

Tourism Sector Is Not Attracting Investors Despite Friendly Policies

The tourism sector is not attracting investment as expected despite numerous measures taken by the government in the recent years. The real action has to come from states that own the land. Land has to be made available to investors in a transparent fashion. Many states are taking proactive action, but are lagging behind.

One reason for lack interest of investors is long lean season. However, that is changing fast. Although May is considered a lean month, there has been over 19% growth in arrivals and foreign exchange earnings during May 2017.

Another reason is the lack of world-class infrastructure in many destinations. It is a matter of creating the right environment for investors as every state has been endowed with abundant number of products and destinations.