

**About the author :**

**GOUR KANJILAL – born in Calcutta in 1945 is in the tourism service for over 30 years.**

He has held many important assignments in the Government of India, Ministry of Tourism. Before taking up his present assignment as Regional Director of the India Tourism Office in Dubai, he served as Dy. Director General in the Ministry of Tourism, New Delhi; Director in the Tourist Office, Paris; Asst. Director in the Tourist Office, London; Principal in the Indian Institute of Skiing and Mountaineering and Dy. Director at the Indian Institute of Tourism and Travel Management, New Delhi. He was also the Regional Director (North) of India Tourism Office in New Delhi.

He had also got his tourism training in France and joined specialised courses of W.T.O and PATA. He has written a number of literary articles in travel journals, National Press in India and abroad. He is also visiting faculty member in various tourism institutes.

Mr. Kanjilal had been to over 50 countries of the world and thus has varied experience in the tourism field. He has held tourism assignments in Calcutta, Goa, New Delhi, Paris, London, Dubai and left his impressions with good P.R and active interaction with tourism partners.

INDIA – where you enjoy most has been his message to all.

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**About the Book:**

What is the present scenario of tourism in India and how India is getting ready to be one of the leaders in the International tourism in the new millennium, the book traces the journey of India tourism since early period, the global scene and how India stand in the global tourism development. Thus the book has valuable statistical information and tourism organisations who have helped in development of tourism. Book also deal with the bottle neck areas which are essential to look into on a top priority basis for progressive growth of tourism. It also deals in great detail about the West Asia market which remained ignored for quite sometime, but how this West Asia market can be the source market for India and many valuable information that makes this book an enjoyable study for everybody and specially a must reference book for students and tourism business, facts and figures are based on the practical experience and all such aspects that are essential to know about India Tourism.

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## **CHAPTER –I**

Tourism is fast becoming the dominant global activity surpassing even trade in oil and manufactured goods. For developed and developing countries alike, it has become a major source of foreign exchange earnings, a generator of personal and corporate incomes, a creator of employment and a contributor to Government revenues.

Much of its growth is due to higher disposable incomes, increased leisure time and falling cost of international air travel with in the developed countries. Essentially it is about ease of use. As airports become more enjoyable places to pass through, as travel agency services become increasingly automated and as tourists find it easier to get information on the places they want to visit and tourism grows. The internet has fuelled the next step in the travel industry growth by providing on line booking facilities. It has also provided people with the power to explore destinations and cultures from their home personal computers and make informed choices before laying down final travel plans. With its immense information layer the internet allows tourists to scrutinise hotels, check weather forecasts, read up on local food and even talk to other tourists around the world about their travel experiences for a chosen destination. This new trend has made tourism job very challenging. The holidayers want a good rate of return on the investment. They are to be lured with value additions and improved customer service. This also put emphasise on the regular flow of manpower who have specific skills at the appropriate levels, can meet the demand of the global standards, multifunctional and multi-skill. The success of the hospitality industry is Quality in living rooms, food, service and

ambience. There is no doubt that fitness has increasingly become a larger part of everyone's lives. And business and leisure travellers alike look to maintain their fitness goals while away from home.

Awareness should be created about the environment and education. A collective effort and co-operation with a powerful net working are the need of the hour. People should be acting as the watch dog of the society as far as environmental issues are concerned. Eco-tourists are growing community and tourism promotions have to adopt such eco-practices which could fit this growing community.

Another growing trend in the tourism scene is Incentive Market and scope of the destination to attract conference and convention traffic. Here the prospects are better for those destinations where state of the art infrastructure have been developed along with safe and clean image.

Tourism today is more than just about developing good, products. More and more it is about quality, insightful thinking and ability to have global information about technology, partners, contacts and respond quickly to the global and Regional trend. The fundamental task before the tourism promotions to facilitate integration of various components in tourism trade as active participants in the nations social and cultural life. There is a long road ahead. All must work towards a society where people can work and participate as equal partners. Tourism should be vehicle for international co-operation, understanding of the various civilisations and harbinger of peace.

## CHAPTER – II

### **Development of Tourism in the World**

Travel has always interested man right from the early days. In ancient times, man travelled to fulfill basic requirement of gathering food, he then made settlements and then travelled to sell his surplus crops and to meet his relations. Man travelled in thereafter in search of knowledge as well as business opportunities. It clearly indicates that the earlier times the primary motivation for travel was not for pleasure but mainly for trade, commerce and related activities. Over the years, new discoveries, automation and increase in wealth, all led to travel for the sake of rest and pleasure to get away from the monotony of daily life. These developments paved the way for the development of travel and tourism in the subsequent period. The Phoenicians were probably the first travellers in the modern sense. Credit goes to them for the invention of money, in 3000 BC which in turn paved the way for the development of trade and commerce. Traders could pay for travel and accommodation. This in turn established the way for development of organised travel. Romans were in fact pioneers of pleasure tourism. They provided necessary infrastructure such as good roads, places to stay enroute, travel booklets; visited temples, monuments, pyramids, seaside resorts, spas and the fall of the Roman Empire in the 5<sup>th</sup> Century AD, pleasure travel suffered a set back. The period is termed as the “Dark Age” for tourism.

In the 16<sup>th</sup> century, the introduction of holidays was the landmark in the history of tourism. These travellers belonged to aristocratic class. The renaissance, development of urban system and progress of the road system

gave rise to tourism in Europe. Italy which was the intellectual capital of Europe attracted noble men from different parts of Europe who considered travel as essential to complete their education. Thus the concept of “Grand Tour” became popular. These tourists respected learning, antiquities and social refinements of the old world. Travel increased with the increase in new wealth in the hands of the middle class people. The years in between 1763-1773 were considered to be the golden age of the Grand Tour. These grand tours included the poets, authors, and intellectuals and they paved the way for popular tourism in the 19<sup>th</sup> & 20<sup>th</sup> centuries. Military expeditions and wars resulted in the mass movement of people, besides the discovery of new trade routes to hitherto unknown destinations. In the middle ages the main motive for travel was religion. Travel for religious purposes was a well established custom in most part of the world. The spread of religion subsequently led to numerous pilgrims making their way to the holy land. Pilgrimage provided the necessary impetus for the society to break out its narrow confines and visit places associated with religion. The powerful influences of a crusading religion slowly penetrated a foreign land such as Christianity in Europe and later in America, Islam and Hinduism in Asia.

In the 18<sup>th</sup> century the middle income group began to travel from village to city, from city to city and from country to country. The development of good transport and accommodation further improved tourism. Moreover, the introduction of the railways in 1840 gave a tremendous boost to tourism. In 1860, the first passenger traffic between Liverpool to Manchester commenced. Organised rail travel came into being in 1841 when the Baptist preachers of Derbyshire engaged a special train from Leicester to Loughborough to take delegates to attend a meeting and bring them back. Later Thomas Cook took about 570 passengers by Midland countries



Railway at a specially reduced rate. This was the beginning of concessions for tours. In India, on April 16<sup>th</sup> 1853, the first train service started from Bori Bunder in Bombay to Thana covering a distance of 33 Kms. Today Indian Railways have the third largest network in the world under a single management.

The rail-road development was followed by the motor cars which reduced travel time. The boom in the tourist movement in Europe can be directly linked to the introduction of the private motor car approximately ten years before the World War I. The development of the motor car coach and improved road conditions led to a tremendous growth in travel. While road and rail transport were limited to domestic tourism, the introduction of steam ships, helped man to cross boundaries and promote inter-continental travel and promote international tourism. The adventurous seamen like Christopher Columbus discovered new lands. Travel to America, the “New World” was considered a land of opportunities and fortunes.

The tourism which was prospering in leaps and bounds suffered a set back during the World War I. Tourism is global and national scale being possible only in times of peace and prosperity, suffered yet another set back during the World War II which brought in economic destruction and political instability. However, the period in between the two world war saw fair amount of travel and tourism.

The development of Air transport after the second World War in 1950, gave a boost to tourism. The society experiencing rising standard of living began to reap the benefits of faster and economic travel through airways. Mass tourism thus emerged on a large scale.

The Industrial revolution was responsible for changes in the economic as well as social systems prevailing at the time. A large number of factories came up, towns sprang up which in turn necessitated larger scale migrations from the country sides to the towns and cities. During the Industrial Revolution, paid annual holidays were awarded to the workers for work done for a year. Due to long working hours and poor living conditions, the need for relief was acute for the working class and an escape was the only answer to the problem. Those who could afford the escape proceeded to various resorts near by forest and relaxation. Gradually better working conditions, increase in material wealth and improvement in transport and communication during the second half of the 19<sup>th</sup> century, enabled industrial workers to avail of holidays in far away places for rest, relaxation and pleasure.

### **The present world tourism scenario.**

Though travel is as old as man himself and some record of ancient travel is available accurate analysis of the measurement of travel can be traced back to just 50 years back. In 1975 World Tourism Organisation came into existence with its headquarter at Madrid in Spain. The W.T.O covers all sectors of tourism on world wide basis and provides statistics to improve and regulate tourism in the world. In 1976, there were nearly 220 million international tourist arrivals in the world. This was an increase of nearly 90% in the ten years preceding it. Economic fluctuations resulted in a temporary set back to the growth of tourism in early 70's and lower purchasing power had brought this fall in tourist movements. But by 1992, travel and tourism became the world's largest industry and by all indications, heritage and cultural tourism is emerging as the fastest growing

segment of the industry. It provides employment to millions of people besides earning considerable foreign exchange for the nation concerned. Tourism also being a smoke less industry, it is in great demand in most country. Increased per capita incomes coupled with increasing prosperity gives a higher purchasing power increase in the discretionary incomes to a majority of people will make travel and tourism accessible to a large number of people in 21<sup>st</sup> century and this will lead to travel to the most remote destinations and to space also.

“Tourism is emerging as a key driver of 21<sup>st</sup> century economic and social evolution. It is the largest creator of jobs, Wealth and investment in the world. Over 8% of all jobs worldwide depend on travel and tourism in 1999 and travel and tourism will support the creation of over 5.5.million jobs per year till 2010 spending by international visitors amounted 8% of world exports in 1999 with further impact by the export of Travel & Tourism related goods”.

## **TOURISM SCENE AFTER 11<sup>TH</sup> SEPTEMBER TERRORIST EVENT IN THE U.S.**

The terrorist attacks on New York and Washington dealt a terrible blow to the tourism industry, but officials of the World Tourism Organisation (WTO) are predicting that the industry will demonstrate its characteristic resilience with a quick recovery.

WTO Secretary-General Francesco Frangialli sent a message of sympathy and solidarity to the United States following the attacks.

“It is important that an international organisation such as ours demonstrates that it has the courage to continue in the face of adversity,” said Mr.Frangialli. “It is the first time that four aircraft have been hijacked at the same time, the first time that all US airports have been shut down and the first time that international air traffic has been thrown into such chaos. So it is very difficult, if not impossible, to draw conclusions in such unusual circumstances,” he said.

“The magnitude of the tourism crisis will also depend a great deal on what happens in the days to come. If further actions are confirmed by a single region of the world, there would be less repercussion,” he added.

Three main factors are currently wreaking havoc on the tourism industry – lack of consumer confidence in the safety of air travel, uncertainty about the near future and weakening of the global economy in recent months.

“The Gulf crisis was very different, so we cannot take our evaluation directly from those years. In this case, it is the US that is most affected, and the US is the number one tourism power in terms of international receipts, domestic tourism and internationals spending,” he said.

“It is true that Americans are worried about travelling, but US outbound represents only 13% of the world total, and experience has shown that tourists from other big generating markets such as Germany, the UK and Japan will continue to travel. They may divert their holidays to different parts of the world that are perceived as safer or stay closer to home, but they will still travel,” he added.

“More significantly, the US is the largest economy in the world in terms of GDP. So what happens there are profound consequences for the economics of the rest of the world,” he said.

During the first eight months of 2001, world tourism was on track for an increase of 2.5-3%, following an extraordinary growth rate of 7.4% in the millennium year 2000. Barring widespread new developments, 2001 should still see positive growth for tourism, albeit at a slightly slower rate of 1.5-2%. Global tourism generated US\$ 476 billion last year.

“Not only are many tourists and business travellers, especially in the United States, postponing their trips, but there are also additional costs for the industry as it increases and improves security,” said Mr.Frangialli.

“Tourism business are seeing their profits squeezed between declining activity, the cost of new security measures and the increasing price of oil.” But he said world markets are over-reacting when it comes to losses in the share prices of airlines and tourism companies.

“We shouldn’t jump to conclusions,” Mr.Frangialli said. “We have learned from experience that the tourism industry recovers very quickly from adversity.”

International air passengers declined during the Gulf War, from 280 million in 1990 to 266 million in 1991, but tourist arrivals crept up by 1.2% and receipts increased by 2.1%.

“Despite all the conflicts we’ve had in the world over the past 50 years, there has never been one year that experienced a decline in tourism,” said Mr.Frangialli.

Meanwhile, WTO celebrated World Tourism Day on September 27. The host of this year’s celebration was Iran and the theme “Tourism: A Tool for Peace and Dialogue among Civilizations” – a focus now more necessary and appropriate than ever.

**SOURCE: W.T.O Madrid**

A unified and defiant global tourism sector emerged from the meetings of the World Tourism Organisation’s (WTO) 14<sup>th</sup> General Assembly and the Millennium Conference of Tourism Leaders, which concluded in Osaka, Japan. Talk of the current crisis facing the Industry in the wake of the

terrorist attacks in the United States dominated the meetings hosted first in the Republic of Korea and then in Japan. Delegates to the assembly were quick to condemn the attacks and the negative consequences they are having on tourism worldwide.

A strongly worded resolution expressing solidarity with the people of the United States and calling for international cooperation to eradicate terrorism was adopted by delegates and sent to the Security Council and General Assembly of the United Nations for consideration.

At the urging of members, WTO also came up with an Action Plan to help stimulate a rapid recovery of the tourism industry. The plan calls for the formation of a joint public-private Crisis Management Committee that will act in three main areas: collection of real time market information on how the sector is responding, strengthening of WTO activities in the area of safety and security and assistance to governments in rebuilding a positive tourism image, particularly for countries in the Middle East, South Asia and North Africa.

Both sessions of WTO's General Assembly were unified by the common theme "Into New Tourism: Peace, Sustainability and Technology". The highlight of the 26 resolutions adopted by the General Assembly was the creation of a World Committee on Tourism Ethics to be charged with interpreting and applying the provisions of WTO's Global Code of Ethics for Tourism. The code, adopted by the General Assembly two years ago, provides a blueprint for the behavior of the various players in the tourism industry, ensuring protection of the environment and cultural heritage as well as a balanced distribution of tourism benefits.

Secretary-General Francesco Frangialli and Deputy Secretary-General Dawid de Villiers were unanimously re-elected for a second term for a period 2002-2005 on motions presented by Spain and by Japan. The Secretary-General promised to continue the work he has started and begin a new initiative to strengthen WTO's position within the United Nations family by making it a specialised UN agency by 2003.

To provide greater depth to the deliberations of the WTO General Assembly, it was followed by the Millennium Conference of Tourism Leaders. The President of the Maldives, H.E Maumoon Abdul Gayoom, provided a keynote address on eco-tourism and former South African president Nelson Mandela, in an inaugural message, underlined the ability of tourism to address two of the greatest problems of our time: peace and poverty alleviation.

World Tourism should revive in 2002 with growth in international travel of three to four percent compared with 2001 when such travel declined 1.3 percent – “The head of the W.T.O – Francesco Frangiali also told at a Press Conference in Madrid that return to normal in tourism industry hit hard in the aftermath of the September 11 attack in the United States and a deterioration in the World economy depended on the situation in the Middle East. He stressed that a military conflict with Iraq could have negative consequences for the industry as it struggled to get back on feet.

W.T.O forecasts a return to normal between Easter holidays and the summer season in particular in Europe, Western Mediterranean countries and the Caribbean. It is expected that improvements in the world economy would contribute to the recovery.



**2002-2003 : Tourism industry at recovery Path**

The tourism industry hit by slump is now showing signs of recovery, leading to expectations of medium to long term growth, according to forecast made by the World Tourism Organisation. “Recent months have presented the tourism industry with some difficult challenges. Despite the enormity of these challenges suppliers have displayed tremendous professionalism in dealing with the situation. Based on many years of in-depth experience gained at the I.T.B Berlin, the confidence on the part of the travel trade and the improvements being made to its product range that were apparent from the discussions that I held here are evidence of a steadily improving situation. This is a vigorous and healthy industry and has a strong foundation. In recent month its economic importance has become more evident than ever before. The ITB was the start of a good year of tourism”. Mr. Francesco Frangialli, the Secretary General mentioned with reference to the future development of the tourism industry in course of his address at the ITB Berlin 2002. In fact ITB Berlin is still the world’s most important market place for the continued development of tourism. The presence of tourism trade industry representation in large numbers in the ITB Berlin 2002 truly provided clear indications of a worldwide recovery by the tourism sector.

As revealed by the poll conducted by an independent market research organisation, 46 percent of exhibitors were able to sign contracts during ITB-2002. The commercial results of their participation were judged positive by 81 percent of them. Questioned regarding the economic development of the tourism sector in the early part of 2003 as compared with today 63 percent expect it to show an improvement.

Thus ITB Berlin 2002 showed the indications of the signs of worldwide recovery and thereby confirming the role once again Tourism is going to play. Various tourism trade shows which were held between Jan-March,2002 reconfirmed that tourism scene is steadily improving and all these exhibitions acted as stabilising factor on the international tourism industry. These exhibitions provided some inside feeling and some reference points for the future development of the international tourism industry. The signs are all very positive for the continued development of the tourism.

### **New Developments of the 21<sup>st</sup> century in travel scene**

#### **Online travel to grow**

Online travel to grow to \$64 billion in 2007 as more consumers and businesses shift to the Internet, a new study showed.

Jupiter Media Metrix said 2001 online travel bookings totalled \$24 billion despite a slump after the Sept.11 attacks.

“While the travel industry took a strong hit in the wake of Sept. 11, the Internet as a channel for booking travel is not only growing stronger, but actually becoming the method of choice for many consumers and businesses for both bookings and information,” said Jared Blank, a Jupiter analyst.

“A tight economy for the past year, coupled with the aftermath of Sept. 11, is pushing consumers to the Web for travel deals in penny-pinching times. Travel companies need to point out good values to their customers, such as packages or cruise specials that the customer may not have thought of or

found otherwise.” Jupiter forecasts that the Internet will account for 22 percent of all travel bookings in 2007 – up from 11 percent in 2001.

It said airline tickets will account for the largest portion of online travel sales in 2007, some \$40 billion, or 28 percent of all sales, up from \$16 billion and 15 percent in 2001.

Source: Gulf Today Report on 2.4.2002. Agence France-Presse.

## MINISTRY OF TOURISM - MISSION STATEMENT -

----- To promote tourism as a means of securing a more meaningful and wider understanding of India and its people amongst all sections of the societies both with in the country and abroad and to achieve sustained economic development and positive social change while preserving and protecting the environment and heritage -----

### WORLD TOURIST ARRIVALS: 2000 Preliminary Data

	Tourist arrivals (millions)		% change	
	1999	2000	1999/1998	2000/1999
<b>WORLD</b>	<b>649.9</b>	<b>698.3</b>	<b>+ 3.8</b>	<b>+ 7.4</b>
AFRICA	26.5	26.9	+ 6.1	+ 1.5
AMERICAS	130.2	122.3	+ 2.3	+ 6.5
EAST ASIA and the PACIFIC	97.6	111.7	+ 10.8	+ 14.5
EUROPE	379.8	403.3	+ 1.7	+ 6.2
MIDDLE EAST	18.1	20.0	+ 18.1	+ 10.2

SOUTH ASIA	5.8	6.3	+ 10.7	+ 9.0
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Source : World Tourism Organisation (WTO)

### Top 15 Tourism Destinations in 2000

#### Preliminary Data

Ranking	Country	International tourist arrivals (millions)		% change
		1999	2000	2000/1999
1.	France	73.0	74.5	+2.0
2.	United States	48.5	52.7	+8.7
3.	Spain	46.8	48.5	+3.7
4.	Italy	36.5	41.2	+12.8
5.	China	27.0	31.2	+15.5
6.	United Kingdom	25.4	24.9	-1.9
7.	Russian Federation	18.5	22.8	+23.2
8.	Canada	19.5	20.4	+4.9
9.	Mexico	19.0	20.0	+5.0
10.	Germany	17.1	18.9	+10.5
11.	Poland	18.0	18.2	+1.3
12.	Austria	17.5	17.8	+2.0
13.	Hungary	14.4	15.6	+8.1
14.	Hong Kong	11.3	13.1	+15.3
15.	Greece	12.2	12.5	+2.8

Source: World Tourism Organisation (WTO)

## Regional Highlights

Africa was left out of the tourism boom in 2000, increasing its international arrivals by just 1.5 percent-its poorest growth rate ever. While Kenya, Zambia, Mauritius, Morocco, Tunisia and Algeria all enjoyed strong growth, two of Africa's biggest destinations stagnated or suffered-South Africa and Zimbabwe.

Sl.No	Top Destinations	Arrivals in 2000	% change
1.	South Africa	6,108,000	+1.4*
2.	Tunisia	5,057,000	+4.7
3.	Morocco	4,100,000	+7.4
4.	Kenya	1,226,000	+30.0*
5.	Algeria	859,000	+13.8
6.	Zimbabwe	840,000	-60.0*
7.	Mauritius	636,000	+10.1*
8.	Zambia	574,000	+25.9

Americas continued to record its fastest growth in Central America (+8.8%), while North America and the Caribbean also showed solid increase, of 7 percent and 7.1 percent respectively. Despite the strength of the US dollar, international arrivals to the United States were up by 8.7 percent due to continuing growth from major overseas markets, especially Japan and the UK, as well as recuperation of leisure and business tourism from Canada and Mexico.

S.No	Top Destinations	Arrivals in 2000	% change
1.	United States	52,690,000	+8.7
2.	Canada	20,423,000	+4.9
3.	Mexico	20,000,000	+5.0
4.	Brazil	5,190,000	+1.6
5.	Puerto Rico	3,094,000	+2.3*
6.	Argentina	2,988,000	+3.1
7.	Dominican Rep.	2,977,000	+12.4
8.	Uruguay	1,968,000	-5.1
9.	Chile	1,719,000	+6.0*
10.	Cuba	1,700,000	+8.9

East Asia/Pacific saw growth in tourist arrivals that was driven by big increase in China and its special administrative regions of Hong Kong and Macao. Southeast Asia-especially Thailand, Malaysia, Cambodia and Vietnam-is becoming one of the world's favourite tourism destinations with demand outstripping tourist facilities. Australia enjoyed its own tourism boom due to the Sydney Olympics and surrounding publicity.

S.No	Top Destinations	Arrivals in 2000	% change
1.	China	31,236,000	+15.5
2.	Hong Kong	13,059,000	+15.3
3.	Malaysia	10,000,000	+26.1
4.	Thailand	9,574,000	+10.7
5.	Singapore	7,003,000	+11.9
6.	Macau	6,682,000	+32.3
7.	Republic of Korea	5,336,000	+14.5*
8.	Indonesia	5,012,000	+6.0*
9.	Australia	4,882,000	+9.5
10.	Japan	4,758,000	+7.2*

Europe was the star performer of world tourism in 2000, with tourists attracted to Germany for Expo 2000 and to Italy for the Vatican Jubilee. Eastern European countries recovered following the war in Kosovo and Turkey recuperated after several years of declining tourism due to instability and natural disasters. Despite their cooler temperatures, northern countries emerged as the year's "hot" destinations, especially Iceland (+19%), Finland (+10%) and Estonia (+15.8). Tourism to the United Kingdom slumped due to the strong currency values and Spain revised its statistics gathering methodology resulting in slightly lower overall totals than previous years, without the series change it would have recorded some 53.6 million arrivals.

S.No	Top Destinations	Arrivals in 2000	% change
1.	France	74,500,000	+2.0
2.	Spain	48,500,000 (53.6 mil using previous series)	+3.7
3.	Italy	41,182,000	+12.8
4.	United Kingdom	24,900,000	-1.9
5.	Russian Federation	22,783,000	+23.2 *
6.	Germany	18,916,000	+10.5
7.	Poland	18,183,000	+1.3 *
8.	Austria	17,818,000	+2.0
9.	Hungary	15,571,000	+8.1
10.	Greece	12,500,000	+2.8
11.	Portugal	12,000,000	+3.2
12.	Switzerland	11,400,000	+6.5
13.	Netherlands	10,200,000	+3.2 *
14.	Turkey	9,623,000	+39.6 *
15.	Ireland	6,720,000	+5.0

Middle East tourism was set for its best year ever as tourists flocked to historic sites associated with the life of Jesus Christ on the 2000<sup>th</sup> anniversary of his birth. In the first nine months of the year, arrivals were up by as much as 20 percent, but the region ended the year with a lower-yet vigorous-growth rate of 10.2 percent due to the renewed violence in the last quarter of the year.

Sl.No	Top Destinations	Arrivals in 2000	% change
1.	Egypt	5,150,000	+14.7
2.	Israel	2,400,000	+3.8
3.	Jordan	1,256,000	-7.5 *
4.	Lebanon	751,000	+11.6 *

South Asia is another of the success stories of 2000, with tourist arrivals growing by 9 percent-nearly two points above the world average. Although it did not host any world renowned events, tourists are increasingly seeking out its exotic destinations-especially Iran and India. On the other hand, Nepal and Sri Lanka-with their more mature tourism sectors-were adversely affected by civil unrest.

Sl.No	Top Destinations	Arrivals in 2000	% change
1.	India	2,624,000	+5.7
2.	Iran	1,700,000	+28.7
3.	Maldives	465,000	+8.1
4.	Nepal	457,000	-7.1*
5.	Pakistan	440,000	+1.9
6.	Sri Lanka	400,000	-8.3
7.	Bangladesh	200,000	+15.6

### Forecast 2001

The tourism sector in the upcoming year is not expected to perform quite as well as event filled year of 2000.

“We are optimistic that the tourism sector will be able to consolidate the growth of the year 2000 and increase by a modest rate in the upcoming year,” said Mr.Frangialli.

A growth rate of 4.1 percent is forecast for 2001. The economic slowdown in the United States could well affect consumer confidence, resulting in fewer visitors going abroad. Outbound travel from Europe and the East Asia/Pacific region will not be impacted as much, especially if the Euro continues to strengthen throughout the year. The experiences of the past decade have proven that people continue to travel even in less prosperous economic times. According to WTO’s long-term forecast Tourism: 2020 Vision, international tourists arrivals will top one billion by 2010 and reach 1.56 billion by 2020.

## INTERNATIONAL TOURISM RECEIPTS (1999-2000)

The earnings from tourism make it one of the bigger industries in the world. By 1999 international tourism receipts exceeded US\$ 1 billion in 59 countries with the United States topping the earnings with US\$.74.9 billion. While Spain, France and Italy made around US\$. 30 billion each, the United Kingdom earned US\$.20 billion and Germany. China, Austria and Canada registered US\$.10 billion each. Hong Kong (China) Thailand and Singapore were close behind (Source W.T.O/WTTC Initiative. A status paper August, 2001.

1991	-	277.60
1992	-	315.80
1993	-	324.10
1994	-	354.00
1995	-	405.80
1996	-	435.60
1997	-	439.70
1998	-	441.80
1999	-	455.50
2000	-	476.00 (Provisional)

In terms of international receipts, the World Tourism Organisation estimates a figure of US\$.476 billion in 2000 an increase of 4.5% over the previous year. In terms of growth rate, Middle East and South Asia showed a better growth through U.S.A and Europe remained the top tourism earner as per their established position at the head of the World's leading tourist destinations.

A gradual transformation of tourism preference is increasingly bringing East Asia/Pacific, the Middle East and South Asia into destination focus. Arrival data shows that in 2000 (10-14-17) that is 2000 East Asia/Pacific experienced the highest growth of 16% of the World Market followed by the Middle East and South Asia with tourist arrivals growing by 10.2% and 9% respectively.

World	US billion		Growth rate		Market Share %
	1999	2000	1999/98	2000/1999	1999
	<b>455.5</b>	<b>475.9</b>	<b>2.7</b>	<b>4.5</b>	<b>100</b>
Africa	10.2	-	3.4	-	2.2
America	122.4	-	4.4	-	26.9
East Asia Pacific	74.3	-	5.2	-	16.3
Europe	234.2	-	0.6	-	51.4
Middle East	9.7	-	12.2	-	2.5
South Asia	4.6	-	8.3	-	1.0

(Source W.T.O/WTTC India Initiative A states paper August , 2001.



## WORLD TOURISM STATISTICS: 2001

**International tourist arrivals globally and in different countries: 1990-2000 (all figures in million or %)**

**Countries which have recorded highest tourist arrivals, in order to merit, in the year 2000**

	1990	Market share in 1990	1995	Market share in 1995	Growth in 1990-1995	2000	Market share in 2000	Growth in 1995-2000	Growth in 1999-2000
<b>World</b>	<b>457.30</b>	<b>100.00</b>	<b>550.30</b>	<b>100.00</b>	<b>20.34</b>	<b>698.80</b>	<b>100.00</b>	<b>26.99</b>	<b>7.44</b>
France	52.50	11.48	60.03	10.91	14.34	75.50	10.80	25.77	3.37
United States	39.36	8.61	43.32	7.87	10.06	50.90	7.28	17.50	4.97
Spain	34.09	7.45	34.92	6.35	2.43	48.20	6.90	38.03	3.04
Italy	26.68	5.83	31.05	5.64	16.38	41.20	5.90	32.69	12.81
China	10.48	2.29	20.03	3.64	91.13	31.20	4.46	55.77	15.34
United Kingdom	18.01	3.94	23.54	4.28	30.71	25.20	3.61	7.05	-0.79
Russian Federation	-	-	10.29	1.87		21.20	3.03	106.03	14.59
Mexico	17.18	3.76	20.24	3.68	17.81	20.60	2.95	1.78	8.19
Canada	15.21	3.33	16.93	3.08	11.31	20.40	2.92	20.50	4.78
Germany	17.05	3.73	14.85	2.70	12.90	19.00	2.72	27.95	10.98
Austria	19.01	4.16	17.17	3.12	9.68	18.00	2.58	4.83	3.03
Poland	3.40	0.74	19.22	3.49	465.29	17.40	2.49	-9.47	-3.06
Hungary	20.51	4.49	19.62	3.57	-4.34	15.60	2.23	20.49	8.33
Hong Kong	6.58	1.44	10.20	1.85	55.02	13.10	1.87	28.43	15.62
Greece	8.87	1.94	10.13	1.84	14.21	12.50	1.79	23.40	2.80

<b>Other countries and region in India's neighbourhood</b>									
	1990	Market share in 1990	1995	Market share in 1995	Growth in 1990-1995	2000	Market share in 2000	Growth in 1995-2000	Growth in 1999-2000
<b>North East Asia</b>									
China	10.48	2.29	20.03	3.64	91.13	31.23	4.47	55.92	15.45
Hong Kong	6.58	1.44	10.20	1.85	55.02	13.06	1.87	28.04	15.27
Japan	3.24	0.71	3.35	0.61	3.40	4.76	0.68	42.09	7.21
Korea DP Rp	0.12	0.03	0.13	0.02	8.33	-	-	-	-
Korea Republic of	3.00	0.66	3.75	0.68	25.00	5.32	5.32	41.87	13.92
Macau (China)	2.51		4.20	0.76	67.33	6.68	6.68	59.05	32.28
Mongolia	0.15		0.11	0.02	-26.67	0.16	0.16	45.45	0.00
Taiwan(Pr of China)	1.93		2.33	0.42	20.73	2.62	0.37	12.45	8.71
<b>South East Asia</b>									
Brunei Darussalam	0.38	0.08	0.50	0.09	31.58	-	-	-	-
Cambodia	0.02	0.00	0.22	0.04	1000.00	0.47	0.07	113.64	27.03
Indonesia	2.18	0.48	4.32	0.79	98.17	5.06	0.72	17.13	6.98
Lao P. Dem. R.	0.01	0.00	0.06	0.01	500.00	0.30	0.04	400.00	15.38
Malaysia	7.45	1.63	7.47	1.36	0.27	10.22	1.46	36.81	29.37
Myanmar	0.02	0.00	0.12	0.02	500.00	0.21	0.03	75.00	5.00
Philippines	1.03	0.23	1.76	0.32	70.87	-	-	-	-
Singapore	4.84	1.06	6.40	1.16	32.23	-	-	-	-
Thailand	5.30	1.16	6.95	1.26	31.13	9.51	9.51	36.83	9.94
Vietnam	0.25	0.05	1.35	0.25	440.00	2.14	2.14	58.52	20.22
<b>South Asia</b>									
Afghanistan	0.008	0.00	0.004	0.00	-50.00	-	-	-	-
Bangladesh	0.12	0.03	0.16	0.03	33.33	0.20	0.03	25.00	17.65
Bhutan	0.002	0.00	0.005	0.00	150.00	-	-	-	-
India	1.71	0.37	2.12	0.39	23.98	2.64	0.38	24.53	6.45
Iran	0.15	0.03	0.45	0.08	200.00	1.70	0.24	277.78	28.79
Maldives	0.20	0.04	0.32	0.06	60.00	0.47	0.07	46.88	9.30
Nepal	0.26	0.06	0.36	0.07	38.46	0.45	0.06	25.00	-10.00
Pakistan	0.42	0.09	0.38	0.07	-9.52	0.54	0.08	42.11	25.58
Sri Lanka	0.30	0.07	0.40	0.07	33.33	0.40	0.06	0.00	-9.09
<b>Total South Asia</b>	<b>3.20</b>	<b>-</b>	<b>4.20</b>	<b>-</b>	<b>31.25</b>	<b>6.40</b>	<b>-</b>	<b>52.38</b>	<b>10.34</b>
<b>India's MS in S.Asia</b>	<b>1.71</b>	<b>53.44</b>	<b>2.12</b>	<b>50.48</b>	<b>23.98</b>	<b>2.64</b>	<b>41.25</b>	<b>24.53</b>	<b>6.02</b>

Statistics on global tourism were recently released by World Tourism Organisation (WTO) in its document World Overview & Tourism Topics: 2001. The figures show that the total global international arrivals in all countries of the world stood at 698.8 million in 2000. This shows a growth of 26.99 percent over the figure of 550.3 million in 1995. This five-year period shows a distinct upswing in global tourism as it substantially surpassed the growth of 20.34 percent achieved during the five-year period between 1990 and 1995. The table also gives the top 15 countries in world tourism in 2000, and shows their tourist arrival figures in descending order. France is the number one country with arrivals of 75.5 million tourists, leaving the second ranked country United States far behind at 50.90 million. China at fifth place ranks in the top rungs of the table, with 31.2 million arrivals. As for the growth achieved in these 15 countries in 1995-2000, the Russian Federation was on top, followed by China, Spain, Italy, Hong Kong and Germany. All the other countries in the top 15 achieved growth rates below the global growth average.

Also given in the table on the pre-page, are tourist arrival figures of last 10 years for countries of North East Asia, South East Asia and South Asia. Most of them are our neighbouring and competing countries. The comparison of their figures with India shows the progress made in attracting foreign tourists by these countries and India. The countries in this group which have achieved a higher growth in the last five years compared to India include China, Hong Kong, Japan, Korea, Macau (China), Cambodia, Malaysia, Myanmar, Thailand, Vietnam, Bangladesh, Iran, Maldives, Pakistan and Nepal (only marginally higher than India).

India achieved a growth rate of 24.53 percent in the five-year period, marginally lower than the global growth rate of 26.99 percent. However, India achieved a higher growth rate at 23.98 percent during the 1990-95 period compared to the global growth of 20.34 percent during the period. India slipped back in 2000 by achieving the annual growth rate of 6.45 percent compared to the global growth of 7.44 percent during the year. India's share of the world tourism was 0.38 percent in 2000, 0.39 percent in 1995 and 0.37 percent in 1990.

Considering the South Asian region alone, India shows a lower growth rate than the region overall in 2000 and in the 1995-2000 period. This was due to the overwhelming numbers produced by Iran, Maldives and Pakistan. Non-resident Indians (NRIs) and similar persons for other countries, are excluded from these statistics which only contain figures for persons who do not possess the passport of the country concerned. However Indians with foreign passports commonly known as PIOs (Persons of Indian Origin) are included in the foreign tourist arrivals and the same holds good for other countries.

**Future Trends of International Tourist Arrivals**  
**World Wide and by Region 1995-2020 (Tourist arrivals-million)**

Region	Base year	Forecasts			Average Annual Growth Rate (%)		
	1995	2000	2010	2020	1995-2000	2000-2010	2010-2020
Africa	20	27	46	75	6.0	5.6	5.1
Americas	111	134	134	285	3.9	3.8	3.8
East Asia/Pacific	80	116	116	438	7.7	7.2	6.6
Europe	335	390	390	717	3.3	3.1	3.1
Middle East	14	19	19	69	6.9	6.7	6.5
South Asia	4	6	6	19	6.4	6.2	5.8
World	564	692	692	1,602	4.2	4.2	4.4

Source: World Tourism Organisation (WTO), Tourism 2020 Vision, 1997.

The WTO's projections contained in the 'Vision 2020' also make a comprehensive analysis of some other important emerging trends.

Understanding of these issues that are likely to shape the tourism scenario of the future should be of invaluable help to the policy-planners and the decision-makers of the future. There is no doubt that most of these trends are dependent on many other factors which are not constant and will change with changes in other interdependent variables. Yet, they are very useful indications of the types of influences that are likely to determine the future growth.

Some of the important observations of WTO are summarised below:-

- i) By 2020, there will be 1.6 billion international tourist arrivals and tourism receipts will rise to a staggering US\$ 2000 billion.
- ii) These figures represent sustained average growth rates of 4.3 per cent and 6.7 per cent respectively for arrivals and receipts

which is ‘far above the maximum probable expansion of 3 percent per annum in the world’s wealth’.

- iii) In spite of such tremendous growth, only 7 percent of the population of the world will, in fact, be potential tourists. Therefore, ‘the industry truly still is in its infancy’, and the future potentials are far greater than what has been projected.
- iv) The top ten tourist receiving countries will undergo major changes with China becoming the top destination by 2020.

### World’s Top Destinations - 2020

Country	Tourists arrivals (Million)	Market Share (%)	Percent Growth rate per annum 1995-2020
1. China	137.1	8.6	8.0
2. United States	102.4	6.4	3.5
3. France	93.3	5.8	1.8
4. Spain	71.0	4.4	2.4
5. Hong Kong (SAR)	59.3	3.7	7.3
6. Italy	52.9	3.3	2.2
7. United Kingdom	52.8	3.3	3.0
8. Mexico	48.9	3.1	3.6
9. Russian Federation	47.1	2.9	6.7
10. Czech Republic	44.0	2.7	4.0

- (v) Similarly, there will be changes in the top ten tourist generating countries. Japan, China and Russian Federation will emerge as major outbound tourism countries.

### World’s Top Outbound countries – 2020

Country	Total arrivals generated world wide (Million)	Market share (%)
1. Germany	163.5	10.2
2. Japan	141.5	8.8
3. United States	123.3	7.7
4. China	100.0	6.2
5. United Kingdom	96.1	6.0
6. France	37.6	2.3
7. Netherlands	35.4	2.2
8. Canada	31.3	2.0
9. Russian Federation	30.5	1.9
10. Italy	29.7	1.9
<b>Total (1-10)</b>	<b>788.9</b>	<b>49.2</b>

- vi) Europe will remain the largest receiving region though the growth will be below the global average and, therefore, its share in the world market will decline from 59 percent to 45 percent.
- vii) East Asia and the Pacific will grow at the rate of 7 percent per annum and will emerge as the second largest receiving region. Its shares in total arrivals will increase to 27 percent and thereby it will overtake the Americas.
- viii) South Asia will grow at the rate of 6.1 per cent per annum but its share, in arrivals during the period will grow only from 0.7 percent to 1.2 percent.

### **Forecast of India :-**

World Travel & Tourism Council (WTTC) has forecast India's tourism industry growing at around 10 percent annually over the next 10 years, and resurgence of global demand by 2003 with annual growth at six percent.

WTTC's report "The Impact of Travel and Tourism on Jobs and the Economy – 2002" released recently says traditional tourism markets such as France, the US and the UK will continue to take a backseat and India and China, with 9.7 percent and 8.5 percent growths respectively, will emerge as the second and third largest growing markets by 2012, after Turkey.

For the Asia Pacific region, WTTC says "In 2002, travel and tourism is estimated to generate 108,565,000 jobs or 6.7 percent of total employment which will be one in every 14 jobs in the region.

The W.T.O projection growth of tourism region-wise till 2020 may sometimes lead the South Asia Region to a false sense of complacency. South Asia is expected to grow at the rate of 6.1 percent which is higher than the projected growth rate of the world as a whole.

The important point is that the growth rate will not be possible unless positive efforts are made to overcome the infrastructure bottlenecks to take up dynamic and professional marketing and to train human resources to provide the required quality in services. It will also be essential to keep in mind the emerging trends in the world and to fashion out the strategy to be in tune with those emerging trends. The South Asia Region to be projected as a compact destination each country supplementing and enhancing the attractions of the other so that the tourists get the best value for their money in planning a trip to the region as a whole. The South Asia Region to put up common platform including the private sector to project it as a region in all form where tourism is discussed.

Training and advisory services and sharing of training and educational facilities should be an integral part to ensure that the region has different level of expertise in human resources development related to tourism. Infrastructure management through internet and database system, communications link. Research and development, public private partnership would go long way in strengthening the tourism promotion efforts and buildup the market for South East Asia Region. W.T.O has repeatedly mentioned that the future tourism trends will be influenced primarily by great developments in technologies. Growth in tourist traffic would also depend on adequate safety and security norms and collaboration between countries of the region. With these efforts only. South Asia Region can promote intra-regional tourism, will go as per W.T.O's future vision. All the countries in the Region must work towards removing all the bottle neck to such intra-regional movements.



It is to be noted that in the new millennium there will be phenomenal growth in travel and tourism and there will be keen competitions. There will be varied options and for India to get its share it will have to assess the ground realities, and improve the infrastructure facilities, improved carrying capacity by air, road, railways, cruise, clean and comfortable lodging facilities and efficient and quality service by improving trained man power. India will also be needed to build up a positive image through global publicity.

<b>Neighbouring Countries</b>			
<b>Countries</b>	<b>Arrivals in million</b>	<b>Earning in Billion</b>	<b>Revenues</b>
China	27.04	14.09	888,430
Hong Kong	11.32	7.21	35,420
Singapore	6.26	5.97	34,886
Thailand	8.65	6.69	279,943
Malaysia	7.93	3.54	109,413
Indonesia	4.72	4.71	248,496
India	2.56	3.03	72,000

- India & China had equal number of tourist arrivals – 750,000 in 1978
- Today China has outstripped India – 27.4 vs 2.56 million
- In the year 2000, Thailand & Malaysia crossed 10 million tourist mark. It was as late as 1970 when these countries took up tourism seriously.

#### % of Governments expenditure

- Malaysia - 5.1
- Nepal - 5
- China - 3.8
- Indonesia - 8.4
- India - 0.9

(Source: Travel Trend Today-January, 2002- Tourism Today - Perspectives

## **CHAPTER - III**

### **TOURISM IN INDIA – OVER VIEW**

The international tourist traffic to the country during 1951 was just 16,829. Over a period of 49 years, the arrivals increased to 2.6 million in 2000 and registered a compounded annual rate of growth of about 15%. However the mainstay of Indian Tourism is domestic tourism. According to the figures available from the State Governments, about 220 million domestic tourist stayed in the accommodation units during 1999. In addition, it is expected that there would be about 150 million pilgrim tourists who did not use paid accommodation.

Tourism is presently India's third largest export industry after readymade garments and gem & jewellery (in the case of gem and jewellery the import component is very high). The foreign exchange earnings from tourism during 2000 was Rs.14238 crores (US\$. 3168 million). The rate of growth in foreign exchange earnings from tourism is exceptionally high (+ 24%) and is expected to become even higher in the coming years.

The most significant feature of the tourism industry is its capacity to generate large scale employment opportunities particularly in remote and backward areas. It offers enormous potential for economic utilisation of the natural attractions like landscape, mountains, beaches, rivers etc., which would otherwise remain either idle or under utilised. It also applies to a multitude of man-made attractions like monuments, Palaces, forts and unique rural and city environments. A desirable feature of tourism industry is that it employs a large number of women both educated and uneducated. It has a natural affinity to the nature of women, as hospitality is an industry in which women have been participating for centuries. In fact, women are in large numbers in hotels, airline services, travel agencies, handicrafts making, cultural activities and other tourism related activities.

Source: Ministry of Tourism(M.R. Div) During 2001, the tourist arrivals as recorded by M.R. Div: 2649378 (-4.2% over 2000) . Foreign Exchange earnings – Rs.14006 crores (-1.6%) (Provisional)– (US\$.2992 million) (-5.5%)

The direct employment in the sector during 1995-96 was about 8.5 million persons accounting for about 2.4% of the total labour force. Total employment including in direct employment (1995-96) was 20.0 million. The labour – capital ratio per million rupees of investment at 1985-86 prices in the hotel and restaurant sector is 89 jobs as against 44.7 jobs in the case of Agriculture and 12.6 jobs in the case of the manufacturing industries. In the case of the tourism industry taking all the individual segments together the ratio is 47.5 jobs and is still higher than other industries. Source: 1) Confederation of Engineering Industry and Employment strategy. 2) C.S.O, Enterprise Survey – 1983-84.

Another important feature of the tourism industry which is of particular significance to India is its contribution to national integration and environment of social and cultural lives of people living in the different parts of the country, even it forced a better understanding of the people living in different regions of the country and the cultural diversity of India. Tourism also encourages preservation of monuments and heritage properties and helps the survival of art-forms, crafts and culture. It is to be noted that Tourism as an instrument for sustainable human development in India has been well-recognised. The areas include poverty elimination; environmental regeneration, job creation and advancement of women and other disadvantaged groups according to the World Tourism Organisation of the UN.

### A Foreign Tourist arrival & Earnings in India (1951 – 1994)

(including nationals of Pakistan and Bangladesh)

<u>Year</u>	<u>Tourist Arrivals (in lakhs)</u>	<u>Foreign Exchange(Rs in crores)</u>
1951	0.17	7.7
1960	1.23	19.7
1970	2.80	28.0
1980	8.16	1166.3
1990	16.14	2612.5
1994	19.07	7365.6

### B FOREIGN TOURIST ARRIVALS IN INDIA AND ITS SHARE IN WORLD TOURIST ARRIVALS SINCE 1995

<b>Year</b>	<b>Tourist Arrivals (India)</b>	<b>Tourist Arrivals (World) in Million</b>	<b>Percentage share</b>
1995	2123683	565.4	0.38
1996	2287860	597.4	0.38
1997	2374094	618.2	0.38
1998	2358629	626.7	0.38
1999	2481928	650.5	0.38
2000	2649378	698.4	0.38
2001	2537282		

### C ESTIMATED FOREIGN EXCHANGE EARNINGS IN INDIA& ITS SHARE WITH RESPECT TO WORLD RECEIPTS SINCE 1995

<b>Year</b>	<b>Foreign Exchange Earnings in India (Million US\$)*</b>	<b>Foreign Exchange Earnings from World (Million (US\$))</b>	<b>Percentage share</b>
1995	2583.0	405800	0.64
1996	2832.0	436500	0.65
1997	2889.0	439700	0.66
1998	2948.0	443000	0.67
1999	3009.0	455200	0.66
2000	3295.5	475800	0.69
2001	2992.0		

- Revised based on R.B.I figures from 1995 to 1999

**D Foreign tourist arrivals in India during January-December, 2001 and corresponding figures for 1999 and 2000**

Month	Foreign tourist arrivals			Percentage change	
	1999	2000	2001	2000/99	2001/00
January	253125	266972	283750	5.5	6.3
February	241881	254721	262306	5.3	3.0
March	227151	235326	248965	3.6	5.8
April	165627	187419	193993	13.2	3.5
May	140168	151344	154360	8.0	2.0
June	153225	168716	165267	10.1	-2.0
July	189045	204969	207593	8.4	1.3
August	184808	189902	193734	2.8	2.0
September	169200	181292	162738	7.1	-10.0
October	219442	226531	163192	3.2	-28.0
November	260752	276254	205713	5.9	-25.5
December	277505	297000	254000	-	-
<b>Total</b>	<b>2481928</b>	<b>2641157</b>	<b>2490000</b>	<b>6.3</b>	<b>-5.8</b>

**E Estimated Foreign exchange earnings during January - December 2001 and corresponding figures for the year 1999, 2000 and 2001**

Year	In Rs. Crores	% Change	In US\$ Million	% Change
1999 (Jan-Dec)	12951.00	-	3009	-
<b>2000 (Jan-Dec)</b>	<b>14238.00</b>	<b>9.9</b>	<b>3168</b>	<b>5.3</b>
<b>2001 (Jan-Dec)</b>	<b>14006 (P)</b>	<b>-1.6</b>	<b>2992</b>	<b>-5.5</b>
P= Provisional (Source: Department of Tourism, Government of India)				

## F Top Ten Countries contributing tourist traffic to India:-

During 2000 arrivals from ten out of top fifteen tourist generating countries registered positive growth. Maximum increase, was registered in the case of Australia (23.8 percent) followed by USA (22.8 percent), Canada (18.5 percent), South Africa (10.8 percent), Malaysia (10.1.percent), Sri Lanka (7.0 percent), Israel (6.8 percent), France (4.3 percent), Italy (3.7 percent) and UK (2.6 percent), Negative growth was registered in the case of Switzerland (9.8 percent), Singapore (7.7 percent), Netherlands (7.0 percent) Japan (0.3 percent) and Germany (0.1 percent), Arrival from countries in 1999 and 2000 with percentage change are given below:-

### Tourist arrivals from top fifteen countries in 1999 and 2000

Nationality	Number		% Change	% to the Total	
	1999	2000	2000/1999	1999	2000
U.K.	345085	354217	2.6	17.1	16.5
U.S.A	251926	309309	22.8	12.5	14.4
Sri Lanka	120072	128444	7.0	5.9	6.0
Canada	82892	98259	18.5	4.1	4.6
Australia	73041	90456	23.8	3.6	4.2
France	85891	89565	4.3	4.2	4.2
Germany	85033	84989	-0.1	4.2	4.0
Japan	79373	79167	-0.3	3.9	3.7
Malaysia	52613	57927	10.1	2.6	2.7
Italy	50677	52529	3.7	2.5	2.5
Singapore	53310	49198	-7.7	2.6	2.3
Netherlands	48820	45398	-7.0	2.4	2.1
Switzerland	34824	31402	-9.8	1.7	1.5
South Africa	23909	26502	10.8	1.2	1.3
Israel	23417	25005	6.8	1.2	1.2
Others	614148	620559	1.0	30.3	28.8
<b>Total</b>	<b>2025031</b>	<b>2152926</b>	<b>6.3</b>	<b>100.0</b>	<b>100.0</b>

**1<sup>st</sup> 15 Countries - change in 2001: UK(405472); USA(329147); Sri Lanka (112813); France(102434); Canada(88600); Japan(80634); Germany(80011); Malaysia(57869); Australia (52691); Singapore (42824); Netherlands (43368); Italy(41351); Nepal(41135); Isreal(28774); Korea(South-27150)**

**(Source – Ministry of Tourism, Govt. of India Calendar Year : Jan - Dec for Statistical date  
Tourist arrivals including nationals of Pakistan and Bangladesh) P=Provisional.**

## **CRITICAL ANALYSIS:-**

Though the share of tourist arrivals in the World tourism market is very negligible, India is projected as one of the key potential destination for business and leisure travellers – World Travel & Tourism Council (WTTC) has highlighted a need for additional focus on India where the tourism industry can bring significant export wealth to the local and economy. In February, 2000, the council launched the WTTC Asia Programme – India initiative, to focus on the improvement of public and government recognition of the strategic importance of this sector. And to formulate and implement a coherent and cohesive strategic policy for India. According to W.T.T.C research, the travel and tourism industry in India generates employment for 17.7 million people, some 5.6% of total employment worldwide gives India's outstanding wealth of natural, reserves and rich cultural heritage, its thriving business community and high levels of entrepreneur-ship, India can seize this opportunity; Forecasts suggest that tourism will grow @ 8.6% per annum between 2000 & 2010. By 2010 travel and tourism could account for everyone in fifteen jobs in India, the nation set to become the most populated country in the World with two decades.

### **Average length of stay - Unique to India –**

A striving feature of Indian Tourism is the length of stay of foreign tourists in the country. The estimated average length of stay for tourists in 1998 was 31.2 days corresponding hotel room long stay is not reflected in nights. As such there could be possibility of extended stay by foreigners of Indian

origin visiting friends and relatives. Tourism in India is seasonal with great variation because of the climate conditions on the sub-continent. Most of the tourists prefer to come to India during the cooler period extending from October to March, Tourists arrivals are usually peak during December-January as these also coincides with the holiday season in the major source markets of Europe and America. The summer months April-June comprise the two tourist season. There are factors like global economic situation political stability, tourism facilities, touristic image etc., also contribute to the flow of foreign tourist arrivals in the country besides the seasonal variations. The peak and lean months of arrivals of tourists for different nationalities as given below:-

<b>Nationality</b>	<b>Lean Month</b>	<b>Peak Month</b>
U.K.	June	January
U.S.A	May	November
Sri Lanka	May	August
France	May	February
Germany	May	January
Canada	May	November
Japan	June	February
Australia	June	November
Singapore	May	December
Malaysia	June	December



## **Other statistical highlights about India Tourism – (Year 2000)**

### **Time of visit**

Tourist arrivals were the highest during the month of December and lowest during May. Maximum number of Tourist arrived during fourth quarter constituting 31.6 percent with 679725 tourists followed by first quarter constituting 29.0 percent with 624901 tourists, third quarter constituting 21.3 percent with 458015 tourists and second quarter constituting 18.1.percent with 390285 tourists.

Arrivals during the winter months comprising of the first and the fourth quarters and the summer months comprising of the second and third quarters of 2000 were 60.6 percent and 39.6 percent respectively during the corresponding period of 1999.

2001:- The year 2001 being an entirely different year for the tourism industry because of the global economic slow down and the 11<sup>th</sup> September effect first 8 months showed growth rate of 5.8% compared to the corresponding period of the previous year. The growth was much better than the growth rate of 3% to 4% achieved all over the world as per the estimates made by W.T.O. However the post September 11 scenario with a negative growth rate of 20% as compared to 2000 for the same period as severely affected the Indian Tourism.

### **Mode of Transport**

Air continued to be the predominant mode of travel for the tourists coming to India during 2000 and constituted 98.5 percent of the total traffic. Arrivals by sea were negligible and the share of arrivals through land routes

was 1.5 percent during 2000. In 2001, Air-constituted 87%, land 12% and sea constituted 0.9%.

### **Port of Entry**

Delhi continued to remain the major port of entry during 2000 with 823362 (38.2%) tourists disembarking followed by Mumbai with 731282 arrivals (34.0%). The arrivals at Chennai and Calcutta airports and Sonauli check post constituted 13.8 percent, 3.5 percent and 1.1 percent respectively. Sonauli check post continued to be most popular land entry. In 2001, port of entry remained same only percentage came down.

Goa airport was opened for international flights from the month of November 1985. The number of foreign tourists disembarked during 2000 at Goa airport was 99080 (4.6%)

### **Age Distribution**

Tourists in the age-group of 35-44 years (27.0 percent) dominated the arrivals during the year 2000 followed by those in the age-group of 45-54 years (23.1 percent) and 25-34 years (22.6 percent). The tourists in the age-group of 35-44 were, dominant amongst tourist generating countries from U.K, U.S.A, Sri Lanka, Canada, Australia, France, Germany, Malaysia, Italy, Singapore, Netherlands, Switzerland and South Africa. This remain more or less the trend in 2001 also. 35-44 age group dominated with 21% Followed by 45-54 age group (19.4%)

### **Distribution of Tourists by Gender**

Male tourists far exceeded the female tourists and accounted for 61.9 percent of the total tourist arrivals during 2000. The proportion of male tourists was

the highest (83.8 percent) in the case of Algeria and was the least (48.3 percent) in the case of Mauritius. In 2001, male tourists accounted 62.6% and female tourists 37.4%.

### **Region-wise Arrivals (2000)**

Maximum number of tourists arrived from Western Europe constituting 37.6 percent with 810139 tourists followed by North America constituting 18.9 percent with 407741 tourists. South Asia constituting 8.2 percent with 175350 tourists. South East Asia constituting a 6.8 percent with 147166 tourists, Africa constituting 6.7 percent with 143771 tourists, West Asia constituting 6.0 percent with 128995 tourists, East Asia constituting 5.9 percent with 127825 tourists, Australia constituting 5.3 percent with 114291 tourists and Central & South America constituting 1.9 percent with 40600 tourists.

2001: North America, Western Europe and South Asia regions taken together accounted for almost 75% of the total international arrivals to India. a comparison between the year 2000 & 2001 indicates that there has been no perceptible change in the relative share of different regions in the tourist arrivals except in the case of Europe where it has gone down from 35% in 2000 to 33.8% in 2001 and in South Asia where it has gone up from 25.4% in 2000 to 26.5% in 2001. As compared to the previous year there has been decline in arrivals from all regions except from the West Asia.

## Tourist Arrivals by Regions During 2000 and 2001

Region	Tourist Arrivals				%Change 2001/00
	2000	% Share	2001	% Share	
North America	4,32,305	16.3	4,17,747	16.5	-3.4
C&S America	23,131	0.9	21,925	0.9	-5.2
Western Europe	8,75,908	33.1	8,19,973	32.3	-6.4
Eastern Europe	49,764	1.9	38,863	1.5	-21.9
Africa	94,523	3.6	90,962	3.6	-3.8
West Asia	95,580	3.6	96,424	3.8	0.9
South Asia	6,73,917	25.4	6,72,133	26.5	-0.3
S. East Asia	1,48,513	5.6	1,39,975	5.5	-5.7
East Asia	1,47,674	5.6	1,30,464	5.1	-11.7
Australia	67,567	2.6	66,104	2.6	-2.2
<b>Other region</b>	<b>40,496</b>	<b>1.5</b>	<b>42,712</b>	<b>1.7</b>	<b>5.5</b>
<b>Total</b>	<b>26,49,378</b>	<b>100.0</b>	<b>25,37,282</b>	<b>100.0</b>	<b>-4.2</b>

### Nationality-wise Arrivals

United Kingdom nationals with an arrival of 3,54,217 continued to occupy the top position in the tourist arrivals in India during 2000 and accounted for 16.5 percent of the total arrivals. This was followed by USA with 3,09,309 tourist arrivals constituting 14.4 percent. Other countries whose relative shares in the total traffic was significant included Sri Lanka (1,28,444 or 6.0 percent), Canada (98,259 or 4.6 percent). Tourists from Australia, France, Germany, Japan, Malaysia and Italy each constituted between 4.2 percent and 2.4 percent of the total traffic during 2000.

**2001**

Nationals of the United Kingdom with an stimulated (P-17) upto from  
Canada

**2001 Purpose of visit –**

Business	-	2.8%
Conference	-	0.1%
Education &	-	0.2%
Employment		
Tourism & Leisure	-	96.9%
& Others		

**Highlights (2001) Tourist arrivals in India****Arrivals by Port of Entry**

Delhi	-	8,42,204
Mumbai	-	7,48,584
Chennai	-	2,97,751
Kolkata	-	1,32,711
Others	-	6,19,907

Source : MoT – Statistical Data

