



Global and India's Tourism Scenario

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Introduction

Tourism has been a major social phenomenon of societies all over the world. It is driven by the natural urge of every human being for new experiences, and the desire to the both educated and entertained. Tourism today is a leisure activity of the masses. People today travel to national and international destinations to break the regular monotony of life. They are mainly attracted by either the scenic beauty of its nature or by fascinating leisure, sports and adventure activities offered by the destination [1]. Over the last two decades, Travel and Tourism has played a more and more important role in the economic development of many countries. Increased travel across the globe has been driven by growth in real incomes; greater amounts of leisure time; improved and highly accessible transportation systems; ongoing globalization of business linkages, including supply chains; highly effective communication systems that facilitate marketing; and a significant number of new tourism services. Tourism is four dimensional activities. First, it is environment friendly. Second, it generates employment in the country. Third, it brings substantial amount of foreign exchange to country's exchequer, fourth it further generates revenue for the country's economy and fifth it creates most effective and efficient backward and forward linkages among different components of Tourism sector.

Tourism has emerged as one of the world's largest service industries with sizeable economic benefits and immense opportunities. With the emergence of technological advancement, and competitiveness in service-based industries the tourism sector is playing a vital role in contributing to improve gross domestic product (GDP) and creation of employment across the world economy [2]. It is one of the leading job creators in the world. The industry employs more than 98 million people directly, representing over 3 percent of all employment. When indirect and induced impacts are included, the industry contributes to around one in every eleven jobs worldwide. While tourism generates a significant amount of foreign exchange earnings that also contribute to the economic growth of developed countries [3].

Tourism is an important and flourishing industry in the world and it is termed as a useful measure for employment generation, poverty alleviation and sustainable human development in India. The objective of present paper is to investigate the status and development of tourism globally and Indian context. It also examines the trends of Foreign Tourist Arrivals in India which is followed by state-wise analysis.

Despite turmoil in different parts of the country, world tourism registered an increase of 4% in the first half of 2015. Tourism destination world over has got nearly 538 million tourists from January and June 2015, a rise of 21 million as against the figure of 2014 [4]. Caribbean and Oceania have emerged as the most popular tourism destination. Table 1 indicates the trends in international tourist arrivals in different continents of the world.

It is seen that the highest increase has been taken place in case of Europe followed Middle East by Asia and Pacific, Americas. But Africa registered a fall in the tourist arrivals. The significant thing is that the rise in the tourist arrivals is higher than the world average figure of

4.1% during the period under review. This is attributed to the positive and productive measures taken by the Governments and corporate in their respective continents.

The most pertinent trend to be pointed out here is that Europe maintained high growth rate on the one hand and on the other side has biggest share in the global tourist arrivals (Table 2). This means that Europe is the most favoured tourist destination in the world with a relative share of 51.2% of global tourists, and then comes Asia and Pacific with a share of 23.3%. The most significant trend is that there are huge disparities in the relative share of tourist arrivals in the world as a whole.

Another emerging trend is that during the period of 2005 and 2014, yearly average of Asia and Pacific is highest followed by Africa, Middle East, Americas and the lowest average growth rate is in case of Europe i.e., 2.8%. The most astonishing trend is that the cumulative average of Europe is much lower than global yearly growth rate (Table 3).

Among the emerging economies, China and India have started the year 2015 with double digit growth between January and July 2015. India has great potential and opportunities for the promotion of tourism. However India has failed in capitalizing the existing potential and opportunities.

Indian Scenario

Tourism is the largest service sector industry in India. The industry provides heritage, cultural, medical, business and sports tourism. It is expected that the tourism sector contribution to the country's gross domestic product will grow at the rate of 7.85 yearly in the period 2013-2023. It accounts for one-third of the foreign exchange earnings of India and also gainfully employs the highest number of people compared to other sectors. This sector also attracts the domestic tourist and foreign tourist in an enthusiastic way which resulted in improving well balanced economy for the nation like in India [2]. Tourism industry in India has several positive impacts on the economy and society. Following are the significance and importance of tourism in India [5].

Creating income and employment

Tourism in India has developed as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now

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World/Continent	% Change (-/+)
World	4.1
Europe	4.9
Asia and Pacific	4.7
Americas	4.2
Africa	-6.4
Middle East	4.8

Source: UNWTO [4].

Table 1: Emerging trends in international tourist arrivals between January-July, 2015.

World/Region	Relative Share in %
World	100.0
Europe	51.2
Asia and Pacific	23.3
Americas	16.0
Africa	4.9
Middle East	4.6

Source: UNWTO [4].

Table 2: Relative share of different regions in the world tourist arrivals during January-July, 2015.

World/Continent	Yearly Average 2005-14 in %
World	3.8
Europe	2.8
Asia and Pacific	6.2
Americas	3.5
Africa	5.4
Middle East	4.9

Source: UNWTO [4].

Table 3: Trends in yearly average of tourist arrivals from 2005 to 2014.

working in the India's tourism industry.

Developing infrastructure

Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

Source of foreign exchange incomes

It is an important source of foreign exchange earnings in India and has favorable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.

Conservation of national heritage and environment

Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the TajMahal, the QutabMinar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

Encouraging peace and stability

The tourism industry can also help encourage peace and stability

in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

The Indian tourism sector has been flourishing in recent years due to improved connectivity to and from the country. Also, a better lodging facility at the tourist destinations has been a factor which has contributes to increase Foreign Tourist Arrivals (FTA). The most alarming as well as astonishing trend is that India has not been among the top ten tourism destinations in the world. As a result, there has been slow growth in the tourist arrivals in India which is demonstrate by Figure 1. In 2010 India attracted 5.8 million tourists and this figure went up to a level of 7.4 million in 2014.

There has been an overall increase of 29.3 between 2010 and 2014. This means a rise of 5.9% per year during the last five years. It shows that due to tourism sector India has gained brand image in the mind of foreign tourist and the data regarding tourism shows about the increasing trend of foreign tourist arrival which resulted the boosting in foreign exchange earnings. In order to ensure a gradual and steady increase in the tourist arrivals in India, The government of India, Ministry of Tourism is working really hard planning promotional activities.

State-wise Analysis

The potential and opportunities of tourism has been confined to India's 10 major states wherein the majority of foreign tourists are attracted. These are namely: Maharashtra, Tamil Nadu, Uttar Pradesh, Delhi, Rajasthan, West Bengal, Kerala, Bihar and Haryana. These states are trying hard to attract more foreign tourists so that they could generate more revenue, employment and foreign exchange earnings.



Name of the State	Tourists Volume in 2013	Tourists Volume in 2014
Tamil Nadu	4.16	4.66
Maharashtra	4.16	4.39
Uttar Pradesh	2.05	2.91
Delhi	2.30	2.32
Rajasthan	1.44	1.53
West Bengal	1.25	1.38
Kerala	0.86	0.92
Bihar	0.77	0.83
Karnataka	0.64	0.56
Haryana	-	0.55
Goa	0.49	-

Source: Department of tourism, government of India, New Delhi.

Table 4: State-wise rank and tourist fellow in 2013 and 2014.

When we analyse data of 10 states in terms of foreign tourists, then we find some very interesting facts and trends (Table 4).

1. In the year 2013, the largest influx of foreign tourists was in Maharashtra with a figure of 4.2 million tourists.
2. The Tamil Nadu attracted 4 million tourists.
3. The third place was of Delhi with a figure of 2.3 million tourists.
4. The lowest tourists flow was in case of Goa just 0.5 million.
5. The most astonishing fact and trend is that those states which are having great potential and opportunities of tourism such as Bihar, Goa Kerala the influx of foreign tourists was at very low ebb. This means these states have failed in attracting the foreign tourists and the potential and opportunities were not capitalized.

In the year 2014 the facts and trends were changed a lot and the scenario was as follows:

1. Tamil Nadu state emerged at the top replaced Maharashtra as a top attracting destination, and the tourists flow has also increased to a level of 4.7 million.
2. The states of Maharashtra ranked second and its volume of foreign tourists has also increased to 4.4 million.
3. Uttar Pradesh replaced Delhi as third largest states in terms of foreign tourists and there was an increase in the number of tourists.
4. Haryana replaced Goa as the 10th largest attracting state in terms of foreign tourists.
5. The most disturbing trend is that states namely- Rajasthan, West Bengal, Kerala; Bihar and Karnataka remained at the same rank as they occupied in 2013.
6. Another alarming trend is that the Goa state did not figure in India's top ten destinations of tourism, accordingly. The tenth place was occupied by Haryana.
7. The influx of foreign tourists has recorded a decline in case of Karnataka.

The state of Uttar Pradesh has the world's most famous wonder namely TajMahal which has emerged the biggest tourists attraction generating substantial amount of revenue and foreign exchange. Uttar Pradesh top domestic tourism destinations are Allahabad, Mathura, Ayodhya in addition to Agra and Varanasi.

Domestic Air Traffic

Another component of India's tourism sector is domestic air traffic which has registered an increase of 19% in August 2015. India's domestic air traffic has touched upon a figure of 67.6 lakh passengers. The passenger load factor in August 2015 has, however, witnessed a decline trend as against the last month (Table 5) and this is because of the end of tourist season. Indigo has maintained its top place and the carrier take out 23.9 lakh passengers. Among other carriers, the Jet Airways served nearly 16 lakh passengers. Spice Jet and Go Air flew 8.3 lakh and 4.5 lakh passengers respectively in August 2015. Spice Jet clocked the largest seat factor or occupancy rate in August 2015. In regard to the market share, Indigo has the largest share of 35.3% of the total tourist traffic and Jet Airways accounted for nearly 23% of the total tourists' traffic. Spice Jet constituted 12.3% of the total domestic traffic and the lowest share was of Go Air with a figure of 8.1%. The third place is occupied by Air India with a figure of nearly 17% of the total domestic traffic. The second highest occupancy rate has been attained by Jet Airways with a figure of nearly 81%.

Name of the Carrier	July 2015	August 2015
Air India	77.8	79.3
Jet Airways	81.0	80.1
Jet Lit	80.3	78.7
Spice Jet	93.4	72.1
Go Air	81.2	75.6
Indigo	78.4	76.8
Air Costa	81.7	77.3
Air Asia	80.2	72.1
Viistara	60.3	62.9
Air Pegasus	71.5	77.1
Tru Jet	-	83.7

Source: Directorate general of civil aviation, New Delhi.

Table 5: Trends in passenger load factor in July 2015 and August 2015 in percent.

Indian tourists on an average spend 16% of their respective annual income on undertaking tourism activities. Major chunk of the Indian tourists prefer to save for that one big vacation in every year. This is a healthy and encouraging trend the same must be maintained.

Conclusion

Today, Tourism is an emerging as well as a leading sector in the world and is now considered by some as the number one industry. Demographic, socio-structural and socio-cultural developments have always led to changes in tourist demands, and service providers in tourism are faced with a substantial need to adjust. These constant challenges have expanded and intensified considerably in the first few years of the new millennium. War and tourism, extreme weather, the ongoing internationalization of tourism and the ageing of society (increasingly prominent in public awareness) have emphatically demonstrated the latent vulnerability of tourism as a boom industry [6]. The present study found that Tourism sector is plays a pivotal role in the economic growth and development globally as well as in India. It further reveals that the number of foreign tourist arrival and trends in Passenger Load Factor has been increased in India. The future of tourism in India is certainly bright but there is a long road ahead. Development of quality infrastructure will be the key to India's harnessing her full tourism potential. The Ministry of Tourism has been very supportive to the fraternity efforts, and now visa on arrival is slowly becoming a reality [7-9]. Hence, tourism has emerged as a key sector of the world economy and has become a major workforce in global trade. It has been making a revolutionary and significant impact on the world economic scenario as well as in India.

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