Foreign Tourists in India: Analyzing the Trends

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ABSTRACT

This research paper involves state and national tourism statistics drawn upon the data issued by the Ministry of Tourism, Government of India and uses MS Excel to predict the number of foreign tourist arrivals (FTAs) in various states of India in the coming years. The project discerns various government initiatives to promote and improve tourism sector. We shall see that by far the number of foreign tourists has risen every year. The goal is to analyze FTAs of past ten years from 2002 to 2013 and on that basis show that tourism as a sector is increasing in every domain and that the number of foreign tourists visiting various states of India will continue to rise in the coming years. Thus the project creates awareness about Indian tourism and shows various increasing trends in number of foreign tourists. Because Delhi, Maharashtra and Tamil Nadu are the nest states for foreigners this project gives a clear picture about the tourism of these states. And henceforth, this paper will prove to be helpful in analyzing tourism of India both at state and national level.

KEYWORDS :

INTRODUCTION

India's rich history and being culturally and geographically diverse makes her a popular international tourist destination. India has always been the top priority of many foreign visitors. According to provisional statistics available with the Ministry of Tourism 6.29 million foreign tourists chose India as their tourist destination in 2011, an increase of 8.9% from 5.78 million in 2010.

India attracts millions of tourists to the famous Taj Mahal, regarded as one of the wonders of the world. Rajasthan single handedly attracts many foreigners for its rich royal legacy and experience that the state provides specially in heritage hotels and forts. Goa is famous across the globe as a perfect holiday destination by the seaside. Goa ranks 6th in the world for nightlife parties. From the rich legacy of ancient history of Khajuraho temples in Madhya Pradesh to the refreshing Marine Drive in Mumbai, from spiritual Bodh Gaya where Buddha attained Enlightenment to the monasteries of Ajanta and Ellora, from the richness of Mughal architecture in Red Fort to boathouse rest in Kerala, India always has been a perfect destination for tourists across the globe.

This paper analyses the trends of foreign tourist arrivals (FTAs) in India based on data from tourist.gov.in. Statistical tools are used to examine data related to FTAs. It also explores the trends in foreign tourism among the various states of India.

GOVERNMENT INITIATIVES TO PROMOTE TOURISM IN INDIA

The Ministry for Tourism, Government of India is responsible for initiating and implementing the plans and activities for marketing and promoting of Indian tourism. It regulates the activities of Central and State government and catalyses the power of Private Investment to create an effective tourism industry. It takes along all local governing bodies, panchayats and youth of the country to coordinate and supplement all policies of tourism.

Taking into consideration the economic development and social integration, the government started to include tourism industry as a major instrument in five year plans. With number of organizations set up to develop and control the tourism activities, currently there are approximately 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes to impart specialized trained personnel as shown in the LARRDIS statistics.

Historical places, wildlife centers, pilgrimage centers, spiritual hubs, yoga and ayurveda are popular sources of tourist attraction. Statistics have shown that, Indian handicrafts contribute to forty percent of the tourist expenditure.

One of the foremost contributions of tourism industry apart from increasing foreign exchange and tourism expenditure is sustainable human development. Development of tourism industry generates employment opportunities and alleviates poverty. This section highlights a few of the government initiatives to promote Indian tourism.

Publicity and Marketing Strategies:

To promote and enhance its reach, the Ministry of Tourism has come up with many initiatives to lead Indian tourism on global canvas. Campaigns like Clean India, Atithi Devo Bhava, Incredible India have been launched and sponsored by the ministry to publicize Indian tourism. Branding on TV to promote it on global scale through Grand Prix, London Olympics 2012 and IIFA 2012 are other such initiatives. To enhance the Buddhist heritage of India the Ministry organized an International Buddhist campaign in Varanasi in September 2012.

"Hunar se Rozgar" Program

This initiative was implemented by the Indian government in 2009-10 in which youth of age group 18-25 years belonging to the economically weaker section of the society are trained by the government funded courses of 6-8 weeks duration that includes courses in bakery, hospitality, housekeeping and food production. This initiative aims to generate employment opportunities for the poor and at the same time provide the foreign tourists a well maintained conducive tour. This program also in turn reduces the counterfeits.

Visa on Arrival (VoA)

Visa facilities play a very dominant role in enhancing the influx of foreign tourists. The Indian government recently launched the facility of "Long Term Tourist Visas" that is valid for five years duration with multiple entries, each of which carries a stipulation of 90 days. This has been implemented on a pilot basis for the nationals of the 18 selected countries. A recent statistics given to us by the Ministry proves that the presence of the facility of "Visa on Arrival" (VoA) significantly influences the tourists travel plans to any country. During 2012, a total number of 16,084 VoAs (Visa on Arrival) were issued as compared to 12,761 VoAs during the corresponding period of 2011, thereby showing a growth of 26%. The government has plans to extend this facility to the nationals of more countries thereby leading to the increment in the tourist inflow and enhancing the Indian tourism. Because the validity is of five years and it allows multiple entries, a foreign tourist need not apply for any other visa if he has to visit India again in these five years. So this facilitates his chances to tour India again, if he could not in his earlier visits, henceforth making this facility a guaranteed promotion of Indian tourism on global scale.

Niche Tourism Products

To diversify, develop and promote the niches of various domains of tourism industry the Ministry of Tourism has many initiatives to upgrade the "seasonality" of any tour. Different foreign tourists have different tastes and sensibilities of their tour and seeing the desires and expectations of all of them the Ministry develops and enhances the facilities of all domains like cruise, adventure, medical, golf, polo etc. To begin with- for the enhancement of cruise tourism, because India has a long coastline and is bordered by sea on three sides, the ministry funded Rs. 1450 lakh for the infrastructure of the Willing Island at Cochin Port. Similarly for the adventurous tourists to meet their

exotic and explorative desires the Ministry sanctions various funds to upgrade such locations. Rs.220.76 lakh was recently given to the Indian Institute of Skiing & Mountaineering, Gulmarg (IISM) for conduct of various adventure courses. And similarly the various niches of Indian tourism are constantly being upgraded and made more accessible seeing the diverse desires of foreign tourists.

Eco Tourism or Sustainable Tourism

The term eco tourism or sustainable tourism is self defined. It simply means preserving the 'natural' of the nature and preserve the pristine places when their beauty is at such a high vulnerability. Eco-tourism focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet. Saving the Himalayan eco system, various wildlife places like national parks, saving Ganges are all the part of eco tourism. In the eleventh five year plan Rs 173 lakh was expended for eco tourism.

METHODOLOGY

The data has been sourced from the Annual Report of Indian Tourism Statistics of the year 2013 and is given in table 1. Data on foreign tourist arrivals (FTAs) has been taken from 2002 to 2013. In addition the data on top states attracting the tourists have been included in the same table for analysis. The data can be summarized into following columns -

Table1: Data on Foreign Tourist
Source- tourism.gov.in

Years	Total Tourists To India (In Millions)	Total Tourists To All States (In Millions)	Top States In Foreign Tourism	Number Of Tourists To Top States (In Millions)
2002	2.38	5.16	Tamil Nadu	804041
2003	2.73	3.09	Maharashtra	986544
2004	3.46	8.36	Maharashtra	1218382
2005	3.92	9.95	Delhi	1511893
2006	4.45	11.74	Delhi	1974836
2007	5.08	13.26	Delhi	2018848
2008	5.28	14.38	Delhi	2339287
2009	5.17	14.37	Tamil Nadu	2369050
2010	5.78	17.91	Maharashtra	5083126
2011	6.31	19.5	Maharashtra	4815421
2012	6.58	18.26	Tamil Nadu	3561740
2013	6.97	19.95	Maharashtra	4156343

Using Microsoft Excel, we find out the following results-

1) Averages of total number of foreign tourists to India and her states(average tourists to top states) .
2) Fit the trend line and predict the number of tourists and its relationship with actual number of tourists.
3) Forecast the number of tourists in coming years.
4) Reasons of popularity of top states among tourists.
5) Trend value with the respect to the given data for coming years.

Using Microsoft Excel, we first compute the following averages (related to FTAs from 2002-2013) -

Table 2: Computation of Averages

Parameters	Averages
Average Number of Foreign tourists to India	4.8425 million
Average tourists to all states	12.99416667 million
Average Number of tourists to top states	15128830.75 million
Tamil Nadu	2244943.667 million
Maharashtra	3557157 million
Delhi	1961216 million

The scatter plots between FTAs and years in graph 1indicates a linear relationship.

Graph1: Scatter Plot of FTAs in India
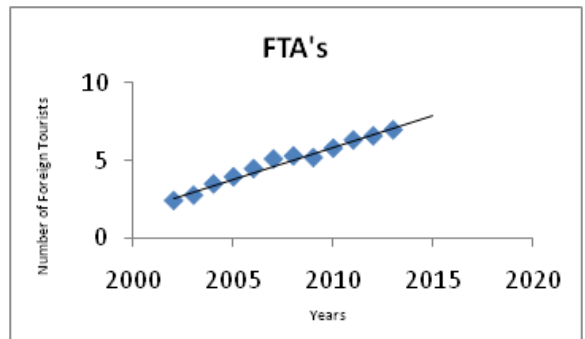
The graph shows the linear trend in number of total tourists to India in years from 2002-2015. The values for years 2002-2013 are already known and have been forecasted for next two years using the trend value.

The output using Microsoft Excel to generate ANOVA is given as

ANOVA FOR FOREIGN TOURISTS ARRIVALS

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.988737475
R Square	0.977601794
Adjusted R Square	0.975361973
Standard Error	0.233660069
Observations	12

ANOVA

	df	SS	MS	F	Significance F
Regression	1	23.82965472	23.82965472	436.4643206	1.40043E-09
Residual	10	0.54597028	0.054597028		
Total	11	24.375625			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2.189090909	0.143807832	15.22233446	3.03506E-08	1.868667094	2.509514724	1.868667094	2.509514724
X Variable 1	0.408216783	0.019539637	20.89172852	1.40043E-09	0.36467976	0.451753806	0.36467976	0.451753806

The regression equation thus formed using ANOVA table is

$y=2.189+0.408$ and $R^2=0.977$

The regression equation computed using the trend line can be further used to predict the number of tourists for the years that were expected to visit India. On comparing with the actual data, it can be seen that the actual and the expected value is approximately same. (Table3) $R^2=0.977$ being the coefficient of determination shows that 97.7% of the predictions in the model are sufficiently correct. They can further be used to forecast the number of total tourists to India for coming years.

Graph2: Foreign Tourists to all states
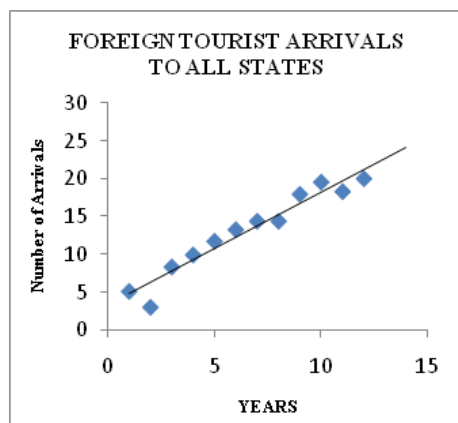
The graph shows the linear trend in number of total tourists to India in years from 2002-2015. The values for years 2002-2013 are already known and have been forecasted for next two years using the trend line.

The output using Microsoft Excel to generate ANOVA is given as-

ANOVA FOR FOREIGN TOURISTS TO ALL STATES

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.968478488
R Square	0.937950583
Adjusted R Squ	0.931745641
Standard Error	0.941969569
Observations	12

ANOVA

	df	SS	MS	F	Significance F
Regression	1	134.1269333	134.1269	151.161868	2.32451E-07
Residual	10	8.873066692	0.887307		
Total	11	143			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-1.682285514	0.71891834	-2.34002	0.04133793	-3.284135391	-0.080435637	-3.284135391	-0.080435637
X Variable 1	0.629689131	0.051215931	12.29479	2.3245E-07	0.515572925	0.743805336	0.515572925	0.743805336

The regression equation thus formed using ANOVA is

y= -1.682+0.6296x and R^2=0.9379

The trend line shows that Delhi and Maharashtra are the most sought after states for foreign tourists followed by Tamilnadu. R^2=0.9379. This shows that 93.79% of the variation explained by the regression model is correct.

Using the computed regression equations, we predict the values of the respective parameters and compare with the actual data as shown in table below:

Table3: Predicted Values of Foreign Tourist Arrivals to India

Years	Actual Values	Predicted Values
2002	2.38	2.597
2003	2.73	3.005
2004	3.46	3.413
2005	3.92	3.821
2006	4.45	6.978
2007	5.08	4.637
2008	5.28	5.045
2009	5.17	5.453
2010	5.78	5.861
2011	6.31	6.269
2012	6.58	6.677
2013	6.97	7.085

*all figures in millions

Using the forecast tool under Statistical Function in Microsoft Excel, we forecast the value of total tourists to India and her states for coming years.

Table4: Forecast Values for Foreign Tourist Arrivals

Years	Total Foreign tourists to India	Total Foreign tourists to all states
2015	7.904125874	24.16575758
2017	8.720559441	27.14484848
2019	9.536993007	30.12393939
2021	10.35342657	33.1030303
2023	11.16986014	36.08212121

*all figures in millions

DATA ANALYSIS AND RESULTS
The above analysis indicates that an approximately 4.8425 million tourists visit India every year. Among the states, Tamil Nadu, Maharashtra and Delhi have been ranked among the top ones in terms of popularity among overseas tourists. Average no. of tourists to these states annually are 2.245million, 3.55 million and 1.96 million respectively.

With its sunny skies and beautiful blue beaches, Tamil Nadu stands out as a perfect destination for foreign tourists. Rich in cultural heritage and history, it is a land of marvelous temples, spices and fragrances. Tamil Nadu also boasts of maximum number of wildlife sanctuaries and national parks which attracts tourists. From mouthwatering cuisine, to exquisite handicrafts, Tamil Nadu showcases the traditions and culture of India in a perfect way.

Maharashtra attracts millions of foreign tourists. Mumbai, the land of seven islands, has history and modernity both at the same time. What compels tourists to prioritize it above other places is its material richness compounded by its non-material ultra "cool" attitude. The Gateway of India, Haji Ali and Marine Drive are a few tourist attractions that the tourists prioritize above all. Pune, the cultural capital of Maharashtra has forts dating back to seventeenth century that many foreign tourists visit. Ajanta and Ellora caves on the outskirts of Aurangabad are a famous destination in Maharashtra.

The national capital endowed with a legacy of rich history from Mughals to Indian Freedom movement, Delhi offers everything that a foreign could expect. It presents the indigenous flavours of all the states, be it cuisine or clothes. Delhi is a host to many UNESCO world heritage sites and an epitome of India's proud and glorious history.

CONCLUSION
In conclusion it can be asserted that India is among one of the topmost tourist destinations for foreigners and that Indian Tourism as a sector is growing rapidly. There has been a constant growth in the number of foreign tourists in all the states of the country.

Collecting data from various sources we listed the FTAs of various states of past ten years from 2002-2013 and inferred that number of tourists have constantly risen. Based on these data we used MS-Excel to predict the FTAs for coming years and concluded that it will continue to do so in the coming years, not only in Delhi, Maharashtra and Tamil Nadu that are the most preferred destinations but in the total number of foreign tourists to India as well. With the steps taken by the Indian government, there has been a constant growth in the number of foreign tourists in all states of the country. Analyses and charts tabled show that the growing trend seconds with the initiatives of the government to enhance tourism sector and that the steps taken by the Ministry are actually making India a best tourist destination on the globe.

The data hence summarized show the increasing trend of FTA's in India and her states and has been further used to find the predicted Foreign Tourist Arrivals for years 2002-2013 and also forecast their number for coming years.

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