



## **A Study On Tourism: Domestic And Foreign Tourist Arrival In India**

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**Abstract:** *Among the various service sector industries, tourism in India is largest and fastest growing sector in the country. In developing country like India the importance of tourism is primarily seen from economic angle: earning foreign exchange, providing employment and generating income. This industry is believed as least harmful to the environment and society at large and known as smokeless industry. The present study is aimed to study the profile of foreign and domestic tourists visiting India; a comparative study among the foreign and domestic tourists to get insight into the study; and identify the future needs and requirement of tourist who arrive in India. The study has been carried out by segmenting the tourists in to two distinct groups - Foreign Tourists and Domestic Tourists. By making use of appropriate secondary data like government reports, websites, tourism statistics, newspapers, etc. an analysis has been done. It is observed from the analysis that foreign tourists contribute much to the Indian tourism than the domestic tourists.*

**Key words:** *Tourism, Profile, Foreign Tourists, Domestic Tourists, economic growth*

**Introduction**

Tourism is the fast emerging industry of twenty first century. It is an instrument for economic development, with substantial contribution to sustainable human development including poverty alleviation, employment generation and environmental regeneration, mainly in remote and backward areas. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India. India's strategic geographical position has made it one of the top tourist destinations. It is a great country with a heaven of tourism delights like wealth of sights, cultural exuberance, and diversity of terrain. On one hand, the country is gifted with nature's bountiful riches, on the other hand a vast population. Every year, a large number of foreign tourists visit India as they want to relieve from their daily stress life and want to enjoy during their holidays a peaceful and good quality environment through tourism, they visit many places and explore throughout India. As Indian people are known for being friendly and warm, understanding and fulfilling needs of global tourists for quality vacationing is the kick-off for creditable performance and it shows strong impact of India's economic growth on Tourism. It is supposed to bring in quick and substantial returns, especially in the form of foreign exchange, for much less investment.

**Review Of Literature**

A review of literature has been done to find the gaps in the area of tourism. Honey and Gilpin (2009) suggest that tourism promote peace and stability in developing country like India. It is a potential source of economic growth. The positive benefits produced by tourism are well-documented in the economics (Balaguer and Cantavella-Jordà, 2002; Durbarry, 2004; Nowak et al, 2007; Brida et al, 2008; Katircioglu, 2009a; Kadir and Jusoff, 2010). Rapid growth of tourism increases household income and government revenue through multipliers effect and considered this industry a positive contribution of economic growth by (Khan et al 1995, lee and kwon 1995, lim 1997 and oh 2005). Truong and King (2006), have discussed and analyzed the wide ranging destination market segments varying from visitor demographics, travel characteristics to important supply led aspects of destination. While (Nicolau J.L., & Más F.J.) explained how the existence of strong heterogeneous tourism demand and diverse range of market segmentation for the choice of a destination with an increasing emphasis on relationship marketing as the analysis of tourist destination choice represented one of the most fruitful lines of investigation in his Tourism studies. Jafari J. (2003) said, "tourism now

means different things to different people". To governments, tourism may mean sources of employment, economic activities, per capital expenditure, and multiplier effects; to the industry sectors, it may suggest promotion, arrivals, length of stay, receipts. Tourists take into account the various factors in terms of facilities; local attractions etc, before choosing their destination. McIntosh, R.W. and Goeldner, C.R, (1990) analyzed the attractiveness of a tourist destination on the basis of attribute analysis of a destination. Khan & Ahmad (2008) suggests that many foreign tourists should be attracted in India by liberalizing policies, taxation schemes and by increasing Government's role in promoting India as a brand while Kamra K.K (2002, p.278), has opined that what less developed countries and regions need and require most is through going development or fundamental economic development that addresses the poverty or pollution suffered by many in the less developed world. Kanjilal had also addressed the inaccessibility as one of the major constraints for tourism development in this region (Iqbal, 2003) given suggestions to improve the present conditions for improving our tourism industry. Singh R.K. (2009) said that the broad objectives of future tourism development in India should be oriented to an accorded status in the national agenda for action and its eco-friendly sustainable development. Russo and Van (2000) pointed out that tourism is based on the natural environment as well as historical-cultural heritage. Tourist satisfaction consists of a number of independent components of holiday experiences such as facilities, natural environment or services (Pizam, Neuman, and Reichel, 1978). The evaluations of both attractions and levels of service quality supply side are regarded as critical in determining overall tourist satisfaction demand side (Whipple and Thach, 1988). Otto and Ritchie (1996) argued that consumer values in tourism should not focus only on functional attributes but also needs to relate to emotional and subjective reactions. In similar vein, Urry (1990) noted that consumer perceived value in tourism should put greater emphasis on social interaction as well as process episodes. The present study focuses on profile of foreign and domestic tourist visiting India.

#### **Need For The Study**

India has always been a tourist destination because of its natural beauty and uniqueness to enjoy an experience of a life time .In the initial phase of tourism, the development springs from main selected group of foreign tourist from few countries who travelled compassed of limited tourist destinations as a part of relaxation, recreation and leisure. But later in the second phase after the globalization, not only large number of travelers

from developed and developing countries visited India, but also large number of people started travelling within their own country. It has become transnational and also national phenomenon. The study was initiated to identify potential tourist arrival to India and to study their profiles contribution to the economy.

### **Objectives Of The Study**

The study is aimed at the followed objectives:

1. To analyze profile of domestic tourist and foreign tourist visiting India.
2. To compare the profile of foreign and domestic tourist visiting India.
3. To ascertain the expectations and satisfaction of the foreign tourists about the tourism destinations in India.

### **Research Methodology**

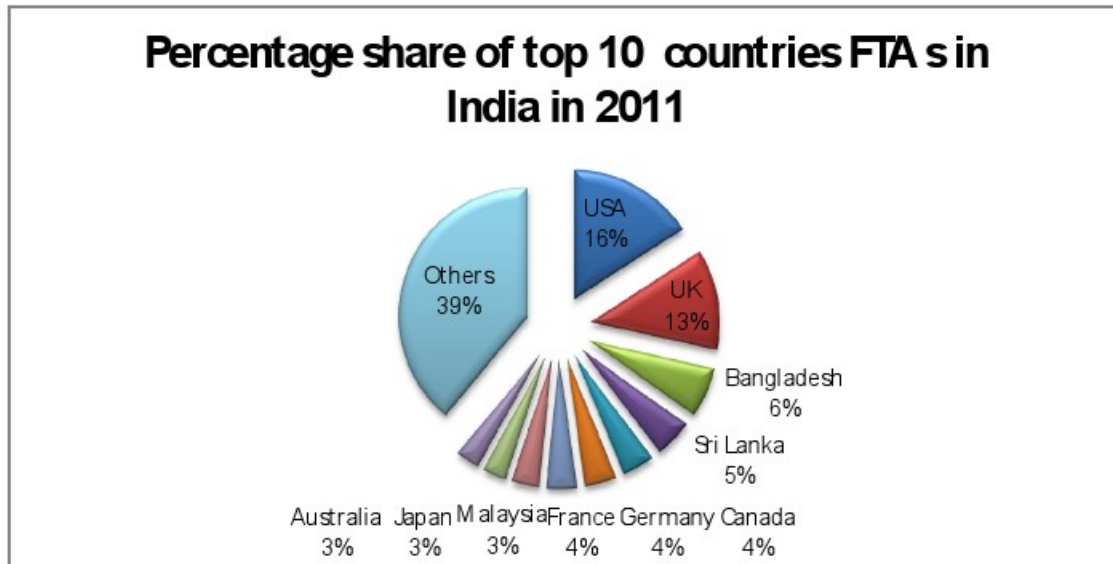
The research is carried out through the primary and secondary data sources. Secondary data was accumulated through various sources like internet, reference materials, journals, newspapers, magazines etc. This paper initiates with some important data on foreign tourist arrivals (FTAs) in India from 1997-2012 along with the data of top ten countries visited India, thereafter moves into profile of domestic and foreign tourist. The present study is aimed to study the profile of foreign and domestic tourists visiting India; a comparative study among the foreign and domestic tourists to get insight into the study.

### **India Tourism Statistics**

In the year 2011, as per the India tourism statistics, number of foreign tourist arrivals in India was 6.29 million (provisional) and annual growth rate was 8.9%, Foreign exchange earnings from tourism were US\$16.56billion (provisional) and annual growth rate was 16.7%. India's position in world, share in international tourist arrivals was 0.64% and its rank in world tourist arrivals was 38. India's position in world, share in international tourism receipts was 1.67% and its rank in world tourism receipts was 17 (India tourism statistics at a glance 2011, Incredible India). Figure: 1 shows the percentage share of Top 10 countries for foreign tourist arrivals in India in 2011 (India Tourism statistics 2011 at a glance).

Nationality-wise US remained the biggest market. It accounted for 16% of the total tourist arrivals in India. UK remained the second largest market with arrivals constitute 13% of the total market share. Bangladesh and others countries accounted smaller shares of the total market share. Major reasons for their arrival in India were: a single

destination, various destinations in India has marketed individually under the brand name of India.



*Figure1: Foreign Tourist arrivals in India*

*Source: Secondary data- India Tourism statistics*

It is a long haul destination and a tourist would need a much more longer time to visit attractions in India having separate travel components like natural attractions, mountains, beaches, wildlife, heritage properties, art and culture, etc. Indian tourism industry keeps a close watch on the market trends and fluctuations, at the international level and maintains competitiveness at that level.

The trend of FTA's in India from 1997-2000 shows improvements year by year but there was a fall in the year 2001-2002 as a result of incident in the united states (september 2001) foreign tourist government put out travel advisors which adversely affected travel in India and resulted negative growth. Later there was increase in FTA's arrival in India from 2003-2008. In the year 2009 there was decrease in the FTA's arrival due to global economic crises which effected tourism growth. There after we can see growth since 2010 still there is a tremendous scope to improve these figures further more to bring more and more foreign tourists in India.

Year	FTA in India (million)	% change over previous year
1997	2.37	3.8
1998	2.36	0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.29	8.9
2012(jan-june)	3.24(p)	7.4@

Table 1: Foreign Tourist arrivals (FTAs) in India, from 1997 to 2011

(p) Provisional @growth over Jan –june2012

Source: ministry of tourism government of India 2011-2012

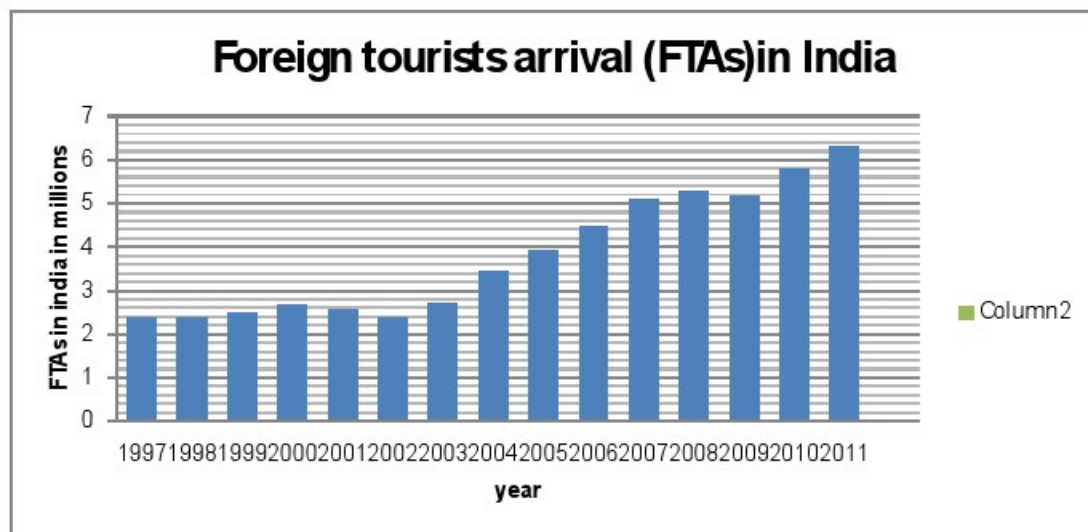


Figure 2: Foreign Tourist arrivals (FTAs) in India, from 1997 to 2011

Source: Secondary data- India Tourism statistics 2011 at a glance

**Analysis And Results**

To study the profile of foreign and domestic tourist arrival in India, factors like demographic profile, port of entry, purpose of visit, travel pattern, Tour Arrangements and Mode of Transport, Frequency of Visit, Source of Information, Average Length of Stay, Average Spending, Level of Satisfaction, Overall Experience, Major items of interest and Problems faced during stay have been considered for the study. The results are depicted in Table-2, Table-3 and Table-4.

<b>Profile of tourist visits</b>	<b>Foreign Tourists</b>
<b>Demographic Profile</b>	
Age,	59% in the age group of 30 to 54
Gender	68% male
Port of Entry	92% Delhi , Mumbai
Purpose of Visit	Leisure (48%) followed closely by culture-heritage and monuments ,profession and business reasons
Travel Pattern	60% travelling alone 20%family
Tour Arrangements and Mode of Transport	96% not on package tour 68% of the tourists travelled by flight and 32% by train
Frequency of Visit	92% on first visit
Source of Information	60% from government tourism offices ,websites
Average Length of Stay	2 weeks
Average Spending	US \$ 80 per day
Spending Pattern	50 % on accommodation 75% prefer to stay in star category hotels
Level of Satisfaction	accommodation, tourist attractions, sightseeing, road transport, railway, safety of tourists, health, communication and banking facilities on an average scale
	Availability of guides, domestic airline services and facilities for elderly was ranked as poor by most of the foreign tourists
Overall Experience	62% satisfied; 40% would like to visit again
Major items of interest	Culture & heritage and tradition, handicrafts, archaeological attractions, monuments and mountains, special interests like shopping of local stuffs in villages and towns.
Problems faced during stay	Food, local transport, no tourist information centers, emergency medical facilities, few ATM booths and non acceptance of credit cards, sanitation and language barrier and no proper infrastructure facilities.

*Table 2: Profile of foreign tourist visit to India*

The table: 2 interpret the profile of foreign tourist arrival from different countries to India. The demographic profile consists of age and gender which states that 59% of tourist IS in the age group of 30 to 54 and 68% of male category. Ports of entry by visitors are through Delhi and Mumbai, of which a majority of them are through Delhi (92%). The purpose of their visit was Leisure (48%) followed closely by culture-heritage and monuments, profession and business reasons. The Majority of travelers travels alone (60%), while others with family (20%). Tour Arrangements and Mode of Transport by tourist states that (96%) not on package tour and 68% of the tourists travelled by flight and 32% by train. 92% of all travelers visited first time. The sources of information collected by tourist from government tourism offices (60%), from websites (30%). The length of their stay was two weeks and average spending per day is US \$ 80 per day. For accommodation, the amount spent was (50%) and prefer to stay in star category hotels (75%). The level of satisfaction for tourist are from following factors like good accommodation for them, tourist attractions, sightseeing of caves mountain's hill's beaches, road transport, railway, safety of tourists, health, communication and banking facilities on an average scale. While low ranks were awarded for Availability of guides, domestic airline services and facilities for elders. (62%) of tourist satisfied through overall experience of travelling, while (40%) of tourist would like to visit again. The major items of interest attracted the foreign tourist was Culture & heritage and tradition of India, handicrafts, archaeological attractions, monuments and mountains, special interests like shopping of local stuffs in towns and villages. The major problems they faced during their visit to India was Food, local transport, no tourist information centers, emergency medical facilities, few ATM banks and non acceptance of credit cards, sanitation and language barrier and no proper infrastructure facilities.

The table: 3 interpret the profile of domestic tourist arrival within the India. The demographic profile consists of age and gender which states (48%) of tourists are in the age group of 25 to 34 and 50% of male (30%) from female category. The purpose of their visit was Leisure and religious purposes (46%) each followed by historical and cultural associations business and profession. Domestic tourists prefer travel with their families (68%). Travelers are not interested on package tour (80%) while (65%) of them travelled by trains and (20%) by road. (56%) of travelers visit repeated visits. The source of information collected by tourist is from friends and relatives (71%) and from websites (10%). The length of stay is one week, average spending per day is Rs 650 per day.

Profile of tourist visits	Domestic Tourists
Demographic Profile	
Age	48% in the age group of 25-34
Gender	50% Male and 30% females
Port of Entry	--
Purpose of Visit	Leisure and religious purposes, 46% each followed by historical and cultural associations, business and profession
Travel Pattern	68% with family
Tour Arrangements and Mode of Transport	80% not on package tour 65 % travelled by train, 20% by road
Frequency of Visit	56 % on their repeat visits
Source of Information	71% from their friends and relatives ,10% from websites
Average Length of Stay	1 week
Average Spending	Rs 650 per day
Spending Pattern	30% on accommodation followed by transportation (35%) 40% prefer to stay in government approved budget
Level of Satisfaction	Airport, road transport, railway, sanitation, safety of tourist, communication and banking facilities received the highest ranking at 3
	The lowest ranks were awarded to availability of domestic airlines, and guide services
Overall Experience	70 % satisfactory; 65 % would visit again
Major items of interest	Historical destinations, religious and culture destinations
Problems faced during stay	Local transport, no tourist information centre's, poor hotel services, lack of trained guides and lack of amenities.

*Table 3: Profile of domestic tourist visit to India*

For accommodation the amount spent is (30%) followed by transportation (35%) and prefer to stay in government approved budget (40%). Highest ranks were awarded to following factors like Airport, road transport, railway, sanitation, safety of tourist, communication and banking facilities and the lowest ranks were awarded to availability of domestic airlines, and guide services. (70%) of tourist satisfied through overall experience of travelling, while (65 %) of tourist would like to visit again. The major items of interest attracted the tourist were Historical destinations, religious and culture destinations. The major problems faced by tourist during their visit were Local transport, no tourist information centres, poor hotel services, lack of trained guides and lack of amenities.

The table: 4 interpret the comparative statement of foreign and domestic tourist arrival to India. The demographic profile indicates that most of the tourists are in the age group of 25-50 and majority of foreign tourist are male while both in domestic tourist. The purpose of visit to India was leisure followed closely by culture-heritage and monuments, profession and business reasons for both foreign and domestic tourist, but distinction was that domestic tourists arrives for religious and culture purpose. Foreign tourist, travel alone; while domestic tourist travel with their families. Tour Arrangements by both tourists were not on package tour and foreign tourist use flight and train for travelling; while domestic tourist use train or road transport. 92 percent of travelers visit for first time. While (56%) of domestic travelers repeat visits. The source of information collected by both tourists is from websites. But foreign tourist collects from government tourism offices and authorities for visa; while domestic tourist gathers information from friends and relatives. Average length of stay for foreign and domestic tourist is between 1 to two weeks. Average expenditure per day is us\$80 per day and Rs 650 per day because foreigners spent more on accommodation and prefer to stay in star hotels; where as domestic tourist spent less on accommodation and like to stay in government approved budget. Highest ranks were awarded by domestic tourist while average scaling was given by foreign tourist to following factors like Airport, road transport, railway, sanitation, safety of tourist, communication and banking facilities. Lowest ranks were given by domestic tourist and very poor scaling was given by foreign tourist towards availability of domestic airlines, guide services and facilities for elderly tourist. 60 - 70 percent tourists satisfied while 40-60 percent would like to visit again through their experience of travelling.

Profile of tourist	Foreign Tourists	Domestic Tourists
Demographic Profile: Age & gender	59% in the age group of 30 to 54 68% male	48% in the age group of 25-34 50% Male and 30% females
Port of Entry	92% Delhi , Mumbai	--
Purpose of Visit	Leisure (48%) followed closely by culture-heritage and monuments ,profession and business reasons	Leisure and religious purposes, 46% each followed by historical and cultural associations , business and profession
Travel Pattern	60% travelling alone 20%family	68% with family
Tour Arrangements and Mode of Transport	96% not on package tour 68% of the tourists travelled by flight and 32% by train	80% not on package tour 65 % travelled by train,20% by road
Frequency of Visit	92% on first visit	56 % on their repeat visits
Source of Information	60% from government tourism offices ,websites	71% from their friends and relatives,10% from websites
Average Length of Stay	2 weeks	1week
Average Spending	US \$ 80 per day	Rs 650 per day
Spending Pattern	50 % on accommodation 75% prefer to stay in star category hotels	30% on accommodation followed by transportation (35%) 40% prefer to stay in government approved budget
Level of Satisfaction	accommodation, tourist attractions, sightseeing, road transport, railway, safety of tourists, health, communication and banking facilities on an average scale	Airport, road transport, railway, sanitation, safety of tourist, communication and banking facilities received the highest ranking at 3
	Availability of guides, domestic airline services and facilities for elderly was ranked as poor by most of the foreign tourists	The lowest ranks were awarded to availability of domestic airlines, and guide services
Overall Experience	62% satisfied; 40% would like to visit again	70 % satisfactory; 65 % would visit again
Major items of interest	Culture & heritage and tradition, handicrafts, archaeological attractions, monuments and mountains, special interests like shopping of local stuffs in villages and towns.	Historical destinations, religious and culture destinations
Problems faced during stay	Food, local transport, no tourist information centers, emergency medical facilities, few ATM s and non acceptance of credit cards, sanitation and language barrier and no proper infrastructure facilities.	Local transport, no tourist information centre's, poor hotel services, lack of trained guides and lack of amenities.

Table 4: Comparative statement of foreign and domestic tourists of India

The major items of interest attracted foreign tourist was Culture & heritage and tradition, handicrafts, archaeological attractions, monuments and mountains, special interests like shopping of local stuffs in villages and towns while for domestic tourist were Historical destinations, religious and culture destinations, Lastly both the tourist faced the major problems like Food, local transport, no tourist information centers, emergency medical facilities, few ATM and non acceptance of credit cards, sanitation and language barrier and no proper infrastructure facilities.

### **Conclusions**

The foreign tourists are generally independent travelers (FITS), and such travelers interact more closely with the local people during the course of their stay so there should be Availability of foreign language tourist guides and travel / tour operators who are expertise in communication. A majority of foreign tourist prefer Arrangements were not on package tour so more publicity through media about the destinations and attractive Package tours have to develop by Setting up of more number of information outlets. Tourists faced problems with Food, local transport, sanitation, infrastructure facilities, cleanliness at tourist spots and attention to the needs of old and disabled people. They preferred to have better and cheaper accommodation and local conveyance, Pre-paid auto and taxis at the destinations, facility for smooth banking and wider acceptance of credit cards. It has been identified to a greater understanding that majority of the tourist were foreigners and their spending was more which benefits the country. Thus the study indicates that foreign tourists are collectively responsible for boosting our country's economic reserves and its impact of India's economic growth on tourism.

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