

National Tourism Day 2025, History, Significance, Theme

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National Tourism Day 2025 celebrated every year on 25th January aims to promote the rich, vibrant and diverse culture of India in the tourism sector. This day is celebrated with the purpose of highlighting the importance of tourism and its role in shaping the Indian Economy, its reputation around the globe and cultural exchange. This article will look into the importance, origin, history, theme of National Tourism Day 2025 and its role in promoting the tourism sector of India.

National Tourism Day 2025 Overview

National Tourism Day, observed on 25th January every year, aims to spread awareness about the importance of the tourism sector in contributing to the growth of the country in terms of finance as well as culture and diversity. The day acts as a reminder for the government, citizens of the country and people in general about the importance of the tourism industry and ways to improve the functioning.

National Tourism Day 2025	
Section	Details
Event Name	National Tourism Day 2025
Date of Observance	January 25, 2025
Theme	The theme for National Tourism Day 2025 is yet to be announced.
Objective	• Promote tourism as a key contributor to the economy • Highlight the role of tourism in sustainable development • Encourage domestic and international tourism
Significance	• Celebrates India's rich cultural and natural heritage. • Increases awareness about the importance of tourism in economic growth. • Supports the development of local communities through tourism.
Key Activities	• Tourism promotions and campaigns. • Cultural programs and performances showcasing India's diversity. • Webinars, exhibitions, and discussions on sustainable tourism. • Participation by local tourism boards and stakeholders.
Government Initiatives	• Promotion of tourism circuits (e.g., heritage, spiritual, adventure, and eco-tourism). • Highlighting tourism-friendly policies and incentives. • Launch of tourism campaigns by the Ministry of Tourism.
Impact on Local Economy	• Boosts local businesses such as hospitality, transport, and handicrafts. • Creates job opportunities in rural and urban areas. • Contributes to regional development.
Government Ministry Involved	Ministry of Tourism, Government of India
Global Recognition	• The United Nations World Tourism Organization (UNWTO) also celebrates World Tourism Day on September 27 each year, aligning with global tourism trends.

National Tourism Day Origin

National Tourism Day origin can be traced back to the 1948 post-independence India era. The Ministry of Tourism took the initiative of promoting the tourism sector in order to improve economic growth and cultural diplomacy. Events like “Incredible India” have been promoted so as to showcase the Indian Heritage and beauty globally. The tourism campaigns have evolved over the years. They started in the 1950-60s with a focus on international marketing and infrastructure development. With changing times the national tourism day has evolved as a day focusing on broadcasting new initiatives, policy improvements and celebrating the achievements of the sector.

National Tourism Day 2025 Theme

The theme for National Tourism Day 2025 is “Tourism for Inclusive Growth,” highlighting the importance of tourism in inducing economic growth while also ensuring that the benefits reach all sections of society in India. The focus is on empowering local communities through job creation and promoting sustainable practices and promoting sustainable tourism, diverse Indian cultural heritage and digital transformation.

National Tourism Day Celebrations

National Tourism Day is celebrated due to the following reasons:

1. The goal is to promote Indian culture, historical and natural treasures as global tourist destinations.
2. The Indian Tourism Industry has the potential to contribute to the GDP and employment of the country.
3. Tourism day is celebrated to spread awareness about the importance of adopting sustainable tourism practices in travel and hospitality.
4. The day aims to foster cultural exchange by creating opportunities of understanding Indian diversity.
5. The Ministry of Tourism takes up initiatives for protecting and conserving cultural and historical landmarks.

Tourism Sector in India

The Indian Tourism Industry is one of the most important contributors to the Indian Economy with many growth opportunities. India being the fifth largest economy in terms of tourism and travel market globally is also expected to become the third highest domestic travel market by 2027.

Indian Tourism sector Highlights

Tourism statistics of India as last updated on August 2024

- Foreign Tourist Arrivals: 6.36 Lakh
- Foreign Exchange Earnings: 20,006 Crore
- Indian Nationals’ Departures: 27.01 Lakh

Key Statistics of Indian Tourism as of August 2024

Key Aspect	August 2024	January–August 2024
Foreign Tourist Arrivals (FTAs)	6.36 lakh (-4.2% from Aug 2023, - 20.5% from Aug 2019)	61.91 lakh (+3.7% from Jan–Aug 2023, - 10.5% from Jan–Aug 2019)
Top Source Countries for FTAs	Bangladesh (15.59%), USA (14.95%), UK (10.33%)	Bangladesh (20.77%), USA (17.41%), UK (10.08%)
Foreign Exchange Earnings (FEEs)	₹20,006 crore (+7.06% from Aug 2023)	₹1,71,287 crore (+15.64% from Jan–Aug 2023)
FEEs (in USD)	\$2.385 billion (+5.69% from Aug 2023)	\$20.555 billion (+14.15% from Jan–Aug 2023)
Indian Nationals Departures (INDs)	27.01 lakh (+6.55% from Aug 2023, +14.86% from Aug 2019)	200.63 lakh (+9.41% from Jan–Aug 2023, +12.01% from Jan–Aug 2019)
Top Destinations for INDs	UAE (26.3%), Saudi Arabia (11.99%), USA (7.96%)	UAE (24.45%), Saudi Arabia (10.88%), USA (7.58%)
Purpose of FTAs	Leisure & Recreation (44.77%), Indian Diaspora (26.73%)	Leisure & Recreation (41.72%), Indian Diaspora (27.67%)
Purpose of INDs	Leisure & Recreation (42.1%), Indian Diaspora (35.1%)	Leisure & Recreation (45.0%), Indian Diaspora (33.0%)

Top 5 States for Tourism in India		
S.No	State	Key Highlights
1	Tamil Nadu	Among the top states with significant tourist footfall.
2	Uttar Pradesh	Renowned for cultural and heritage tourism.
3	Andhra Pradesh	Popular for its religious and coastal attractions.

4	Karnataka	Known for historical, wildlife, and natural sites.
5	Maharashtra	A combination of urban tourism and cultural heritage.

Forms of Tourism in India

India provides a broad platform for various types of Tourism in India:

1. Cultural Tourism that includes heritage sites exploration like forts of Rajasthan and temples of Tamil Nadu.
2. States like Jim Corbett act as a huge attraction for eco-tourism.
3. The Himalayas, Uttarakhand trekking and river rafting activities in Rishikesh promote adventure tourism.
4. Affordable healthcare facilities in cities like Jalandhar for medical tourism.
5. States like Varanasi, Amritsar, and Haridwar promote spiritual tourism.
6. The biryani of Hyderabad, and chaat of Delhi is famous for attracting culinary tourism.

Government Initiatives to promote Tourism in India

The Government of India, through the Ministry of Tourism, has undertaken several initiatives to boost and modernize the tourism sector, focusing on infrastructure development, service enhancement, and attracting tourists. Key initiatives include:

- **Swadesh Darshan and Swadesh Darshan 2.0:** Infrastructure projects under the Swadesh Darshan Scheme and its revamped version, SD2.0, emphasize creating sustainable and responsible tourism destinations, alongside PRASHAD and other schemes for pilgrimage and spiritual tourism.
- **Dekho Apna Desh:** Encourages domestic tourism by promoting India's rich cultural and natural heritage to its citizens.
- **Support for Fairs and Festivals:** Financial aid for organizing tourism-related events under the DPPH Scheme fosters regional tourism.
- **Niche Tourism Promotion:** Focus on wellness, culinary, rural, and eco-tourism to diversify tourism offerings.
- **e-Visa Facility:** Simplified travel with e-Visas for nationals of 167 countries across seven categories, with reduced fees for easier access.
- **GST Reduction:** Lower GST rates for hotel tariffs (12% for ₹1,001–₹7,500 and 18% above ₹7,501) enhance India's competitiveness.
- **Air Connectivity via RCS-UDAN:** Improved air routes through 53 operationalized tourism routes enhance access to key destinations.
- **Incredible India Tourist Facilitator Certification Program:** Online training for guides and facilitators creates skilled professionals in tourism.
- **Capacity Building for Service Providers (CBSP):** Training programs upgrade skills in tourism and hospitality services.
- **NIDHI and NIDHI+:** Digitalization initiatives for hospitality and tourism sectors improve ease of doing business and sectoral growth.

These efforts collectively aim to make India a global leader in tourism while ensuring sustainable growth and local community benefits.

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