

A Comparative Study on Foreign Tourist Arrivals in India

Dr. Shekhar Upadhyay, Dr. Alka Awasthi, Dr. Priyanka Rawal

Assistant Professor, School of Management, Jagran Lakecity University, Bhopal.

ABSTRACT

India has been in the midst of foreign tourist's itinerary for several decades now. Foreigners have been visiting this mysterious land of Maharaja's for centuries. India stands at the saddle of varied attractions and point of interest for people coming from different parts of the world. India with its culture, customs, liveliness and hospitality, along with breathtaking wilderness has successfully positioned itself into the top ranked countries of visitation by foreigners. The recent stance of current administration and their policy measures by making visa available online (Visa on Arrival or VOA) have also encouraged newer foreign tourists to see the cultural richness of this country. The local bodies and state governments also played a crucial role in maintaining the places and sites of tourist attraction so well, that flow of tourists continued and shall be so in future as well. The present age belongs to service industry and India has huge scope in that direction by establishing properly and nurturing its long deprived and ignored tourism industry in a more professional and systematic way. The point of planning and encouraging the tourism sector remains attracting and retaining foreign tourists in country and directing them to the different parts. As the experience has shown again and again, that India has the full potential to attract and engaged foreign tourists with its vast array of attractions ranging from historical monuments to urban landscape, from wildlife attractions to natural sceneries, but due to certain hurdles and policy's implementation the full potential of India is yet to be realized. Though in recent years the standing of India among most visited countries in the world has surely improved and if things and plans fall into the right direction, the ranking shall keep on improving. As the recent data furnished by Government of India, foreign tourists contributed a large sum in foreign exchange earnings and also encouraged the local employment opportunities in both organized and non-organized sector. The present paper is an attempt to make the fact firm that foreign tourist arrival is valuable in many aspects as they contribute into the economy of the country and encourage state governments as well as the local bodies to take care of the sites and monuments, as they become the earning avenues for state as well local bodies. Apart from that this study further compares the foreign tourist arrivals of four year in a row i.e. 2013, 2014, 2015 and 2016. It also provides the earning details from foreign tourist arrival. Further the study underlines the causes for low turning in of foreign tourists and suggestion along with policy measures to boost/ increase the numbers of foreign tourist arrivals. This paper is based on secondary information furnished by Govt. bodies, departments and councils regarding the foreign tourist arrivals and earnings (In INR).

This study is an honest effort to find out the fluctuations in foreign tourist arrival (FTAs) and foreign exchange earnings (FEEs) from foreign tourists during the certain period from 2013 to 2016.

Key Words: - Foreign Tourist Arrivals (FTAs), Foreign Exchange Earnings (FEEs), Foreign tourists, Tourist attractions, Visa on Arrival. Government of India.

Introduction: - Tourism has taken a shape of an industry which is growing and expanding from a very rapid rate all over the world. Several nations, particularly developing nations are having the biggest piece of the profits from this industry's growth. As the studies and researches repeatedly has shown that tourism sector can benefit various sections of the society and thus if properly encouraged, can change the very profiling of the country. India is one of the countries who have systematically developed and still developing its tourism sector to attract more and more foreign tourists to its vast array of world class and unique attractions. These attractions have special place in minds and hearts of people belonging to foreign origin. With the unprecedented growth in internet and social media platforms, people are coming to know about the hidden treasure in India and planning their annual vacations in India rather than going to a European location. The aggressive and focused marketing initiatives taken recently for global tourists have also proved fruitful in its persuasion. As per the UNWTO's Barometer (Volume 14, May 2016), during 2015-16, India ranked 40th in terms of International Tourists Arrivals, it shows that India has improved a lot in attracting foreign tourists as the same research in 2015 put India at 52nd position. Several reasons are directly and indirectly involved in this huge up gradation of in world tourist index. Tourist in world has been on the rise since the aftermath of global recession are settling rapidly, it is estimated that the sector is going to make astounding comeback in years to come as government of India has started taking policy measures to increase the total outcome from tourism. The overall contribution of tourism

sector of India in the Gross Domestic Product or GDP has contributed a lion's share and as per advance estimates, it is going to contribute at higher side. The sector's total contribution to GDP is expected to increase to US\$ 136.2 billion by the end of 2016 and is expected to further grow to US\$ 280.5 billion by 2026 world wide as per the estimates made in recent reports furnished by IBEF, the report further states that, the total contribution of travel and tourism to Indian GDP is forecasted to increase by 4.97 per cent per annum to US\$ 280.5 billion by 2025 (7.2 per cent of GDP) it is as huge as the IT industry of India. In the budget of union government, several measures have been announced for the further development and organized growth of India tourism sector in financial year 2017-18. Some measures are for short period of time and some are eyed at longer period of time. According to several studies and reports tabled by different agencies time to time, it is observed that the primary reasons for sluggish growth of tourism industry are not very un common, these include very basic reasons and situations which can be curbed with a systematic and rudimentary approach by government and non government sectors alike. In recent years government has started taking tourism sector with at most care and have announced policies to strengthen the sector in India so that India could earn its fair share from global tourism industry. Currently India's standing is not that appreciable, but not all is gloomy. Despite of recent demonetization measure of Govt. of India had minimalistic impact on foreign tourist arrival in India, as the figures show that tourism arrival actual increased fairly, as apposite to previous estimates that the arrival of tourist would dip. It surely underlines the deep connection and appreciation of global tourists towards India and matchless experience they get while staying in India. The safety and other issues have also been addressed to certain extent resulting in greater trust and confidence building among foreign nationals. As per the report title "Travel and tourism- economic impact 2015" in 2014, the total contribution of Travel & Tourism to employment, including jobs indirectly visitor exports generated INR1, 224.4bn (4.1% of total exports) in 2014. This is forecast to grow by 5.2% in 2015-16, and grow by 6.3% pa, from 2015-2025, to INR2, 377.2bn in 2025 (4.2% of total). Also Travel & Tourism investment in 2014 was INR2, 107.2bn, or 6.2% of total investment. It should rise by 9.3% in 2015-16, and rise by 6.5% pa over the next ten years to INR4, 337.8bn in 2025 (6.9% of total). Jobs supported by the industry was 8.7% of total employment (36,695,500 jobs) in the year 2014-15, this is expected to rise by 1.8% in 2015-16 to 37,365,000 jobs and rise by 2.0% pa to 45,566,000 jobs in 2025 (9.0% of total).

Research Methodology- The present research paper is primarily based on secondary data, which have been collected from various sources. These sources included online published resources and government official websites. Primarily the objectives of the research can be fully met through these data and their interpretation. Thus the research has become rather descriptive in nature. The data has been acquired from various sources, their accuracy and authenticity and reliability cannot be questioned. Utmost care has been excised to maintain the objectivity of the research. Data collection has taken place without any biasness or prejudice. The study is strictly focused on fixed years i.e. 2013, 2014, 2015 and 2016, the entire data dwells around these selected years only and findings are based on the sae year data as well. The various sources which were used during the data collection are as under-

1. Current and previous publications of ministry of tourism, govt. of India.
2. Websites and online resources related to the topic of research.
3. Annual reports of various departments, including ministry of finance and reports from press information bureau.
4. Annual reports and special supplements of UNWTO and WTTC
5. News papers and other online magazines relevant to topic.
6. Research papers and relevant reports/publications.

Objectives of the study- Every research work is targeted at some objectives and aims at certain outcomes. This research work is also expected to do so, during the research the following objectives are set to direct the flow and certain output from the research work. This study also has various objectives, these are as follows-

1. To study the trend of foreign tourist arrivals in India in last four years.
2. To analyse the earnings from foreign tourist arrivals in India rupees.
3. To see the various states/UTs share in foreign tourist arrivals.
4. To analyze the recent policy measure of government towards tourism sector.
5. To look into the areas which are playing pivot role in low footfall of foreign tourists.
6. The present study will also furnish the measures and suggestions to improve the overall footfall of foreign tourist in India.

Hypothesis for the study- The present study is based on certain hypothesis, these hypothesis are in correlation with objectives set previously. There are total two hypotheses along with their null counterparts. Following are the hypotheses which are intended to be tested during the present study-

H₁- There is significant rise in foreign tourist arrivals in India during 2013-2016.

H₀- There is no significant rise in foreign tourist arrivals in India during 2013-2016.

H₂-There is a significant rise in the foreign tourist earnings during 2013-2016.

H₀- There is no significant rise in the foreign tourist earnings during 2013-2016.

Literature Review- Literature review of the research topic contains the research work already done on the area of research topic. Literature review further cements the frame work and conceptual understanding of the topic. Literature review for the present research study is as following-

1. A report on “Adventure tourism market study in India” published by Ministry of tourism (2016) Underlines that “Tourism remains one of the largest employers’ accounting for 9% of global GDP and accounts for one in every 11 jobs. Adventure tourism is a niche tourism activity involving exploration or travel to remote area, where the traveller should expect the unexpected. Adventure tourism has grown exponentially worldwide over the past few years tourists explore new destinations looking for rare, incomparable experiences”
2. Dr. Subas T. in his research paper titled “Tourism in India: Potentials, Challenges and Opportunities” (2015) says that “The travel and tourism industry has emerged as one of the largest and fastest growing economic sectors globally. Its contribution to the global Gross Domestic Product and employment has increased significantly. The Indian tourism industry has emerged as one of the key drivers of growth among the services sector in India”
3. Khan, Manzoor. Ahmad, in his research paper title “FDI in tourism sector in India” (2015) finds out that “The Ministry of Tourism has been making efforts to develop quality tourism infrastructure at tourist destinations and circuits in the country. It has sanctioned Rs 4,090.31 crore (US\$ 680.52 million) for a total number of 1,226 tourism projects, which includes projects related to Product/Infrastructure Development for Destination and Circuits (PIDDC), Human Resource Development(HRD), Fairs and Festivals, and Adventure and Rural Tourism for infrastructure augmentation”
4. Vethirajan, C, Dr. and Nagavalli S in their research paper title “Trends and Growth of Tourism Sector in India – A Research Perspective”(2014) underlines that “Home of Buddha, Gandhi and the seat of the Dali Lama, India has long draw certain types of tourists as a pilgrimage location. But with over 4,000 miles of coastline, a portion of the Himalayas and megalopolises like Bombay and Delhi, there are many other attractions to draw tourists”
5. Mir, Lateef Ahmad in his research paper titled “An Economic Evaluation of Indian Tourism Industry” (2014) finds out that “Tourism industry has emerged as an important instrument in the economic development of Indian economy, particularly in remote backward rural areas. Due to its strong backward and forward linkages it generates employment in different profiles and thus increases living standard of people who are directly or indirectly linked with this economically profitable activity”
6. Kaur, Mandeep, Dr and Sharma, Nitasha in their research paper title “Growth and development of Indian tourism industry”(2011) have written that “The importance of tourism to economic development has been recognized widely due to its contribution to the balance of payments, GDP and employment. Since last few years, Indian tourism industry has been growing at a rapid pace and it has vast potential for generating employment and earning large amount of foreign exchange. So it is imperative to study the growth and development of Indian tourism industry.”

Foreign Tourist Arrivals in India- Foreign tourists have been coming to India into a large quantity from last few decades, but the most notable fact is that earlier the tourists use to visit only certain places in India only among which Rajasthan, Goa, Himachal Pradesh and Uttar Pradesh (Undivided) were top destinations for foreign tourists coming to India. Later on due to better connectivity and better facilities have helped in soaring overall footfall of foreign tourists in India. The recent measure of providing visa on arrival (VOA) has also helped in encouraging foreign tourists in India, as per the latest figures tabled by Ministry of Tourism VOA has helped in attracting foreign tourists in India as the process of visa got simplified and hassle free. In year 2016 alone, the total number of foreign tourist visiting India has touched unprecedented heights, it accounted of 80, 89,000 footfall which is a 10.70% growth as compared to year

2015. The figure itself tells the entire story of systematic growth and increasing number of tourists in India. The total contribution of tourism industry in GDP of India is also set to rise well above 7% which is again a very impressive and mutually beneficially. The data furnished by Ministry of Tourism, tells the situation of foreign tourist arrivals in last four years-

Table 1. Foreign Tourist Arrivals (FTAs) in India

Month	Foreign Tourist Arrivals (Nos.)				Percentage Change		
	2013	2014	2015	2016	2014/13	2015/14	2016/15
January	7,20,321	7,57,786	7,90,854	8.44	5.2%	4.4%	6.80%
February	6,88,569	7,55,678	7,61,007	8.47	9.7%	0.7%	11.30%
March	6,39,530	6,90,441	7,29,154	8.17	8.0%	5.6%	12.10%
April	4,50,580	5,35,321	5,41,551	5.99	18.8%	1.2%	10.70%
May	4,17,453	4,65,043	5,09,869	5.29	11.4%	9.6%	3.70%
June	4,51,223	5,02,028	5,12,341	5.5	11.3%	2.1%	7.30%
July	5,06,427	5,68,871	6,28,323	7.36	12.3%	10.5%	17.10%
August	4,86,338	5,75,750	5,99,478	6.7	18.4%	4.1%	11.80%
September	4,53,561	5,09,142	5,42,600	6.15	12.3%	6.6%	13.40%
October	5,98,095	6,68,398	6,83,286	7.54	11.8%	2.2%	10.40%
November	7,33,923	7,65,497	8,15,947	8.91	4.3%	6.6%	9.30%
December	8,21,581	8,85,144	9,12,723	10.37	7.7%	3.1%	13.60%
Total	69,67,601	76,79,099	80,27,133	80,89,000	10.2%	4.5%	10.70%

Source- Annual report of Ministry of Tourism, Govt. of India; 2016

The data furnished by ministry in their monthly reports during the last four years put forward a full picture of foreign tourist visitation in India. This data sheet has a detailed view over the trends and growth made during each month of each year, which gives a clear cut and undisputed scenario of foreign tourist visitation. In the year 2016, total number of tourist visited India stood at 80,89,0000 as compared to 80, 27,133 in year 2015, which is a 10.70% growth. The last months of 2016 were subject of demonetization measure of government, but the impact was least as flow of foreign tourist remained on higher side. In the month of December 2016 and December 2015 the total growth of foreign tourist visitation grew at 13.60% which is quite impressive. The most impressive growth in foreign tourist visitation was in the month of July 2016; as compared to July 2015 FTA grew to 17.10%. During same time period in 2016, 7, 36,000 foreign tourist visited India as compared to 6, 28,323 in July 2015. The data sheet also gives a hopeful and positive picture in year 2015-16 as compared to year 2014-15, as the annual growth of year 2014-15 stood only at 4.5%, on the other side the growth for 2015-16 was remarkably grew to 10.70%, a well deserved and hard earned double digit growth. This growth only made possible due to systematic approach and well planned strategies and policy reforms. As the new administration has started working on tourism development, especially of inbound tourism as an important tactic to earn foreign exchange as well repute for country on world stage. If we see the previous data of year 2013-14 to get a clearer picture on growth figures of FTAs, the maximum growth of FTAs took place during the month of April 2014, where the growth of FTAs was 18.80% as compared to April 2013. This was the time where the global impacts of recession began to get down. The interesting thing remained during the year 2013-14 that the growth in FTAs was in double digit during the larger portion of year (April to October). Again the trend continued in between year 2015-16, where during almost 8 month saw the double digit growth in FTAs, which is a very positive sign for years to come. Now the government agencies and departments have roped in and deputed consultants in foreign countries for promotion of tourism and assistance of foreign tourist in obtaining best deals/packages along with documentation assistance as well.

Share of States/UTs in FTAs in India- Foreign tourists traditionally visit certain locations situated in various states and Union territories. Recently the trend has changed and several other not so tourist destinations have become famous for foreign tourist's visitation. According to a recent report issued by ministry of tourism, has the list of states and UTs which have the maximum number of foreign tourists arrivals in year 2016, the list also has the state wise tourist visits. After analysing the list, it is quite clear that the newer states and UTs due to their aggressively marketing and other measures have successfully hosted and attracted the foreign tourists. Usually Goa and Rajasthan, Kerala and Himachal Pradesh have hosted foreign tourists, but the list has some more entrants as well.

Share of top 10 states/UTs of India in number of foreign tourist visits in 2015-16			
Rank	State/Union Territory	Number	Share in %
1	Tamil Nadu	4,684,707	20.1
2	Maharashtra	4,408,916	18.9
3	Uttar Pradesh	3,104,062	13.3
4	Delhi	2,379,169	10.2
5	Rajasthan	1,489,500	6.4
6	West Bengal	1,475,311	6.3
7	Kerala	977,479	4.2
8	Bihar	923,737	4.0
9	Karnataka	636,502	2.7
10	Goa	541,480	2.3
Total of top 10 states		20,620,863	88.4
Others		2,705,300	11.6
Total		23,326,163	100

The most preferred state among foreign tourists is Tamilnadu, which has attracted 20% of all foreign tourists in India. The second state is Maharashtra with its unique combination of urban and historical tourist attractions have collectively welcomed 18.9% of total foreign tourists visited in year 2015-16. The interesting fact is to see Goa at the bottom of the list, as newer states and UTs have worked tremendously hard in attracting and retaining foreign tourists, like Bihar which stands at number 8th Position. Kerala again lost its dominant and monopolistic position to West Bengal. In short, the preferences of foreign tourists have shifted and changed drastically in recent years and the above list has the clear cut picture of that preferential change.

Top 10 source countries of Foreign Tourist Arrivals (FTAs)- Foreign tourists have coming to India from various nations, the list contents top ten source nations which together comprise of 62.52%. USA tops the list with 15.12% share of total FTAs in year 2015-16, followed by Bangladesh and United Kingdom at second and third position respectively.

Source countries for foreign tourist arrivals in India in 2015-16			
Rank	Country	Number	Share in %
1	United States	1,213,624	15.12
2	Bangladesh	1,133,879	14.13
3	United Kingdom	867,601	10.81
4	Sri Lanka	299,513	3.73
5	Canada	281,306	3.50
6	Malaysia	272,941	3.40
7	Australia	263,101	3.28
8	Germany	248,314	3.09
9	France	230,854	2.88
10	Japan	207,415	2.58
Total of top 10		5,018,548	62.52
Other countries		3,008,585	37.48
Grand total		8,027,133	100

Earnings from foreign tourist arrivals- The foreign tourists who have come to India have spent a large sum of money during their visitation. The earning data is compiled by Ministry of Tourism, during last four years, tells a fancy story of earnings from foreign tourist arrivals in India. As per the data, the earning has increased and keeps on growing which shows that the policies and other measures are not yielding results. In year 2016 alone the total earnings from foreign tourist arrivals stood at 1, 55,650 crore which is 15.10% higher than last year (2015). It is a quite a good growth as compared to other industries in India. The most important thing is, the earnings are primarily in foreign exchange, which is again adds immense valuation to tourism in India. The figures tabled by Ministry of Tourism has the following income information-

Table 2. Foreign Tourist Earnings

Month	Foreign Exchange Earnings (in Rs. crore)				Percentage Change		
	2013	2014	2015	2016	2014/13	2015/14	2016/15
January	10,785	11,664	12,100	13,669	8.2%	3.7%	13.00%
February	10,255	11,510	11,642	13,627	12.2%	1.1%	17.10%
March	9,545	10,479	11,133	13,115	9.8%	6.2%	17.80%
April	7,226	9,179	10,091	11,637	27.0%	9.9%	15.30%
May	6,627	7,936	9,505	10,285	19.8%	19.8%	8.20%
June	7,149	8,366	9,564	10,732	17.0%	14.3%	12.20%
July	8,620	10,284	11,982	14,319	19.3%	16.5%	19.50%
August	8,351	10,385	11,411	12,903	24.4%	9.9%	13.10%
September	7,811	9,057	10,415	11,781	16.0%	15.0%	13.10%
October	8,645	10,041	10,549	12,303	16.1%	5.1%	16.60%
November	10,663	11,431	12,649	14,474	7.2%	10.7%	14.40%
December	11,994	12,988	14,152	16,805	8.3%	9.0%	18.70%
Total	1,07,671	1,23,320	1,35,193	1,55,650	14.5%	9.6%	15.10%

Source- Annual report of Ministry of Tourism, Govt. of India; 2016

The income which was received from the foreign tourist arrivals has risen sharply in recent years, from 9.6% in year 2014-15 to 15.10% in year 2015-16, which is 135,193 crore in 2015 to 1, 55,650 crore in 2016 in INR. The total earnings from foreign tourist stood at 1,07,671 crore in 2013 to 1,55,650 crore in just three year's time, this growth is unprecedented in many terms and not any industry has seen such a growth in recent times. The highest growth earnings was recorded in month of July 2016 which is 19.50% as compared to July 2015. December 2016 also seen a growth of 18.70% increase in foreign tourist earnings in India, the total earnings stood at 16,805 crore in December 2016, as compared to 14, 1552 crore in December 2015. In May 2016, the growth of tourism earning was very low at 8.20% only due to several reasons, including high summer times but the very next month in June 2016, grew at 12.20%. Government is pushing very hard to increase the income from foreign tourist visitation in recent times by introducing several measures and motivation to the industry. Government is also framing strategies to facilitate foreign tourists by providing them safe and secure accommodation and transportation with smooth connectivity. As the figures are indicating that the income from the foreign tourists is rising at a steady pace, but still the full potential of India's tourism sector is yet to be realized in full. But the one thing is very satisfactory to see that, the states are increasing.

Reasons for low footfall of foreign tourist visitation in India- There are several studies which point out the exact reasons/factor for low turnout of foreign tourists in India. Some of the reasons are related with policies and some are related with infrastructural limitations. Over the year, the policy frame work has been improved a lot, yet infrastructure remains one of the grey area which has its own negative impact upon foreign tourist attraction. Apart from these two main elements some of the reasons for low turnout of foreign tourists, are given below-

1. Connectivity of destination with major cities by roads, air and by rail is still in process. Foreign tourist generally prefer air transportation, air connectivity is very poor in India. This reason dominates in low turning of foreign tourists in India.
2. Poor maintenance and sanitation of tourist sites/destinations is a major concern.

3. Security remains one of the important factors in India, especially when it comes to foreign tourists. Important sites and destinations have registered eve teasing, abuse even criminal acts against foreigners.

4. Proper branding and marketing also lacks in India, Indian tourism is not properly/effectively branded or marketed overseas.

5. Visa and other documentation formalities are very slow and sluggish for foreigners.

***¹Special measures for tourism industry in Budget 2016-17 to increase the footfall of foreign tourists-** The Indian government has realised the country's potential in the tourism industry and has taken several steps to make India a global tourism hub. In the Union Budget 2017-18, the Government of India announced some initiatives to give a boost to the tourism and hospitality sector such as setting up of five special tourism zones, special pilgrimage or tourism trains and worldwide launch of Incredible India campaign among others. Some of the major initiatives taken by the Government of India to give a boost to the tourism and hospitality sector of India are as follows:

- The Central Government has taken a number of steps for smooth transitioning to cashless mode of payment to ensure that no hardship is faced by the tourists and the tourism industry remains unaffected from government's demonetisation move.
- Maharashtra Tourism Development Corporation (MTDC) has come up with a unique tourism experience of visiting the open cast coal mine of Gondegaon and underground coal mine of Saoner, which are near Nagpur and part of Western Coalfields Limited.
- A Tripartite Memorandum of Understanding (MoU) was signed among the Indian Ministry of Tourism, National Projects Construction Corporation (NPCC), National Buildings Construction Corporation (NBCC) and Government of Jammu and Kashmir for the implementation of tourism projects in Jammu and Kashmir.
- The Ministry of Tourism has approved projects worth Rs 450 crore (US\$ 67.10 million) under the Swadesh Darshan scheme, for the improvement and creation of tourism infrastructure in Madhya Pradesh, Uttarakhand, Tamil Nadu, Uttar Pradesh and Sikkim.
- The Union Cabinet has approved a MoU between India and South Africa, aimed at expanding bilateral cooperation in the tourism sector through exchange of information and data, establishing exchange programmes and increasing investments in the tourism and hospitality sector.
- The Union Cabinet has approved the signing of Memorandum of Understanding between the Ministry of Tourism of India and the Ministry of Trade Industry and Tourism of Colombia in order to boost cooperation in the field of tourism between the two countries.
- The Central Government has given its approval for signing of a MoU between India and Cambodia for cooperation in the field of tourism with a view to promote bilateral tourism between the two countries.
- The Heritage City Development and Augmentation Yojana (HRIDAY) action plans for eight missions cities including Varanasi, Mathura, Ajmer, Dwaraka, Badami, Vellankini, Warangal and Amaravati have been approved by HRIDAY National Empowered Committee for a total cost of Rs 431 crore (US\$ 64.27 million).
- Apart from those measures, each state government and union territory also have framed their own strategies and programmes to increase both footfall and earnings from foreign tourist in year to come.

Conclusion and Findings of the Study- The study revolved around the foreign tourist's visitation in number and total income earned from the visitation in last four years. The study also incorporated the government's initiatives for increasing the number of foreign tourist arrivals as well as the income from foreign tourist visitation in nation in coming years. The total contribution of tourism sector in Indian GDP stood at 7.1% in year 2016 which is 12.7% higher than last year (2015). This figure alone tells the story of growth of tourism sector in last few years. The total contribution is expected to get even higher in coming years, along with the income earned from such visitation as well. Government of India along with the various states and boards/councils is working closely to increasing the overall picture and image of India into safe, reliable and surprising brand in tourism industry. This growth in GDP

contribution was highest ever recorded in last 10 years. From the above study one could understand the immense role and valuable contribution industry has to play in economic growth of India. Keeping the importance of industry in mind, government time to time, announces incentives and plans to facilitate the industry at larger level. Following are the findings of study so far-

1. Foreign tourist arrivals (FTAs) have increased in India in last four years on consistent basis it can be credited to the policies and measures taken on regular basis. The growth of foreign tourist arrivals is higher in India than European countries as well. In the year 2015-16 the total growth in tourist visits stood at 10.70%. Foreign tourist visits also seen a moderate growth in year 2014-15 where the growth was 4.5%, but the growth in tourist arrival stood at 10.2% during 2013-14. Although the growth fell in year 2014-15, but it recovered very positively.
2. As the foreign tourist arrivals have increased in last four years (2013- 2016), so did the income from foreign tourists. The income has consistently on the rise. The total rise between 2015-16 was 15.10% which is highest in four years. Experts were anxious about the impacts of demonetization on tourism, but the earning figures have shown a different scene altogether. Except some few months, in last four years, the monthly growth was in double digit, which is a very good sign and this trend is even not visible in most of the industries.
3. The contribution of Tourism industry is expected to rise to 7.6% of GDP by 2025 at present measures, if measures are changed or intensified, then GDP contribution may rise in double digit as well. The income from foreign tourist visitation has increased in last four years as well. The total income received from foreign tourist visits in year 2016 stood at 1, 55,650 crore as compared to 1, 35,193 in year 2015. The tourist receipts have increased at 15.10% rate between year 2015 and 2016. The same trend followed in year 2013-14 as well, here the tourist income grew from 107,671 crore in 2013 to 1,23,320 crore in year 2014,. Income has risen by 14.5% during year 2013 to 2014.
4. Government in recent budget has announced several key measures for fostering and assisting tourism industry by identifying new products/offering and by systematically developing the existing product/offering. These measures are specially designed to address the issues of foreign tourist visits.
5. Newer countries as source countries as well newer destination have come up in recent years as well, which have replaced traditional destinations in India.
6. Based upon the data of Foreign Tourist Arrivals (FTAs) as well data of foreign tourist earnings, the alternative hypothesis proposed in study have been selected and null hypothesis have been rejected. The present study also meets all its proposed objectives as well.

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