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Zukunftsperspektiven Outbound Tourismus Indien

Deutschland und die Schweiz
- ein Vergleich -



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Abstract

"In the 21st century Asian travelers will flood the markets around the world."¹ John Naisbitt dared this promising tourism thesis in 1994. In Germany Japanese tourists are no longer a rarity anymore, even Chinese visitors are often seen by now. What about Indians as tourists in Germany? Even for the globalized society in German cities, this appears to be an almost still unknown tourist phenomenon!

Change of scenery: Snow-capped peaks as far as the eye can see, a wonderland of ice and snow. Perfectly staged at the center of the tourist station of the Jungfrauoch-mountain in Switzerland, visitors notice an uncharacteristic restaurant. A restaurant that does not seem to fit in the Swiss mountain scenery: An Indian restaurant. All 120 seats are occupied, not with western tourists, but with Indian tourists.

Indian mass tourism in Switzerland? For many Germans, this perception at least appears somewhat surprising. In Switzerland however, tourist services are already geared since years to the claims of guests from India.

Since India's economy has opened in the '90s to the world market, a new middle and upper class has started to enjoy traveling. India has been for years one of the fastest growing economies in the world. With more than 1.1 billion inhabitants and an annual economic growth of over 8%, the number of potential travelers is growing rapidly. Since the '80s Switzerland is a tourist's dream destination for Indians. Many want to visit Switzerland at least once in a lifetime. With growing income, the numbers of those Indians who can afford this dream is increasing constantly. With this, also the Indian tourist flow to Germany is increasing. Every year, more Indians are discovering not only Germany's economic arenas, but also Germany as a travel destination. The Indian outbound travel market has grown from 3,7 million in 1997 to 9,8 million international departures in 2007, the pace of growth has accelerated since 2004 at an average annual growth rate of over 16%. By 2020, the UNWTO predicts, that India will already account for 50 million outbound tourists! These numbers already show the future importance of the Indian market. But will the German tourist market also benefit from this ascent?

In this thesis, the future prospects of Germany as an Indian travel destination is analyzed. In this multipart study, the successful neighboring country of Switzerland serves as a basis for comparison. The stepwise analysis of tourism issues leads to intermediate results culminate together at the end of the work in practical policy recommendations for the Destination Germany.

¹ NAISBITT, J. (1994): Global Paradox. The bigger the world economy, the more powerful its smallest players S.139

With the help of expert interviews, literature analysis and a guest-study in India, complex results were obtained which show the strengths and weaknesses of Germany as an Indian outbound destination:

- Germany has a huge tourism potential for Indian travelers, especially romantic landscapes and medieval towns in South Germany are ideal Indian destinations.
- Lufthansa as national carrier offers best flight connectivity to India and thus competitive advantages for the German market.
- Germany benefits from the positive image of Europe.
- Germany as a tourist destination is so far little known in India.
- The market presence of the brand Germany is not diversified broadly enough in India. Previously, marketing takes place almost exclusively in Tier I cities.
- The image of Germany as tourist destination is characterized technocratic.
- So far, in Germany there is a lack of infrastructure specialized on Indian tourism.
- The Visa allocation is the biggest obstacle to gain more tourists.

Inter alia for these strengths and weaknesses, the following recommendations obtain for Germany as an Indian future travel destination:

- Organizational Structure of the German national tourist board in India has to change. The national brand must be strengthened and the *Indiapool* has to acquire more members. Tier II & Tier III cities must be focused soon. A collaboration with the authority AHK need to be tested.
- Germany has to be more active in tourism marketing in India: Business to Consumer Marketing should be launched soon, German A destinations must be promoted in first place. Movie support should be concentrated and innovative ideas subsidized. A marketing cooperation between European destinations should be considered as a test.
- German tourist-service-providers must be prepared to welcome Indian guests

These recommendations are only a short summary of the entire composition.