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# Research Study on Tourist Attraction Towards the India

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## Abstract

Tourism Industry is key aspect of Indian economy. India becomes famous destination of Tourism in all over the World. With the help of Tourism we get forging exchange which positively affected on economy of the Country. In present day there is remarkable decline in foreign tourist arrival in India present research paper focused on Tourist arrivals and fluctuations due to COVID 19 Pandemic in Foreign Exchange earning .Government of India provide special attention towards the Tourism Industry through establishing Tourism Policies instead of that there is decline in visits of foreign Tourist. Is that because of COVIDE 19 Pandemic? With the help of present research paper researcher tries to find out trend of foreign Tourist towards the India. In 2020 the travel and Tourism industries contribute 121.9 billion dollars to the GDP, it highlight the importance of tourism industry in Indian economy. Present Research paper is based on secondary data. Foreign Tourist Arrivals, Foreign exchange Revenue; World Tourism Receipts are taken into consideration for research study .Trend and percentage these statistical techniques are used for data analysis. Present research paper is focused on tourism growth in pre and post corona pandemic. The present research study is beneficial to hotel industries, tourism business, government of India, new researchers and tours and travelling business which are closely related with tourism sector.

(Key Words - Tourism industry, Tourist Arrivals, COVID -19, Tourism Receipts)

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## Introduction

The first step was taken over by government of India is establishment of Indian Tourism development Corporation (ITDC) in 1966. The first tourism policy was announced by India in 1982. This Policy focused on necessary facilities, accommodation, hotels and means of transportations According to report of world travel and tourism council report tourism generate 16.91 lakh crore or 9.2% of Indian GDP in 2018 and supported million jobs, 8.1 percent of its total employment tourism sector is predicted to grow at an annual rate of 6.9% to 32.05 lakh crore by 2028. The 9.9% of GDP Crisis can be a change trigger but non-crisis has been so far a significant transition event in tourism. Crisis have also been used as political tool to stabilize existing structure and diminishing the possibility



of collective mobilization (Mosco 2017). Tourist arrivals are affected on tourism receipts. Present research study is focused on Tourist arrivals and Foreign Exchange Earnings and trend of Tourist Visit towards the India.

### Review of literature

Amit Khare (June 2021) in international journal of engineering management of Economics volume (10) p.n. 54 to 64. Paper entitled a study of tourism choices by tourist in India in new normal researcher focused on pre and post pandemic issues in tourism industry and suggest remedies on that

Shiv Kumar and R. Ruthramathi (April 2020) the study intend challenges of supply chain management in tourism industry researcher point out government policies which are affected on tourism industry

Kumar Patel (June 2020) focused on majority tourist affected by novel corona virus that much effect FEE foreign exchange earnings in India

V.M. Kumbhar (Feb. 2015) research paper entitled 'growth and performance of tourism industry in India' researcher analysed trend of foreign tourist arrivals in India arrivals from 2001 to 2015 and government tourism policy 2002 they also point out challenges and opportunities to Indian tourism industry

### Objectives of research study

- To take review of foreign tourist arrivals and Tourism receipts
- To study impact of Covid 19 pandemic on tourism industry
- To study problems of tourism industry and suggest remedies
- To take review of current issues and challenges of Indian tourism industry

### Research methodology

The present research study is based on secondary data sources data have been collected through reports of the ministry of tourism 2021 Government of India, website of tourism ministry, Indian tourism statistics 2021 and published research papers. Percentage, trend analysis these statistical techniques are used for data analysis. Data is taken over of 10 years from 2011-2020.

### Data collection and analysis

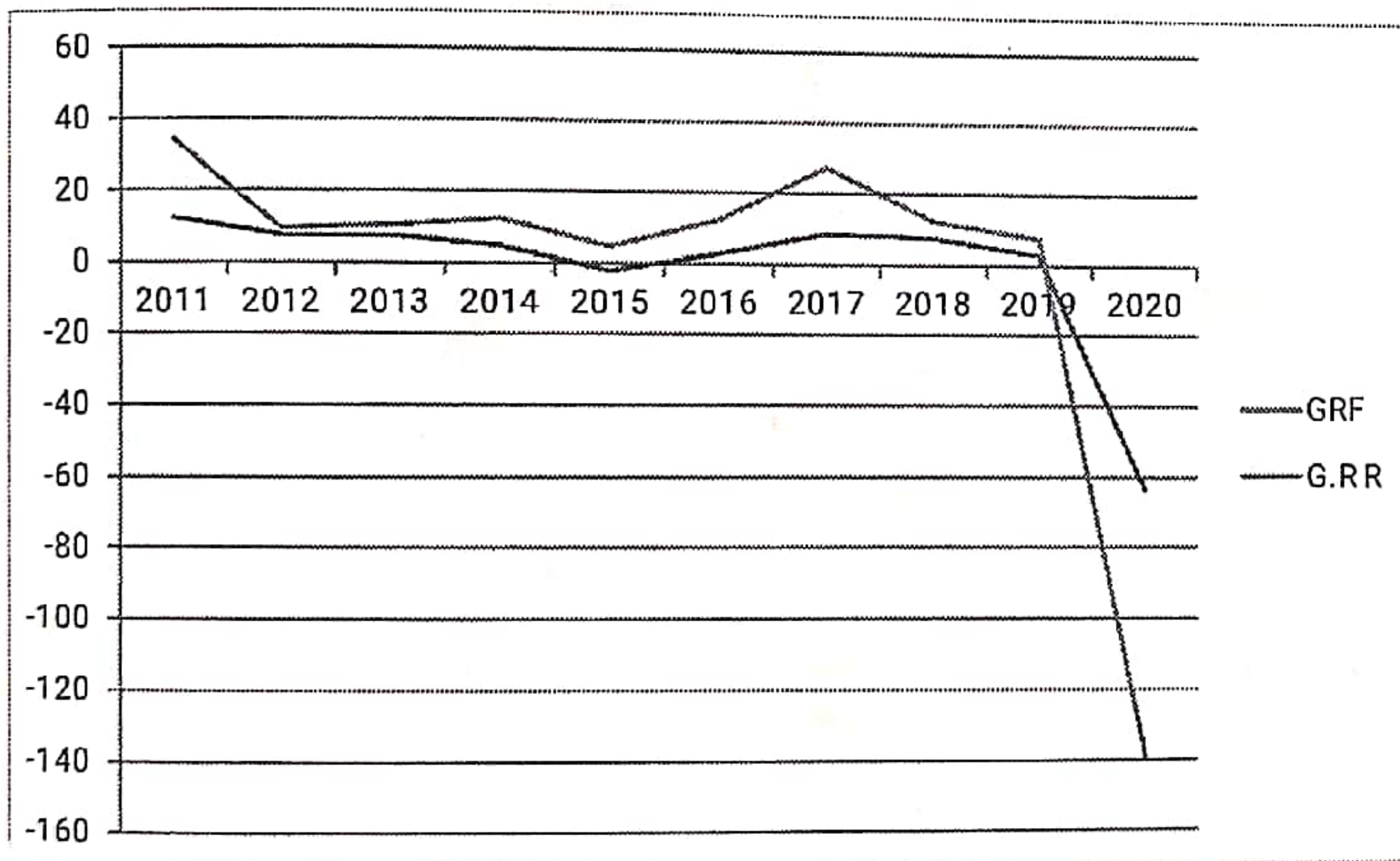
The international tourism receipts world wide and India share during the year 2011 to 2020 are given in table number 1.1 the share of India in the world tourism receipt as remain between 2011 to 2020



**Table No. 1.1**  
**The international tourism receipts (2011-2020)**

year	World tourism receipts				Percentage share of India in the world	India's rank in the world
	Receipts [US\$ billion]	Growth rate	FEE in India [US\$ billion]	Growth rate		
2011	1042	11.9	17.7	22.2	1.70	18th
2012	1117	7.2	17.97	1.5	1.61	16th
2013	1198	7.3	18.39	2.3	1.54	16th
2014	1252	4.5	19.7	7.1	1.57	15th
2015	1217	-2.8	21.01	6.6	1.73	14th
2016	1247	2.5	22.92	9.1	1.84	13th
2017	1349	8.2	27.31	19.1	1.84	13th
2018	1439	6.7	28.59	4.7	1.99	13th
2019	1466	1.9	30.06	5.1	2.05	13th
2020	533	-63.6	6.95	-76	1.30	-

Source: UNWTO World Tourism Barometer September 2021



**Chart No 1**

GRF Growth Rate of FEE

GRR Growth Rate of Receipts

It is clear from above table no 1.1 and chart no.1 that international tourism receipt worldwide which were Us\$ 1042 billion in 2011 have increase up to 1466 Billion dollars and decrease up to 533 billion dollars in 2020 it indicates remarkable decrease growth rate that is -63.6 in 2020



because of CORONA pandemic. Table No.1.1 indicates improvement in rank from 18th to 13th from 2011 to 2019 respectively.

**Table No.1.2 Shows International Tourist Arrivals, percentage and Ranks INTERNATIONAL TOURIST ARRIVALS IN WORLD AND INDIA 2011-2020**

year	WORLD		INDIA		Percentage share of India in the world	India's rank in the world
	Number (in Millions)	% Change	Number in Million	% Change		
2011	994	4.9	6.31	9.2	0.63	38th
2012	1039	4.5	6.58	4.3	0.63	41st
2013	1087	4.6	6.97	5.9	0.64	41st
2014	1137	4.6	13.11	50.1	1.15	24th
2015	1195	5.1	13.77	5.0	1.15	24th
2016	1241	3.8	15.02	9.1	1.21	26th
2017	1332	7.3	16.81	11.8	1.26	26th
2018	1413	6.1	17.42	3.7	1.23	23rd
2019	1466	3.8	17.91	2.8	1.22	24th
2020	402	-72.6	6.33	-64.7	1.57	-

(Source: UN World Tourism Organization and Bureau of Immigration, Govt. of India)

International tourist arrivals in world and India's share as well as ranks during the year 2011 to 2020 given in the above Table no. 1.2 India's rank in 2011 was 38 and decline in 2012 and 2013 which shows inefficiency of tourism industry of India this decline in rank is related with pre pandemic period. After 2013 up to 2019 shows satisfactory improvement in Rank.

**Table no 1.3  
Month wise Number and percentage Share of FTA in India During 2018-2020**

Month	2018	2019	2020	Growth Rate % 2019/18	Growth Rate % 2020/19	Growth Rate % 2020
January	1045027	1111040	1119250	6.3	0.7	40.78
February	1049259	1090516	1018440	3.9	-6.6	37.10
March	1021539	978236	328304	-4.2	-66.4	11.96
April	745033	774651	2820	4.0	-99.6	0.10
May	606513	615136	3764	1.4	-99.4	0.14
June	683935	726446	8590	6.2	-98.8	0.31
July	806493	818125	12655	1.4	-98.5	0.46



August	785993	800837	19761	1.9	-97.5	0.72
September	719894	751513	28167	4.4	-96.3	1.03
October	890223	945017	41494	6.2	-95.6	1.51
November	1012569	1092440	70977	7.9	-93.5	2.56
December	1191498	1226398	90544	2.9	-92.6	3.30
Total	10557976	10930355	2744766	3.5	-74.9	100.00

(Source: Bureau of Immigration, GOI)

Above table no.1.3 shows that Seasonality of Tourist Arrivals in India during 2018-2020. Weather conditions are main Determinant of foreign Tourist Arrivals above table shows the seasonal Variation in FTA. Month wise FTA is given in Table No.1.3 In the year 2019 Shows remarkable Decrease in growth rate in FTA.

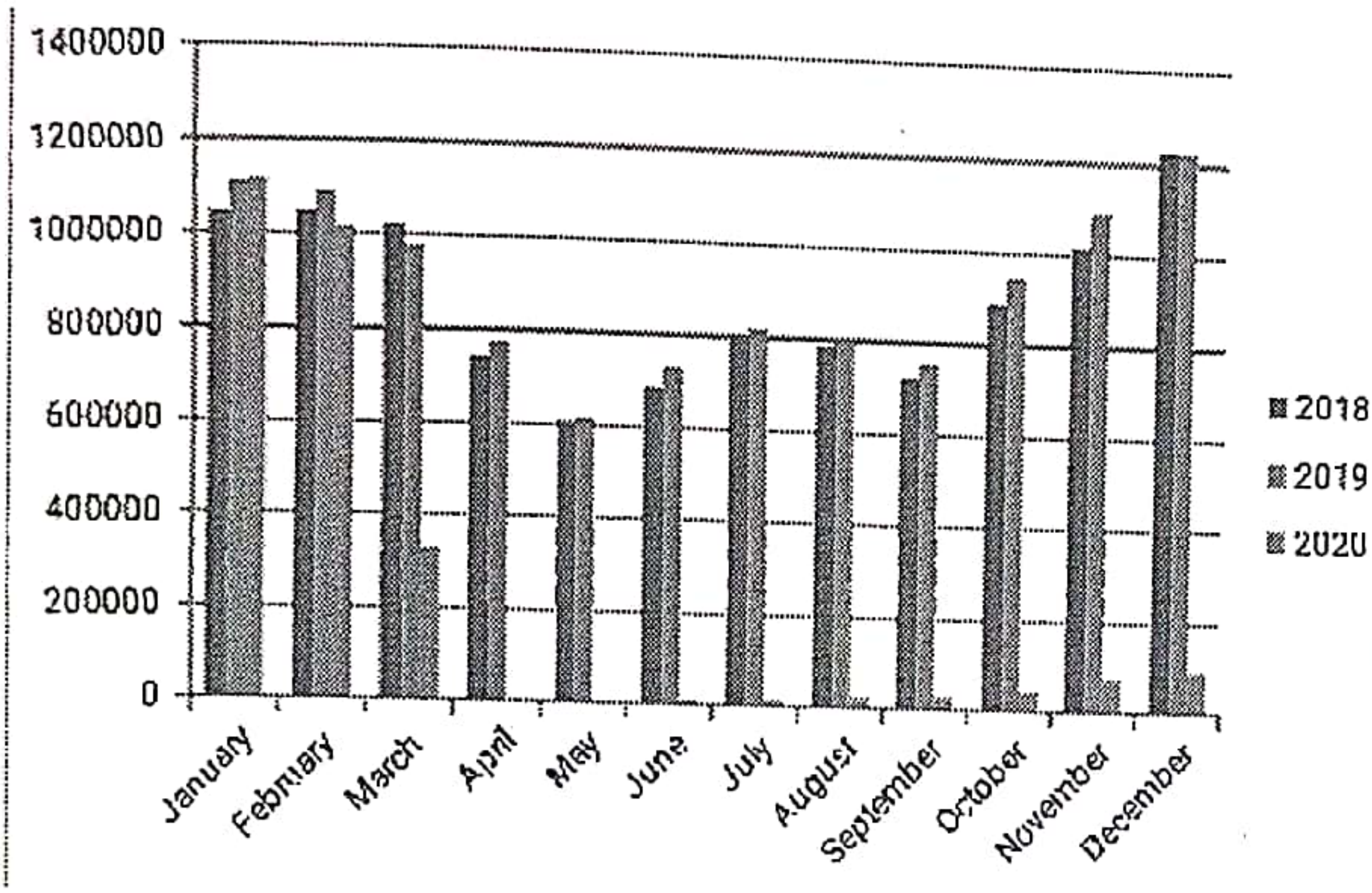


Chart No 2

Y axis shows Number of Tourist Arrivals

X axis shows Months

Above chart no 2 show month wise and year wise Tourist arrivals in the India. This chart shows comparative figures for the year 2018, 2019 and 2020. January has been peak month for FTAs in India following February, March, December and November it indicates seasonal variation in Tourist visits.

### Findings and conclusion:

Government of India should have to frame seasonal strategies to develop tourism industry

It is required to arrange training program for employee's tourism sector by the human resource ministry

There is improvement in rank 13th to 12th all over the world which indicates betterment of performance of tourism industry.

The central and state government should have to frame proper policies to increase tourist flow towards our country and make proper



implementation mechanism.

Tourism ministry of India should have to focused on infrastructure facilities, services, protection to NRI tourist to increase frequency of visit in the country.

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