

Introduction to Tourism Schemes in India

As the largest democracy in the world, India is a country rich in culture and history. The beauty of the landscape is equally matched by the vibrance of the people, and there's a reason that Indians are referred to as "the world's most colourful people". Indians are extremely proud of their culture and history, and you'll find that the country is filled with monuments, temples, and other cultural landmarks. There's no shortage of things for you to do in India, and it's one of the main reasons why it's such a popular travel destination. If you've ever thought about visiting India, you're likely aware that it's not an inexpensive trip by any means. There's no doubt that it's a country that's firmly on the more expensive side of things. But don't worry — there are a number of tourism schemes by the government of India designed to make tourism in the country more affordable for both Indians and foreigners. The more you know about these schemes, the more likely you are to get the most out of your trip to India.

Incredible India Scheme

The Incredible India tourism scheme was launched in 2002 as a way to market the country as a tourist destination. The scheme was introduced to highlight the natural beauty of the country and its rich cultural history — it was designed to give potential visitors a taste of everything that makes India so great and hopefully inspire them to visit. The Incredible India campaign is the government of India's flagship marketing initiative for promoting tourism in the country. It has been a resounding success, with tourist numbers rising from 2.3 million in 2001 to 10.9 million in 2017. The campaign has also been recognized at the national level, winning the National Tourism Award for "Best Outbound Marketing Campaign" in 2015. The Incredible India campaign slogan is "Incredible India" and the logo is a rhinoceros. The rhinoceros is featured on the campaign materials because it is associated with the phrase "rugged and majestic", which perfectly describes India. The campaign uses the tagline "Incredible India" and the rhinoceros as its logo to attract tourists to India. It emphasizes the natural beauty and rich culture of the country.

Heritage Journey Scheme

India is a country that's proud of its cultural heritage, and as such, you'll find monuments and historical landmarks all across the country. The Heritage Journey tourism scheme was launched in 2016 and aims to promote these historical sites. The scheme promotes tourism to the country's most important historical sites, such as the Taj Mahal, Red Fort, and the Qutub Minar. The goal of the scheme is to attract foreign tourists to India and to encourage Indian citizens to explore their own country more and reconnect with their cultural heritage. The scheme also hopes to attract more Indian tourists to the Northeastern region of the country, which has a great deal of historic significance but is not often visited by tourists.

Incredible India Food Tourism Scheme

Food is an important part of any culture, and India is no exception. In 2015, the Indian government launched the Food Tourism scheme, designed to promote culinary tourism throughout the country. The scheme is part of the Incredible India tourism campaign, which has been recognized at the national level. The Food Tourism scheme is designed to promote India as a culinary destination, particularly among domestic and foreign tourists. It also aims to encourage the growth of culinary tourism in the country, while connecting culinary traditions to the history and culture of India. The scheme focuses on promoting specific cities as culinary tourism destinations, such as New Delhi,

Mumbai, and Ahmedabad. It also encourages the development of culinary tours across the country. These tours can include food walks, visits to local markets, and cooking classes.

Visa on Arrival (VA) Scheme

As the Indian government works to promote a more welcoming image to the rest of the world, they've introduced the Visa on Arrival (VA) scheme. This tourism scheme allows foreign tourists to apply and receive their visa at the airport as soon as they arrive in the country. As part of the Incredible India tourism campaign, the VA scheme was introduced in 2015 as a way to encourage more foreign tourists to visit India. The Indian government hopes that the ease of obtaining a visa will encourage more tourists to visit the country. They also hope that the increased number of tourists will help to boost the country's economy. The VA scheme applies to tourists from around 40 countries. These countries are selected based on their number of tourists to India as well as their economy. The tourism ministry is considering adding more countries to the list in the future.

Footprint Tours and Travel Scheme

The Footprint Tours and Travel scheme was launched in 2011 as a way to encourage travel within the country by Indians. The government has recognized that while many people visit other countries, there's very little tourism within the country. The scheme aims to change this by promoting tourism among Indians and encouraging them to visit different parts of the country. The scheme is managed by the Incredible India campaign and is designed to educate people about different parts of India and encourage them to visit. It also hopes to dispel some of the common myths that people have about travelling in the country. The scheme promotes tourism to areas throughout India, including the Northeastern states and other places that don't get much attention from tourists. It also encourages travellers to visit lesser-known areas of the country and experience the culture and history of these places.

Conclusion

The Indian government is committed to growing tourism in the country and making it a more accessible destination for people from all over the world. This commitment is evident in the various tourism schemes that have been introduced, with the aim of promoting specific parts of the country, as well as making travelling around the country easier for Indians and foreigners. These schemes are designed to make travelling to and exploring India easier and more affordable for all. If you're interested in visiting India, the schemes are a great way to get a better deal on your trip and immerse yourself in the culture and history of the country.