

A Study on Reasons for Tourist Visits in India

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Abstract

The advancements in travel and communication have brought distant countries and people closer than ever before it has resulted in a keen desire in people to travel different parts of the world. International tourism influence, their social contact impact enhances to quality of life of the local people. Consequently, there has been a considerable increase in the volume of traffic of tourists. Indian geographical, cultural and diverse landscape attracts travelers for a multitude of reasons. It refers to incoming foreign tourists entering to India to visit tourist destinations. Covid-19, has severely hit the entire economy wherein the travel and tourism being the worst affected all across the globe. Recovery measures are being taken in terms of lifting travel restrictions putting gradually recovered the situation from 2021. The paper is based on the based on the secondary data, particularly Government of India reports.

Keywords: Tourism Traffic, Indian Diaspora, Purpose of Visit, Arrivals, Departures

1. Introduction

Indian geographical and cultural varied landscape attracts travelers for a multitude of reasons; every region is identified with its handicrafts, fairs, folkways, and culture its people. The monuments, museums, forts, sanctuaries, places of religious interest, palaces, etc. offer a treat to the eyes, 38 UNESCO World Heritage sites are located. Apart this, India has a composite culture, there is a harmonious blend of art, religion, and philosophy. Though India has been subjected to a series of invasions, it has retained originality even after absorbing the best of the external influences. Religions like Christianity, Buddhism, Islam, Hinduism, Jainism, Sikhism, and Zoroastrianism, etc. have co-existed in India. India has fascinated people from all over the world with its nature of universal brotherhood and culture [1].

1.1. India's Inbound Tourism

Inbound tourism refers to the activities of a visitor from outside of country of residence involving non-residents traveling in the given country. This refers to tourists of outside origin entering a particular country. When people travel outside their host/native country to another country, then it is called inbound tourism for that country where he/she is traveling. International inbound tourism in India has grown substantially during the last four decades [2].

The foreign tourist arrivals in the country have registered a huge growth, it has today become one of the highest net foreign

exchange earning sectors. It is expected to account for an increased percentage of the gross domestic product [GDP] in the coming years. Besides huge foreign exchange earnings and escalation of world class infrastructure development India's travel and tourism sector is expected to be the 2nd largest employer in the world, employ 40,037,000 by 2019 [3].

1.2. Extent of Indian Inbound Tourism

It refers to incoming foreign tourists entering to India to visit tourist destinations. India is one of the popular tourist destinations in Asia. Bounded by the Himalayan ranges in the north and surrounded, on three sides by water, India offers a wide array of places to see and things to do. The enchanting backwaters, hill stations, and landscapes make India a beautiful country. They attract tourists from all over the world. The diverse geographical locales of India delight the foreign tourists.

Hundred Thousand of foreign visitors come to India every year. The local people of the destinations have very pro-behavior to the international tourists [4]. Thus, the foreign exchange earnings from tourism run into crores of rupees [e virtual guru 2021]. Foreign Exchange Earnings during the period of January to March 2020 were Rs.44.203 crores [Provisional estimates] with a growth of 15.6 percent over same period of previous year. FEEs during the period of January to March were 159 Billion US Dollars [provisional estimates] with a growth of 17.1 percent over same period of previous year [Ministry of Tourism].

Purpose of Visit	Foreign Tourist Arrivals	Percentage Share
Indian Diaspora	575142	37.7
Others	334694	21.9
Medical	303526	19.9
Business and Professional	189626	12.4
Leisure Holiday and Recreation	124126	8.1
Total	1527114	100.0

Source: India Tourism Statistics at a Glance – 2022, (Ministry of Tourism, GoI)

Note: Purpose of arrivals derived by clubbing various visa type categories in which foreign tourist travel to India.

Table 1: Purpose of Foreign Tourist Arrivals During the Year of 2021

Table 1 refers that the India's potential for tourism is as vast as varied nature of tourism products. Some of the states are creating attractions and some are by nature attractions resulted, a huge number of foreign tourists to visit such type of destinations i.e., Uttar Pradesh, Tamil Nadu, Maharashtra, Delhi, West Bengal, Rajasthan etc., among them little over 37 per cent of visitors, it is a dominated share of inbound tourism leads to Indian diaspora, remaining other reasons i.e., others, medical, business and professional, leisure, holiday and recreation reasons are sharing nearly 63 per cent. The analysis revealed that the Indian tourist destinations should create a 'holiday with Jolly day' environment along with their basic tourism of Diasporas.

Foreign Tourist Arrivals [FTAs]: Foreign Tourist arrivals

during 2020 were 24.62 million [provisional statistics from January to November] with a growth of 74.6 per cent over same period of the previous year. During the same period, a total of 67.2 per cent.

Arrivals of Non-Resident Indians [NRIs]: from 2014 onwards, ministry of tourism has started to compile the arrivals of NRIs on annual basis and there were 6.98 million arrivals of NRIs in India during 2019.

International Tourist Arrivals [ITAs]: In concordance with UNWTO, ITAs conclude both FTAs and Arrivals of NRIs. In the year 2019, there were 17.91 million ITAs in India.

Status of Inbound Tourism						
Year	(a). FTAs		(b). NRIs		(c). ITAs	
	In Million	In %	In Million	In %	In Million	In %
2015	8.03	4.5	5.74	5.7	13.76	5.0
2016	8.80	9.7	6.22	8.5	15.03	9.2
2017	10.04	14.0	6.77	8.8	16.81	11.8
2018	10.56	5.2	6.87	1.4	17.42	3.7
2019	10.93	3.5	6.98	1.7	17.91	2.8
2020*	2.74	- 74.9	3.59	- 48.6	6.33	-64.7
2021	1.52	- 44.5	5.48	52.6	7.00	10.6
2022	6.19	305.4	--	--	--	--

*COVID-19 Pandemic Era. Note: data for the year 2022 is provisional

Source: India Tourism Statistics at a Glance 2023 - English version.pdf,p.2, Available on; <https://tourism.gov.in/default/files/2023-07>

Table 2: Foreign Tourist, Non-Resident Indian, and International Tourist Arrivals to India and Years.

From the Table 2, up and down fluctuations are observed from 2015 -2022, Covid-19, has severely hit the entire economy wherein the travel and tourism being the worst affected all across the globe. Recovery measure are being taken in terms of lifting travel restrictions putting in place standard protocols for each category of the industry, restoring traveler confidence and looking at new products which shall all be based on the duration of this crisis. However, gradually recovered the situation from 2021.

1.3. India's Outbound Tourism

Inbound tourism refers to the activities of a resident visitor outside of their country of residence [e.g. a Brit visiting an overseas country], involving residents traveling in another country. This refers to tourists traveling from the country of their origin to another country. When tourists travel a foreign region than it is outbound tourism for his own country because he/she is going outside their country. For example, when a tourist from India travel to Japan then it is outbound tourism for India and

1.4. Quantity of Indian Outbound Tourism

It refers to outgoing tourist/tourists leaving from our country of origin to travel to any another country.

Year	Number of Indian Nationals' Departures (in Million)	Percentage Change Over the Previous Year
2015	20.38	11.1
2016	21.87	7.3
2017	23.94	9.5
2018	26.30	9.8
2019	26.92	2.4
2020	7.29	-72.9
2021	8.55	17.3
2022	21.09	146.67

Source: India Tourism Statistics at a Glance 2023 - English version.pdf,p.14, (Ministry of Tourism, GoI) Available on; <https://tourism.gov.in/default/files/2023-07>

Table 3: Number of Indian Nationals'[INDs] Departures from India, 2015-22

Table 3 denotes that the gradual fallen down number of outbound tourists' percentage change over the previous year from 2015 to 2020 shows cumulative decrease, it is the indication of the potentiality of Indian tourism and varied destinations. The number of Indian nationals' departures from India during

2019 were 26.92 million as compared to 26.30 million during, registering a little growth of 2.4 per cent. In the row of 2020 reflects the pathetic situation of India as well as the world scenario. However, increasing situation is observed from the year 2021, excellently improved in 2022.

Purpose	IND (in million)	Percentage Share
Residence/Re-entry	3464743	40.25
Tourist	1281516	14.99
Visit	1513503	17.70
Employment	845139	9.88
Crew	316510	3.70
Business	126567	1.48
Student	445551	5.21
Family Joining/Dependent	288355	3.37
Seaman	200062	2.34
Haj/Umra	279	0.00
Others	59458	0.70
Pilgrimage	3859	0.05
Medical	545	0.01
Third Country Qustsnyinr	2667	0.03
Low Profile Visitor to POE	2561	0.03
Total	8551315	100.0

Source: Tourism Statistics at a Glance -2022, p.21, (Based on Bureau of Immigration, Govt. of India), Available on; <https://tourism.gov.in/default/files/2022-09>

Table 4 analyses the responses of Indian Nationals' Departure [INDs], it is also called outbound tourism. The reasons are entirely different from inbound tourism, nearly 40 per cent of departures of non-resident Indians, further 32 per cent visiting purpose is tourism and allied visits. One-tenth of the employment visitors and remaining 18 percent is sharing number of other reasons i.e. learning, dependency, pilgrimage and medical. Percentage

of non-resident Indians are a dominant factor of departures from India to abroad [5, 6].

2. Conclusion:

The very fast means of travel and communication have brought distant countries and people closer than ever before. It has resulted in a keen desire in people to travel different parts of the world,

to have first-hand knowledge. International tourism influence, their social contact impact enhances to quality of life of the local people. With the rapid improvement in the living standard of the people, air, train and bus travel have come within the reach of a larger percentage of people. Consequently, there has been a considerable increase in the volume of traffic of tourists. The data denotes that the gradual fallen down number of outbound tourists, the percentage change over the previous year from 2015 to 2022 shows cumulative decrease, it is the indication of the potentiality of Indian tourism and varied destinations.

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