoragarh in Uttarakhand and Shimla in Himachal Pradesh are now easily accessible since the Centre launched its flagship regional air connectivity (RCS) scheme UDAN (Ude Desh ka Aam Naagrik).

New airline services have started in over 120 air routes to 37 unserved and underserved airports, with nearly 11 lakh passengers flying in the first 20 months of the scheme. It will increase to 52 places by end of year 2019. The Civil Aviation Ministry is connecting popular tourist spots of India by affordable flights, for which it is working with the tourism ministry.
Karnataka is a home to several forts, architectural marvels and it is blessed with a rich cultural heritage of over 1500 years. Other diverse visitor attractions include pilgrim sites, coastal landscape, wildlife / national parks, Eco Tourism, Wellness Tourism – Alternate Lifestyle/ Yoga, Voluntary Tourism and Adventure Tourism.

Over the years, Karnataka has also emerged as a strong contender in the global market for Business Tourism. The State has been ranked as the 4th preferred destination among domestic tourists and is the 3rd preferred destination for attracting investments in the tourism sector.

Karnataka Government is working on increasing the entry points and improving the direct access to different destinations across the State for international, interstate and intrastate visitors by encouraging development of new routes, expanding existing airport capacity, etc.

Development of low cost terminals, use of smaller aircrafts & airfields and ties with flying clubs are also being encouraged.

“One State, Many Worlds” – Karnataka’s tourism tagline
Road Ahead....

The exponential growth in international tourism arrivals wouldn’t have been possible without the innovation and expansion of the air transport industry which today accounts for more than half of cross-border tourist arrivals worldwide.

Over the next twenty years, growth in international arrivals is forecasted at 3.3% annually. However for this to happen policy makers, Official Tourism Organizations (OTOs), airlines, airports and tourism service providers will have to develop and intensify their relations.
Thank you