

Economic and Social Perspectives of Travel and Tourism Industry in India: Government Policies and Initiatives

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Abstract:

The paper discussed economic and social perspectives of travel and tourism industry in India. It has found that tourist arrivals were declined during corona pandemic period. Majority of foreign tourist in India are from south Asia, north America, and Western Europe. June, October, November, and December are the peak months for tourist arrivals. Tourist can arrive India through sea, air and land routes. More than 80 percent tourist are arrived through the air route. There is difference in year-wise domestic & foreign tourist visits in India. Majority of the tourist arrive are male. Nearly 60 percent tourist are male and remaining (i.e. forty percent) are female. Majority of tourist have age between 25-54 years. Nearly 60 percent tourist are fallen under this age group. Foreign exchange earnings from tourism are increased continuously until 2019. Foreign exchange earnings from tourism was fallen in 2020 due to the corona pandemic. But foreign exchange earnings from tourism is increased during post-pandemic era. Majority of foreign tourist arrives in India are from United States of America, Bangladesh and United Kingdom. Inadequate infrastructure, inadequate marketing and promotion, lack of skilled manpower, incidents of harassment and violence against tourists, lack of a robust law enforcement system and inadequate security measures are the major challenges before the travel and tourism industry in India. Therefore, ministry of tourism should implement proper policies for minimising constrains before the tourism sector, and flourishing the industry.

Introduction:

Tourism and Hospitality industry is one of the largest service industry in India. It has significant role for growth and prosperity of the nation. It is vital part of 'Make in India' initiative of the Government. It has important role in rapid development and job creation. It also helps for growth of multi-use infrastructure, including state-of-the-art healthcare facilities, efficient transportation networks (railways, shipping, roads, and aviation), exquisite restaurants, resorts and world-class hotels. The niche tourism, encircling awe-inspiring world heritage sites, and geographical diversity of the nation offers the opportunities for mesmerizing eco-tourism, renowned medical tourism, exhilarating adventure tourism, and captivating cruise tourism. Such industry has more prospects in India due to its captivating destinations, cultural tapestry, and rich heritage. Tourism and Hospitality industry is a leading employer of women. Government of India also approved 100 percent foreign direct investment in tourism industry under the automatic route.

Travel and tourism industry have large market in India. It offers various niche products, such as religious, cruises, rural, adventure, film, medical, eco-tourism, MICE, sports, and wellness tourism. India is having well-known destination for spiritual tourism. Broadcasting

campaigns like 'Incredible India' influenced millions of travellers for travelling in India. The road, rail, and air transportation infrastructure are playing vital role for growth of such industry. Construction of regional airports, indigenous superfast trains, and new highways makes inland destinations more accessible and more convenient. Budget airlines are operating in various destinations. It boosts local connectivity. The contribution of such industry in national income reached INR 19.13 trillion (\$230 billion) in 2023.

Literature Review

Babu & Maran (2013) in their report discussed the challenges faced by tourism industry in India. They identified that lack of hygienic and comfortable accommodation, appalling conditions of traveling by trains, seasonality of the industry, lack of an integrated tourism promotion programme, failure of the mandarins of tourism, lack of coordination between tourism department of states, endorsing another tourist's places in other South Indian countries, flight cancellations and delays, inadequate airline capacity, and high prices of flight ticket are the basic challenges before the tourism industry of India. Venkatesh & Mukesh (2025) in their report discussed the trend of tourism industry in India. The report also discussed the future of tourism industry in India seeing the trend of tourism industry under government policies and plans. It has been found from report of Bhushan (2017) that Government of India realised the significance of tourism industry for the growth of the country. Government has implemented policies for attracting more tourist in the country.

Jha (2017) in his paper examined the future prospects of tourism industry in India. Government of India implemented multiple policies for tourism development in the state through tourism department and other institutions. Hazra (2018) in his report concluded that development of tourism industry is a path for economic development. It will increase employment, per capita income and economic growth of any region. According Dhanalakshmi (2019), tourism industry plays vital role for growth of national income in the country. It directly and indirectly increases employment in the society. Culture, custom, tradition and heritage are important part of such industry. We can conclude from report of Adity and Aanand (2019) that tourism and hospitality industry has prominent role for creating opportunities for employment and income of the local people. But due to poor connectivity, lack of hygiene & sanitation, increasing crime against travellers, poor policy implementation, terrorist activities and others activities, tourism industry unable to attached its optimum level.

Mane (2020) in his report discussed the problems and prospects of tourism industry in India. Tourism industry is a growing industry and government implemented multiple policies

for expansion of such industry. Karnik (2022) in his paper found that tax issues with Indian tourism, insufficient digital promotion and marketing, lack of human resource planning, inaccessibility of tourist places, lack of safety and security, and lack of infrastructure are the challenges of tourism sector in India. The report of Mishra et. al. (2023) discussed the security of travellers in tourism industry in India. Crime rate, war, environmental threats, spread of infectious disease, and health of socio-political environment are the basic threat for security of the travellers. Alluri & Venkateswarlu (2023) in their report discussed the Indian tourism scenario during pre and post corona pandemic period. It also deliberated its impact on economic and social aspects of Indian economy.

Therefore, from the above review analysis it has found that there are multiple challenges before the tourism industry in India, but the industry has good future prospects. The above articles discussed the trend, prospects and challenges before tourism industry of India. There is scarcity of article specially discussed about the economic and social perspectives of tourism industry of India. Hence, I have chosen the concern topic for my study.

Objectives

The general objective of the paper is to study economic and social perspectives of travel and tourism industry in India.

The specific objectives are:

1. To study the region-wise foreign tourist arrivals in India.
2. To observe the month-wise break-up of international tourist arrivals in India.
3. To evaluate foreign tourist arrivals in India as mode of travel.
4. To examine the foreign tourist arrivals in India at all international airport.
5. To study the foreign tourist arrivals in India through gender-wise distribution.
6. To inquiry the foreign tourist arrivals in India according to age-group.
7. To scrutinize year-wise domestic & foreign tourist visits in India.
8. To study the top source countries for foreign tourist arrivals in India.
9. To examine the foreign exchange earnings from tourism in India,
10. To inspect the month-wise fee from tourism in India.
11. To study the relation between revenue of travel and tourism sector with gross domestic product of India.
12. To identify the relation between tourist arrivals and revenue of travel and tourism sector of India.
13. To classify the relation between tourist arrivals with gross domestic product of India.

14. To identify various challenges before the tourism and hospitality industry in India.

Hypothesis

The hypothesis of the study is:

1. There is no difference between region-wise foreign tourist arrivals in India.
2. There is no difference between month-wise break-up of international tourist arrivals in India.
3. There is no difference as mode of travel of foreign tourist arrivals in India.
4. There is no difference of foreign tourist arrivals in India at all international airport.
5. There is no variance in foreign tourist arrivals in India through gender-wise distribution.
6. There is no difference of foreign tourist arrivals in India according to age-group.
7. There is no difference in year-wise domestic & foreign tourist visits in India.
8. There is no difference in top source countries for foreign tourist arrivals in India.
9. There is no variation in foreign exchange earnings from tourism in India.
10. There is no variation in month-wise fee from tourism in India.
11. There is no relation between revenue of travel and tourism sector with gross domestic product of India.
12. There is no relation between tourist arrivals with gross domestic product of India, and
13. There is no relation between tourist arrivals with revenue of travel and tourism sector of India.

The Study area

India is the seventh largest country in the world. It is a popular country in south Asia. Its total area is 3,287,263 km². New Delhi is the capital of India. Mumbai, Chennai, Kolkata, Hyderabad, and Bangalore are the other major cities. Hindi and English are the official languages. There is eighth schedule recognised regional languages. Hinduism is the largest languages, followed by Islam, and Christianity. Accordingly, 2024, estimate nominal GDP of India is \$3.937 trillion (globally 5th largest) and Per capita income is \$2,731. India is a medium HDI (0.644) country.

Methods and Materials

This study is descriptive in design and has utilized qualitative and quantitative approach. Secondary data for the study has been collected from various govt. reports, website of ministry of tourism, report of international agencies, and research papers. To reveal the travel and

tourism industry in general and economic perspectives in particular, descriptive analysis, content text analysis, and regression analysis have been performed.

Results and Discussion

Tourism industry is one of the largest industry in India. Accordingly, World Travel and Tourism Council, tourism industry contributes \$160 billion, which is nearly 5.8 percent of national gross domestic products in 2021. Tourism industry in India has opportunities in business, medical, cultural, heritage, and sports tourism. Himalayas in northern India is mix of monasteries, valleys, and snow-capped peaks. The industry also includes camping, package holidays, guest houses, hotels etc. Lakshadweep islands, Andaman & Nicobar Islands, Goa, Rajasthan, Delhi, Uttar Pradesh, Tamil Nadu, and Kerala. attract tourists in large numbers all around the year. It is well-known for its element of mysticism, and rich cultural heritage.

Table 1: Region-wise foreign tourist arrivals in India

Region	2022	2021	2020	2019	2018	2017
North America	1692659	510299	516960	1863892	1807718	1712358
C & S. America	46157	6798	26968	98926	101085	92067
Western Europe	1300210	334850	624615	2178441	2243635	2136673
Eastern Europe	187964	43114	168145	456481	466049	472872
Africa	234483	68914	90296	362308	351198	318023
West Asia	260346	52174	97651	431943	449548	447760
South Asia	1723016	398722	750061	3375819	3104422	2951665
South E.Asia	412780	38474	231622	930540	887088	824575
East Asia	136852	33762	130383	782225	724568	663295
Australasia	435674	38865	105047	438939	412628	386059
Not specified	7326	1142	3018	10841	10037	23456
TOTAL	6437467	1527114	2744766	10930355	10557976	10035803

Source: India Tourism Statistics, 2023, p.16.

Table 1 discussed the region-wise foreign tourist arrivals in India. It has found that tourist arrivals in India from regions were reduced during 2019-2021 due to the corona pandemic. Highest number of tourist was arrived from South Asia followed by north America, Western Europe, and Australasia. On the other hand, least number of tourist has arrived from central and South America that preceded by East Asia, Eastern Europe, Africa, and West Asia. More than one crores tourist was arrived in 2017 and it was reached 1.09 crores in 2019. Due to corona pandemic it was reduced to 27.44 lakhs in 2020 and was 15.27 lakhs in 2021. There was slightly recovery during post-pandemic period and was reached 64.37 lakhs in 2022. Therefore, there is difference exist between region-wise foreign tourist arrivals in India. So, null hypothesis-1 is rejected and alternative hypothesis is accepted.

Table 2: Month-wise break-up of international tourist arrivals in India (2019-2022)

Months	2022	2021	2020	2019	Growth 2022/21	% share 2022
January	215935	581000	1730952	1551947	128.11	3.35
February	254538	541430	1513549	1492719	130.74	3.95
March	358023	613085	615985	1462838	167.64	5.56
April	411010	491807	3053	1282355	422.13	6.38
May	445690	224663	29524	1233736	2154.95	6.92
June	547074	253543	189546	1395170	1416.70	8.50
July	669499	411527	297298	1593705	823.43	10.40
August	524756	457561	290430	1474406	465.91	8.15
September	551580	550855	302558	1241027	376.89	8.57
October	677055	845186	373708	1569480	253.71	10.52
November	789330	947525	477918	1699316	199.14	12.26
December	992977	1091453	512601	1916815	212.60	15.42
Total	6437467	7009635	6337122	17913514	321.54	100.00

Source: India Tourism Statistics, 2023, p.18.

Table 2 discussed month-wise break-up of international tourist arrivals in India. It has found that tourist arrivals in India was reduced during 2019-2021 due to the corona pandemic, but post-pandemic recovery is also noticeable. June, October, November, and December are the peak months for tourist arrivals. On the other hand, lean months for tourist arrivals are January, February, March, April and May months. According tourist arrival report of 2022, share of tourist arrives in lean months (during January to May) is between 3-6 percent. The share of tourist arrivals during the peak months (e.g. June to December) is between 8-15 percent. Therefore, there is difference between month-wise break-up of international tourist arrivals in India. So, null hypothesis-2 is rejected and alternative hypothesis is accepted.

Table 3: Segregation of Foreign tourist arrivals in India as mode of travel

Year	Arrivals	% Distribution by mode of travel		
		Sea	Land	Air
2001	2537282	0.9	12.0	87.1
2011	6309222	0.8	7.2	92.0
2012	6577745	0.7	7.6	91.7
2013	6967601	0.5	8.5	91.0
2014	7679099	0.4	13.5	86.1
2015	8027133	0.7	14.8	84.5
2016	8804411	0.9	15.0	84.1
2017	10035803	0.7	19.7	79.6
2018	10557976	0.8	19.6	79.6
2019	10930355	0.9	21.7	77.4
2020	2744766	1.5	19.3	79.2
2021	1527114	0.7	11.8	87.5
2022	6437467	0.3	16.2	83.5

Source: India Tourism Statistics, 2023, p.23.

Table 4 illustrated segregation of foreign tourist arrivals in India as mode of travel. It has found that tourist can arrive India through sea, air and land routes. More than 80 percent tourist are

arrived through the air route, i.e. flight. Indian cities are well connected with cities of various continents through numerous airlines. Tourist also can arrive through the inland port with neighbouring countries (e.g. Bangladesh, Nepal, Bhutan, Bangladesh, and Myanmar). Nearly 87.1 percent tourist was arrived through air routes in 2001, and was 79.6 percent in 2018 and was further reached 83.5 percent in 2022. Tourist arrived through land routes was 12 percent in 2001, and was 19.6 percent in 2018, and was further reached 16.2 percent in 2022. Tourist arrived through sea routes was 0.9 in 2001 and was 0.8 percent in 2018 and was further declined 0.3 percent in 2022. Therefore, there is difference as mode of travel of foreign tourist arrivals in India. So, null hypothesis-3 is rejected and alternative hypothesis is accepted.

Table 4: FTAs in India at all International Airport (2022)

Port	FTAs	% Share	Port	FTAs	% Share
Delhi Airport	2024488	37.66	Goa Airport	82091	1.53
Mumbai Airport	957256	17.81	Tiruchirappalli	67609	1.26
Chennai Airport	589764	10.97	Calicut Airport	25837	0.48
Bangalore Airport	410326	7.63	Jaipur Airport	5996	0.11
Hyderabad Airport	297846	5.54	Nagpur Airport	2957	0.06
Cochin Airport	282194	5.25	Port Blair	41	0.01
Ahmedabad Airport	176086	3.28	Srinagar	47	0.00
Kolkata Airport	245140	4.56	Guwahati	441	0.00
Trivandrum Airport	87091	1.62	Others	54417	1.01
Amritsar Airport	65545	1.22	Total	5375172	100.00

Source: India Tourism Statistics, 2023, p.27.

Table 4 discussed foreign tourist arrivals in India at all international airport. It has found more than 65 percent foreign tourist are arrived in India through the Delhi, Mumbai and Chennai airports. Bangalore, Hyderabad, Cochin, Ahmedabad, and Kolkata airports are other leading airports. Jaipur, Nagpur, Port Blair, Srinagar, and Guwahati airports are the new international airports. Arrivals of foreign tourist through those airports are negligible. More than 20.24 lakhs tourist are arrived through Delhi Airport, where tourist arrived through Mumbai Airport, Chennai Airport, and Bangalore Airports are respectively 9.57 lakhs, 5.89 lakhs, and 4.1 lakhs. On the other hand, tourist arrives through Guwahati, Srinagar, and Port Blair airports are 441, 47, and 41 respectively. Therefore, there is difference of foreign tourist arrivals in India at all international airport. So, null hypothesis-4 is rejected and alternative hypothesis is accepted.

Table 5: Foreign tourist arrivals in India through gender-wise distribution

Year	Arrivals	Gender Distribution (%)		
		Male	Female	Third-gender
2011	6309222	59.4	40.6	0.0
2012	6577745	58.7	41.3	0.0

2013	6967901	58.8	41.2	0.0
2014	7679099	59.0	41.0	0.0
2015	8027133	59.3	40.7	0.0
2016	8804411	59.4	40.6	0.0
2017	10035803	59.4	40.5	0.01
2018	10557976	58.6	41.4	0.01
2019	10930355	58.9	41.1	0.0
2020	2744766	57.8	42.2	0.0
2021	1527114	59.7	40.3	0.0
2022	6437467	57.9	42.0	0.01

Source: India Tourism Statistics, 2023, p.31.

Table 5 discussed the foreign tourist arrivals in India through gender-wise distribution. It has found that majority of the tourist are male. Nearly 60 percent tourist are male and remaining (i.e. forty percent) are female. Tourist belonging of third gender are negligible. Share of male and female tourist in total arrivals of tourist are nearly stagnant in last 10 years. Share of male and female tourist was respectively 59.4 percent and 40.6 percent in 2011, and was 58.6 percent and 41.4 percent in 2018. In 2022, share of male and female tourist was respectively 57.9 percent and 42 percent. Therefore, there is variance in foreign tourist arrivals in India through gender-wise distribution. So, null hypothesis-5 is rejected and alternative hypothesis is accepted.

Table 6: Foreign tourist arrivals in India according to Age-group

Year	Arrivals	% Distribution by Age Group (in years)						
		0-14	15-24	25-34	35-44	45-54	55-64	65=>
2001	2537282	7.0	10.8	20.1	21.1	19.4	11.9	6.7
2011	6309222	10.5	7.9	16.6	21.2	19.7	13.7	10.5
2012	6577745	11.0	8.0	16.5	21.0	19.8	13.9	9.9
2013	6967901	9.5	8.7	19.1	21.0	20.0	14.0	7.7
2014	7679099	9.2	8.5	18.9	21.0	20.1	14.0	8.3
2015	8027133	9.4	8.5	19.2	21.2	20	13.8	7.9
2016	8804411	9.5	8.5	19.2	21.1	19.9	13.8	8.1
2017	10035803	9.4	8.5	19.1	21.1	19.9	13.8	8.2
2018	10557976	9.3	8.4	18.6	21.2	19.8	14.2	8.7
2019	10930355	9.2	8.3	18.6	21.3	19.8	14.1	8.8
2020	2744766	7.7	7.7	18.4	20.2	19.7	15.6	10.7
2021	1527114	13.6	8.4	15.8	21.0	21.8	13.0	6.4
2022	6437467	13.6	8.3	15.7	21.3	20.4	12.9	7.8

Source: India Tourism Statistics, 2023, p.34.

Table 6 discussed the foreign tourist arrivals in India according to age-group. It has found that majority of tourist have age between 25-54 years. Nearly 60 percent tourist are fallen under this age group. Nearly 20 percent tourist each are between 0-24 years and also 55 and above years' age groups. Consequently, majority of tourist are young and old or children are

comparatively less. Therefore, there is difference of foreign tourist arrivals in India according to age-group. So, null hypothesis-6 is rejected and alternative hypothesis is accepted.

Table 7: Domestic & foreign tourist visits to States /Union Territories in India

Year	Tourist Visits		Annual Growth Rate	
	Foreign	Domestic	Foreign	Domestic
1991	3146652	66670303	-	-
2001	5436261	236469599	-7.76	7.43
2011	19497126	864532718	8.86	15.63
2012	18263074	1045047536	-6.33	20.88
2013	19951026	1142529465	9.24	9.33
2014	22334031	1282801629	11.94	12.28
2015	23326163	1431973794	4.44	11.63
2016	24714503	1615388619	5.95	12.81
2017	26886684	1657546152	8.79	2.61
2018	28851130	1853787719	7.31	11.84
2019	31408666	2321982663	8.86	25.26
2020	7171769	610216157	-77.17	-73.72
2021	1054642	677632981	-85.29	11.05
2022	8587562	1731013539	714.26	155.45

Source: India Tourism Statistics, 2023, p.129.

Table 7 discussed the domestic & foreign tourist visits to states /Union Territories in India. It has found that number of domestic and foreign tourist are increasing continuously until 2019. Arrivals of domestic and foreign tourist were declined nearly 77 percent in 2020 due to the corona pandemic. Foreign tourist was further declined (nearly 85%) in 2021 due to transport restrictions imposed for corona pandemic. Domestic tourist arrivals were increased nearly 11 percent in 2021. There was post-pandemic recovery of tourist arrival. Domestic and foreign tourist arrivals was increased and 155.45 percent and 714.26 percent in 2022. Therefore, there is difference in year-wise domestic & foreign tourist visits in India. So, null hypothesis-7 is rejected and alternative hypothesis is accepted.

Table 8: Top 15 Source Countries for Foreign Tourist Arrivals in India

Rank	Country	FTAs in India 2022	% share in 2022	Rank	Country	FTAs in India 2021	% share in 2021
1	United States of America	1403399	21.8	1	United States of America	429860	28.1
2	Bangladesh	1277557	19.8	2	Bangladesh	240554	15.8
3	United Kingdom	641051	10.0	3	United Kingdom	164143	10.7
4	Australia	376898	5.9	4	Canada	80437	5.3
5	Canada	289259	4.5	5	Nepal	52544	3.4
6	Sri Lanka	1833459	2.8	6	Afghanistan	36451	2.4
7	Germany	141425	2.2	7	Australia	33864	2.2

8	Nepal	138203	2.1	8	Germany	33772	2.2
9	Singapore	132668	2.1	9	Portugal	32064	2.1
10	Malaysia	126192	2.0	10	France	30374	2.0
11	France	120282	1.9	11	Maldives	26571	1.7
12	Russia	97911	1.5	12	Sri Lanka	25989	1.7
13	Maldives	71707	1.1	13	Russia	17567	1.2
14	Portugal	69522	1.1	14	Iraq	16213	1.1
15	Japan	64196	1.0	15	Netherlands	15631	1.0
Top 15 countries		5133729	79.7	Top 15 countries		1236034	80.9
Other countries		1303738	20.3	Other countries		291080	19.1
Grand total		6437467	100.0	Grand total		1527114	100.0

Source: India Tourism Statistics, 2023, p.47.

Table 8 described the top 15 source countries for FTAs in India during 2021 & 2022. It has found that highest number of foreign tourist was arrived from United States of America and followed by Bangladesh and United Kingdom in 2021 and 2022. Top three countries contributed more than 50 percent arrivals of foreign tourist. Top 15 countries contributed nearly 80 percent of foreign tourist arrivals in India. In 2021, out of 15 top foreign tourist arrivals countries, least number of tourist are arrived from Netherlands preceded by Iraq, Russia and Sri Lanka. In 2022, out of 15 top foreign tourist arrivals countries, least number of tourist are arrived from Japan preceded by Portugal, Maldives and Russia. Therefore, there is differences in top source countries for foreign tourist arrivals in India. So, null hypothesis-8 is rejected and alternative hypothesis is accepted.

Table 9: Lean and Peak Months of FTAs in India from Top 15 Countries During 2022

Nationality	Peak Month (% Share)	Lean Month (% Share)
USA	December (16.0%)	January (4.2%)
Bangladesh	December (15.1%)	February (1.8%)
UK	December (14.1%)	January (3.5%)
Australia	December (25.6%)	February (3.3%)
Canada	December (14.6%)	January (5.3%)
Sri Lanka	October (10.6%)	January (5.1%)
Germany	November (14.1%)	January (3.2%)
Nepal	September (11.8%)	January (2.4%)
Singapore	December (15.7%)	January (2.2%)
Malaysia	December (17.1%)	March (1.9%)
France	November (12.3%)	January (2.9%)
Russian Fed	December (25.2%)	June (2.9%)
Maldives	July (18.6%)	April (2.9%)
Portugal	December (13.6%)	March (6.3%)
Japan	December (0.1%)	February (0.03%)

Source: India Tourism Statistics, 2023, p.19

Table 9 discussed the lean and peak months of FTAs in India from top 15 countries during 2022. It has been found that more tourist arrives in July, September, October, November, and

December months. On the other hand, less foreign travellers arrives in January, February, March, April, and June months. December and January are the peak and lean month for arrivals of foreign travellers from United States of America, United Kingdom, Canada, and Singapore. December and February are the peak and lean month for arrivals of the foreign travellers from Bangladesh, Japan and Australia. November and January are the peak and lean month for arrivals of the foreign travellers from Germany and France. July and April are the peak and lean month for arrivals of the foreign travellers from Maldives.

Table 10: Foreign exchange earnings from tourism in India

Year	FEE in US\$ terms		FEE in Rupees term	
	Crore (USD)	% Change	Crore (INR)	% Change
1991	1861	-	4318	-
2001	3198	-7.6	15083	-3.5
2011	17707	22.2	83036	25.5
2012	17971	1.5	95607	15.1
2013	18397	2.4	107563	12.5
2014	19700	7.1	120367	11.9
2015	21013	6.7	134844	12.0
2016	22923	9.1	154146	14.3
2017	27310	19.1	177874	15.4
2018	28586	4.7	194881	9.6
2019	30058	5.1	211661	8.6
2020	6958	-76.9	50136	-76.3
2021	8797	26.4	65070	29.8
2022	17611	100.19	139935	115.05

Source: India Tourism Statistics, 2023, p.59.

Table 10 describes foreign exchange earnings from tourism in India. It has found that foreign exchange earnings from tourism are increased continuously until 2019. Foreign exchange earnings from tourism was fallen in 2020 due to the corona pandemic. Due to the pandemic foreign exchange earnings was reduced 76.3 percent. But foreign exchange earnings from tourism increased during post-pandemic era. Therefore, there is year-wise variation in foreign exchange earnings from tourism in India. So, null hypothesis-9 is rejected and alternative hypothesis is accepted.

Table 11: Month-wise fee from tourism (INR crore) in India during 2020-22

Month	FEE from tourism (In Rupees crore)			Percentage Change	
	2022	2021	2020	2022/21	2021/20
January	3,843	4,700	20,200	-18.23	-76.73
February	4,524	5,477	18,241	-17.40	-69.97
March	6,385	6,642	5,830	-3.87	13.93
April	10,053	6,891	71	45.89	9605.63
May	10,900	1,730	94	530.06	1740.43
June	13,360	3,157	208	323.19	1417.79

July	16,189	4,105	307	294.37	1237.12
August	12,716	5,251	479	142.16	996.24
September	13,435	6,549	686	105.15	854.66
October	13,447	5,094	831	163.98	513.00
November	15,556	7,022	1413	121.53	396.96
December	19,527	8,452	1776	131.03	375.90
Total	1,39,935	65,070	50,136	115.05	29.79

Source: India Tourism Statistics, 2023, p.60.

Table 11 illustrated month-wise fee from tourism in India. It has found that fee from tourism are varies among the months. Except January month, in other months' fee from tourism sector are increased continuously in post-pandemic era. Total fee from tourism was 50,136 crores, 65,070 crores, and 1,39,935 crores respectively in 2020, 2021, and 2022. In 2022, highest fee from tourism was received in July month, followed by December, October, and September. On the other hand, least fee from tourism was received in January month, preceded by February and March. Therefore, there is variation in month-wise fee from tourism in India. So, null hypothesis-10 is rejected and alternative hypothesis is accepted.

Table 12: Relation between Arrivals of tourist, Revenue of Travel and tourism sector with Gross Domestic Product of India (in \$ billions)

Year	Arrivals	Travel and Tourism (\$)	Gross Domestic Product (\$)
2013	6967601	172.91	1856.72
2014	7679099	185.63	2039.13
2015	8027133	201.43	2103.59
2016	8804411	219.72	2294.80
2017	10035803	232.01	2651.47
2018	10557976	247.32	2702.93
2019	10930355	191.30	2835.61
2020	2744766	121.90	2674.85
2021	1527114	178.00	3167.27
2022	6437467	190.00	3353.47

Source: <https://www.statista.com/>

Table 12 (a): Summary Output of relation between Revenue of travel and tourism sector with Gross domestic product of India.

Regression Statistics	
Multiple R	0.011932755
R Square	0.000142391
Adjusted R Square	0.124839811
Standard Error	519.6059851
Observations	10

Source: Calculated by authors.

Table 12 (b): ANOVA Analysis

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	307.5966375	307.5966375	0.001139287	0.973900814

Residual	8	2159923.038	269990.3798
Total	9	2160230.635	

Source: Calculated by authors.

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	2600.433182	975.3033233	2.666281473	0.028526243
Travel and Tourism (\$)	-0.167244857	4.954914043	-0.033753332	0.973900814

Source: Calculated by authors.

The table 12 (a) shows R Square value is 0.000142391. It means there is weak relationship between revenue of travel and tourism sector with gross domestic product of India. Table (12-b) shows that p value (0.9739) is higher than critical value at 5% level of significance ($p > 0.05$), therefore we will accept the null hypothesis-11. So, it is concluded that there is no relation between revenue of travel and tourism sector with gross domestic product of India.

Table 13 (a): Summary Output of relation between Tourist arrivals with Gross domestic product of India.

Regression Statistics	
Multiple R	0.266486601
R Square	0.071015109
Adjusted R Square	0.045108003
Standard Error	500.8519769
Observations	10

Source: Calculated by authors.

Table 13 (b): ANOVA Analysis

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	153409.0132	153409.0132	0.611550171	0.456723983
Residual	8	2006821.622	250852.7027		
Total	9	2160230.635			

Source: Calculated by authors

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	2873.854016	421.9807553	6.810391183	0.000136371
Arrivals	-4.14954E-05	5.30621E-05	-0.782016733	0.456723983

Source: Calculated by authors

The table 13 (a) shows R Square value is 0.071015109. It means there is weak relationship between Tourist arrivals with gross domestic product of India. Table (13-b) shows that p value (0.4567239) is higher than critical value at 5% level of significance ($p > 0.05$), therefore we will accept the null hypothesis-12. So, it is concluded that there is no relation between tourist arrivals with gross domestic product of India.

Table 14 (a): Summary Output of relation between Tourist arrivals with revenue of travel and tourism sector of India.

Regression Statistics	
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Multiple R	0.747666988
R Square	0.559005924
Adjusted R Square	0.503881665
Standard Error	24.62121067
Observations	10

Source: Calculated by authors
Table 14 (b): ANOVA Analysis

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	6147.413842	6147.413842	10.14083327	0.01291039
Residual	8	4849.632118	606.2040147		
Total	9	10997.04596			

Source: Calculated by authors

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	132.7929259	20.74400732	6.401507858	0.000208797
Arrivals	8.30656E-06	2.60846E-06	3.184467502	0.01291039

Source: Calculated by authors

The table 14 (a) shows R Square value is 0.559005924. It means there is relationship with revenue of travel and tourism sector of India. Table (14-b) shows that p value (0.01291) is higher than critical value at 5% level of significance ($p > 0.05$), therefore we will accept the null hypothesis-13. So, it is concluded that there is no relation between tourist arrivals with revenue of travel and tourism sector of India.

The Ministry of Tourism is the apex agency for preparing and implementation of policies and programs for development of tourism industry in India. It also coordinates with Private Sector, State Governments/UTs, and Central Government Agencies for promotion and development of tourism industry in the country. The National Tourism Policy 2022 is the vision for development of travel and tourism industry in India. The basic objectives of the policy are (a) promote sustainable, responsible and inclusive tourism, (b) promote digitalization, innovation and technology in the tourism sector, (c) follow a 'whole of government' approach, and (d) promote Ek Bharat Shreshtha Bharat. It is based on 7-S Mantra: Safaai (cleanliness), Sanrachnaa (infrastructure), Sahyog (cooperation), Surakshaa (security, Suvidhaa (facilitation), Soochanaa (information) and Swaagat. (welcome).

Ministry has implemented multiple strategies for development of tourism industry, namely National Strategy for Promotion of Rural Homestays, 2022; Indian Adventure Tourism Guidelines, 2018; National Strategy for Eco Tourism 2022; National Strategy for Adventure Tourism 2022; National Strategy for MICE Industry 2022; National Strategy for Sustainable tourism 2022; National Strategy and Roadmap for Medical and Wellness Tourism; and National Strategy and Roadmap for development of Rural Tourism in India. Ministry also

implemented policies for marketing promotion & international cooperation such as (a) Financial Support to Commerce, Trade and Industry Organisation for Tourism Related Events; (b) Guidelines for use of Incredible India Logo; and (c) Guidelines for production of publicity material in collaboration with Private sector; and (d) Financial Assistance to State Government / Union Territory Administrations for Organizing Fairs, Festivals and Tourism related Events. Government introduced Public-private partnerships in implementation and operation projects. Swadesh Darshan Scheme and the PRASAD Scheme have good responds from travellers.

There are multiple challenges before the tourism industry in India. Lack of hygienic and comfortable accommodation, appalling conditions of traveling by trains, seasonality of the industry, lack of an integrated tourism promotion programme, failure of the mandarins of tourism, lack of coordination between tourism department of states, tourist's places in neighbour countries, flight cancellations and delays, inadequate airline capacity, and high prices of flight ticket are the basic challenges before the tourism industry of India. Crime rate, war, environmental threats, spread of infectious disease, and health of socio-political environment are the basic threat for security of the travellers.

Tourism sector is a growing sector in India. Indian multiple culture also expressions in food habits of the people. Diversified food and tastes are also the another attraction for the tourists. Hindu and Islam are the major religion in India. Majority of Hindu people are vegetarian. Pakora, Chaat, Idli, Paratha, Naan, Aloo Gobi, Butter Chicken, Dal Tadka, Masala Dosa, Sambar, Dal Makhani, Chana Masala, Shahi Paneer, Rogan Josh, Tandoori Chicken, Vindaloo, Malabar Fish Curry, Biryani, Samosa, Ras Malai, Kulfi, Gulab Jamun, Barfi, and Lassi are some of the delicious foods in India. For discussing the current overview of tourism sector of India, we have done the SWOT analysis.

Table 5: SWOT Analysis of Tourism Industry in India

<p>Strength</p> <p>Rich history and heritage</p> <p>Lots of tourists places</p> <p>Scenic beauty of the nature</p> <p>Unique culture</p> <p>Historical monuments</p> <p>Politically and socially stable state</p> <p>Hospitable people</p> <p>Attention of tourist throughout the year.</p>	<p>Weakness</p> <p>Lack of fund for development</p> <p>Lack of transparency in policies</p> <p>Insufficient transport facilities</p> <p>Lack of adequate infrastructural support</p> <p>Inadequacy of infrastructure</p> <p>Lack of proper rule and regulations</p> <p>Lack of cleanliness.</p> <p>Safety and security</p>
<p>Opportunities</p> <p>Employment generation</p> <p>New Tourism Products and Innovations.</p>	<p>Threat</p> <p>Increase in crime</p> <p>Environmental factors</p>

World class knowledge centre	Stiff competition from other states
Large processing industries	Lack of safeguard
Increased disposable incomes of people	Disaster strike
High potential for eco-tourism	Harsh economic activities
Improvement of medical facilities	Lack of private sector participation
Scope on Research and Development	
Opportunity for helipad development	

Conclusion

Tourism industry is a growing industry in India. Higher number of tourist arrived from south Asia, north America, Western Europe, and Australasia. There is difference exist between region-wise foreign tourist arrivals in India. June, October, November, and December are the peak months for tourist arrivals. There is difference as mode of travel of foreign tourist arrivals in India. More than 80 percent tourist are arrived through the air route, i.e. flight. More than 65 percent foreign tourist are arrived in India through the Delhi, Mumbai and Chennai airports. Share of male and female tourist in total arrivals of tourist are nearly stagnant in last 10 years. Majority of the tourist are male. Majority of tourist have age between 25-54 years. Nearly 60 percent tourist are fallen under this age group.

Number of domestic and foreign tourist are increasing continuously until 2019. Arrivals of domestic and foreign tourist were declined nearly 77 percent in 2020 due to the corona pandemic. Higher number of foreign tourist was arrived from United States of America, Bangladesh and United Kingdom. Top three countries contributed more than 50 percent arrivals of foreign tourist. More tourist is arriving in July, September, October, November, and December months. Due to the pandemic foreign exchange earnings was reduced 76.3 percent. But foreign exchange earnings from tourism is increased during post-pandemic era. Fee from tourism are varies among the months.

Tourism industry in India has opportunities in business, medical, cultural, heritage, and sports tourism. Lakshadweep islands, Andaman & Nicobar Islands, Goa, Tamil Nadu, Uttar Pradesh, Delhi, Maharashtra, Rajasthan, and Kerala. attract tourists in large numbers all around the year. It is well-known for its element of mysticism, and rich cultural heritage. Ministry has been implemented multiple strategies for development of tourism industry. The National Tourism Policy 2022 is the vision for development of travel and tourism industry in India. Inadequate infrastructure, inadequate marketing and promotion, lack of skilled manpower, incidents of harassment and violence against tourists, lack of a robust law enforcement system

and inadequate security measures are the major challenges before the travel and tourism industry in India.

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