



AN OVERVIEW OF THE TRENDS AND PATTERNS OF TOURISM IN INDIA: PRE-POST COVID-19 PANDEMIC

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Abstract:

The tourism sector has made a huge contribution to the Indian economy over the past few decades. Especially foreign tourist arrivals are increasing trend except for the COVID-19 crisis, and most foreigners preferred pilgrimage, adventure, and ecotourism. This paper analyzes the trends and patterns of foreign tourist arrivals, share of international tourists, monthly-wise; footfall to visiting centrally protected monuments, and foreign exchange earnings and receipts in India. The study aims to highlight the share and distribution of international tourists. The result draws from the correlation between foreign tourist visitors and foreign exchange earnings.

Keywords: COVID-19, Footfall, Foreign Exchange Earnings, Protected Monuments, Receipts, Indian Tourism

1. Introduction:

Tourism in India is a significant contributor to the country's economy and a rapidly growing industry. Over the years, tourism in India has grown to be the most active and productive service sector activity (**Patel, 2012**). Indian heritage and culture are influenced by travel and tourism. The tourism industry holds a special position in our economy because it is one of the most significant emerging sectors. It creates significant foreign exchange and jobs. Infrastructure development results from this. The amount of travel and tourism has dramatically expanded in the context of globalization. International tourism is expected to expand at an average yearly rate of 4 percent, according to the World Tourism Organization of the United Nations. India's vast natural diversity and cultural diversity have given it a special place on the global tourism map. The third-largest industry in India is tourism, which directly or indirectly employment about ten million people. According to **Mishra (2011)**, tourism can encourage the growth of other industries such as manufacturing, transportation, agriculture, accommodation, and tourism. It may have a favorable impact on a nation's growth rate and standard of living. In this backdrop the

paper focused on trends and patterns of tourism in India, in terms of tourist's arrivals from international and domestic.

2. Objectives of the study

- To analyze the emerging trends and pattern of tourism in India.
- To examine the trends and patterns of Domestic Tourist Visits.

3. NATURE AND SOURCE OF DATA

The study is based on Secondary data collected from various sources like Archaeological Survey of India (ASI), Bureau of Immigration, Govt. of India State/Union Territory Tourism Department, and United Nation World Tourism Organization (UNWTO).

4. Review of Literature:

Chawla (2003) in a study titled 'Tourism in the 21st century' observed the importance of tourism concerning national integration. She emphasized important features of the tourism industry, its contribution to the national integration and creation of harmonious social, cultural environment the study suggests the promotion of arts, crafts, and culture will bring prosperity and sustainability in tourism development.

Gupta and Dutta (2018) in their study entitled 'Tourism development, environmental pollution, and economic growth: a theoretical analysis' analyzing the role of tourism in developing countries opines that the tourism industry makes an important contribution to foreign exchange earnings, employment, and GDP of developing countries. Starting that tourism contributes 3.5% to GDP in Nepal and Kenya. They argue that tourism is an important development tool to influence economic parameters for developing countries like India.

Hazra (2008) in the study 'Indian tourism: present and future scenarios' noted the government of India emphasized and promotion of different category tourism in India. Especially India modified the visa policy during 2014 by allowing visitors from other countries to obtain an electronic visa online. Indian government mainly focused the collecting huge revenue from the tourism sector. However, the government established many tourist spots in India.

Kandari and Chandra (2004) noted that planning and assessment are important parts of the sustainable development of tourism. They focused on issues of tourism development, particularly from economic, ethnic, and environmental perspectives, and also explained the goals and strategies for effective tourism practices, identified and key issues of carrying capacity and community participation. They also stated that the role of tourism in rural development is fundamentally an economic one and can help to sustain and improve the quality of life in rural areas.

Malik and Nusrat (2004) in the study 'A review of tourism development in India' shows that the Indian tourism industry how it flourished in the last few years, significantly contributing to the gross domestic product, foreign exchange earnings, and employment to the nation's development. This paper analyses the positive relationship between tourist arrivals and economic growth. India witnessed a total of 6.58 million foreign tourist arrivals with an annual growth rate of 4.3% in 2012 and the second largest foreign exchange earner recorded in India from 2011 to 2012.

Potdar and Chavan (2012) in his study 'Ecotourism in northeast India - a marketing alternative in the next millennium' reveals a treasure of tourism, beaches, horticulture, scenic beauty, historical monuments, temples and churches, local folk arts, handicrafts, food and festivals, biotic life are the resources available for ideal tourism in south Konkan. Therefore, there is tremendous scope for tourism development in south Konkan. She studied the economic and socio-cultural impact on local people by considering case studies in the study region. In her research work, she lighted some problems and suggested remedial measures for the better development of tourism in south Konkan.

A study titled 'Contentions and contradictions of tourism as development option: the case of Kerala, India' by **Sreekumar and Pariyil (2002)** focused on Kerala government tourism projects and share in the economy. The notion that tourism is "an engine of growth" an excellent source of foreign exchange and employment of the Kerala government. Although tourist arrivals increased in India from 25.3 million in 1950 to 625.2 million in 1998.

5. Growth of Tourism in India

India welcomed around 10.89 million foreign tourists in 2019, with a 3.2 percent growth rate from the previous year. Domestic tourism increased, with over 2.1 billion domestic tourist visits, showcasing the preference for exploring India among its own citizens. Tourism also brought substantial revenue, with foreign exchange earnings estimated at \$30 billion in 2019, making it a major source of foreign exchange. India has been actively investing in enhancing tourism infrastructure, including airports, railways, and top-tier hotels, to improve the overall visitor experience. The country's rich cultural heritage and historical sites are major draws for tourists.

However, the industry faces challenges, including inadequate infrastructure in some areas, safety concerns, and environmental issues. The COVID-19 pandemic in 2020 disrupted travel significantly, impacting the sector. Despite challenges, India's tourism industry holds immense potential for growth and development.

6. Trends and Pattern of Foreign Tourist Arrivals in India

The data provided in the table 1 shows significant growth in foreign tourist visitors over the years, with the numbers steadily increasing from 0.54 crores in 2001 to 3.14 crores in 2019. But, the lowest number of foreign tourist visitors occurred in 2021, with only 0.11 crores (or 1.1 million) visitors. This sharp decline was likely due to the ongoing impact of the COVID-19 pandemic, which led to travel restrictions and safety concerns.

Overall, the data shows that the destination had been experiencing consistent growth in foreign tourist visitors prior to the pandemic, with a peak in 2019. However, the pandemic had a severe impact, resulting in a significant drop in visitors in 2020 and 2021. The future recovery of the tourism industry in this destination will depend on various factors, including the global containment of the pandemic and the restoration of international travel.

Going by annual growth rate, the highest annual growth rate occurred in 2003, with a remarkable 30.04 percent increase in foreign tourist visitors. Before the pandemic, the destination experienced several years of high growth rates in foreign tourist visitors, with double-digit percentage increases in many years. Notable years of high growth include 2003, 2010, 2014, 2017, and 2018. But, the lowest annual growth rate was in 2021, with a staggering -85.36 percent decrease in foreign tourist visitors. The years 2020 and 2021 saw extremely low growth rates, mainly due to the COVID-19 pandemic. These years had a

severe negative impact on the tourism industry and leading to a severe reduction in international travel.

Table No. 1 Distribution of Foreign Tourist Visits to All States in India 2001 To 2021

Year	Foreign Tourist Visitors (in crores)	Annual Growth Rate
2001	0.54	-
2002	0.52	-5.15
2003	0.67	30.04
2004	0.84	24.59
2005	1.00	19.02
2006	1.17	17.99
2007	1.33	12.95
2008	1.44	8.45
2009	1.44	-0.07
2010	1.79	24.63
2011	1.95	8.88
2012	1.83	-6.36
2013	2.00	9.26
2014	2.23	11.93
2015	2.33	4.48
2016	2.47	5.92
2017	2.69	8.82
2018	2.89	7.36
2019	3.14	8.8
2020	0.72	-77.17
2021	0.11	-85.36

Source: State/ Union Territory Tourism Departments.

The data provided in the table no 2 shows the distribution of international tourist arrivals (ITAs) in India, the Asia and the Pacific region, and the world from 2011 to 2022. Going by, Worldwide Trends of The total international tourist arrivals (ITAs) in the world increased steadily from 994 million in 2011 to rise until 1,465 million in 2019. However, a significant drop occurred in 2020, likely due to the global impact of the COVID-19 pandemic, reducing international travel. Similarly, in The Asia and the Pacific region also saw a consistent increase in international tourist arrivals from 218.5 million in 2011 to 360.1 million in 2020. However, a substantial decrease occurred in 2019 and 2021, with only 59.1 and 24.8 million arrivals, possibly reflecting the pandemic's influence. Followed by India's performance in international tourist arrivals grew from 6.31 million in 2011 to 17.91 million in 2020. There was a notable decrease in 2019 and 2021, with 6.33 and 7 million arrivals, likely due to pandemic-related factors. In 2022, there were no reported international tourist arrivals.

Going by Share, India's percentage in international tourist arrivals in globally increased from 0.63 percent in 2011 to 1.54 percent in 2019. And The percentage share of India in the Asia and the Pacific region also increased same fluctuations between reaching 2.89 percent in 2011 to 4.97 percent in 2019. However, in 2020 and 2021, it risen 10.71 to 28.23 percent and dropped to 0 percent in 2022 because of not availability data. India's performance in the tourism sector, as reflected by its percentage share, showed notable variations, influenced by global and regional factors, including the pandemic's impact on travel patterns and restrictions.

Table No 2 Distribution of International Tourism Arrivals in India by World and Asia and the Pacific Region during the Year 2011 To 2022

Year	International Tourist Arrivals ITAs in World (in millions)	International Tourist Arrivals ITAs in Asia and the Pacific (in millions)	International Tourist Arrivals ITAs in India (in millions)	share of India in World	share of India in Asia and the Pacific
2011	994	218.5	6.31	0.63	2.89
2012	1039	233.6	6.58	0.63	2.82
2013	1087	249.7	6.97	0.64	2.79
2014	1137	269.5	13.11	1.15	4.56
2015	1195	284.6	13.77	1.15	4.84
2016	1241	306.6	15.02	1.21	4.9
2017	1333	324.1	16.81	1.26	5.19
2018	1413	346.5	17.42	1.23	5.03
2019	1465	59.1	6.33	1.56	4.97
2020	407	360.1	17.91	1.22	10.71
2021	456	24.8	7	1.54	28.23
2022	963	100.5	NA	NA	NA

Source: UNWTO Barometer of May 2023.

Note: Data for the year 2022 is provisional. Figures of ITAs in India, and accordingly the percentage share, has increased for the years 2014-2021 due to inclusion of data on arrivals of Non Resident Indians (NRIs).

The explore in the table no 3 it shows the share of international tourist arrivals in India by major countries during 2021 to 2022, we can observe several trends and changes, France had a significant share of international tourist arrivals in India in 2021 with 10.61 percent, but it dropped to 0 percent in 2022. This could be due to various factors such as travel restrictions, COVID-19 waves, or changes in travel preferences. Followed by, Spain's share increased from 6.84 percent in 2021 to 7.45 percent in 2022. This indicates a positive trend in tourist arrivals from Spain to India despite the challenges posed by the pandemic. The United States also saw a slight increase in its share from 4.85 percent to 5.29 percent from 2021 to 2022, which suggests continued interest in travel to India from American tourists. Similarly, in Turkey, Italy, Mexico, UK, Germany, Greece, and Austria: These countries experienced fluctuations in their shares of international tourist arrivals in India. While some saw decreases (e.g., Mexico, UK), others witnessed slight increases (e.g., Germany, Greece). These changes could reflect varying travel patterns and economic conditions in these countries. The share of international tourist arrivals from other countries increased significantly from 46.75 percent in 2021 to 64.31 percent in 2022. This could be attributed to shifts in global travel patterns, diversification of tourist sources, or changes in India's tourism policies. In the same way in India's share of international tourist arrivals was 1.54 percent in 2021 but dropped to 0 percent in 2022 because of not available data. This is a significant decline and could be due to strict travel restrictions, lockdowns, or concerns related to the pandemic.

Table no 3 Share of International Tourist Arrivals in India by Major countries of the world during 2021 to 2022

S.No	Country	Share of International Tourist Arrivals in India	
		2021	2022
1	France	10.61	NA
2	Spain	6.84	7.45
3	United States	4.85	5.29
4	Turkey	6.56	5.24
5	Italy	5.9	5.17
6	Mexico	7.0	3.98
7	UK	1.38	NA
8	Germany	2.57	2.96
9	Greece	3.22	2.89
10	Austria	2.79	2.72
Other Countries		46.75	64.31
India		1.54	NA
World Total		100	100

Source: UNWTO May 2023 for other countries and Bureau of Immigration (BOI) for India.

Note: Data for the year 2022 is provisional and some destinations data not available.

In Table 4, the data illustrates the percentage distribution of Foreign Tourist Arrivals (FTAs) in India for the year 2022 from the top 10 source countries. Among these, the United States, Bangladesh, and the United Kingdom stand out as the leading contributors, with respective percentages of 22.19 percent, 20.29 percent, and 9.98 percent. Conversely, Malaysia holds the smallest share at 1.88 percent, indicating a comparatively lower influx from this source.

The cumulative impact of the top 10 source countries is substantial, accounting for 73.73 percent of total foreign tourist arrivals. In contrast, the remaining countries collectively contribute only 26.27 percent. Notably, countries like Singapore, Malaysia, and Germany, with relatively modest percentage shares, represent potential growth markets. External factors such as geopolitical events, economic conditions, and the global health landscape, especially amid the COVID-19 pandemic, may have influenced the share from these specific countries. Overall the study found that the percentage share of foreign tourist arrivals from different source countries provides valuable insights for policymakers, tourism boards, and businesses in India. Tailoring marketing strategies, improving infrastructure, and addressing the specific needs of tourists from different regions can contribute to the sustainable growth of India's tourism sector.

Table no 4 Distributions of Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in India during 2022

S. No	Source Country	FTAs (In lakhs)	Percentage of Foreign Tourist Arrivals in India
1	United States	1373817	22.19
2	Bangladesh	1255960	20.29
3	United Kingdom	617768	9.98
4	Australia	369023	5.96
5	Canada	277291	4.48
6	Sri lanka	177652	2.87
7	Nepal	135347	2.19
8	Germany	124496	2.01
9	Singapore	117195	1.89
10	Malaysia	116523	1.88
Total of top 10 Country		4565072	73.73
Others countries		1626327	26.27
Grand Total		6191399	100

Source: Bureau of Immigration, Govt. of India

Note: Data for the year 2022 is provisional.

The data provided in the table no 5 represents the distribution of foreign tourist visits (FTVs) by the top states/Union Territories (UTs) of India during the year 2022. The top three states/UTs with the highest percentage share of foreign tourist visits are Gujarat (20.7 percent), Maharashtra (17.6 percent), and West Bengal (12.08 percent). These three states together contribute more than 50.38 percent of the total foreign tourist visits among the top 10 states/UTs. But same states have the lowest share of the total foreign tourist visits among the top 10 states/UTs such as Madhya Pradesh has a relatively lower share (2.38 percent), Punjab (3.84 percent) and While Kerala (4.02 percent) is known for its scenic beauty, it has a lower percentage share compared to some other states, possibly due to specific tourist preferences or infrastructure-related factors.

Overall, the total foreign tourist visits from the top 10 states/UTs account for 87.03 percent of the overall visits. But in Other states collectively contribute 12.97 percent to the total foreign tourist visits. The study suggests the diverse contributions of different states and UTs to foreign tourist visits in India, but same states with having the highest share and same sates with having the lower share in that way emphasizing the need for a nuanced approach to tourism development across regions.

Table No 5 Distribution of Foreign Tourist Visits by Top 10 States/UT's of India during the Year 2022

S.No	State/UT	FTVs (in Millions)	Percentage of Foreign Tourist Visits in India
1	Gujarat	1.78	20.7
2	Maharashtra *	1.51	17.6
3	West Bengal	1.04	12.08
4	Delhi *	0.82	9.5
5	Uttar Pradesh	0.65	7.56
6	Tamil Nadu	0.41	4.74
7	Rajasthan	0.4	4.62
8	Kerala	0.35	4.02
9	Punjab	0.33	3.84
10	Madhya Pradesh	0.2	2.38
Total of Top 10 States/UTs		7.47	87.03
Others States		1.11	12.97
Total		8.59	100

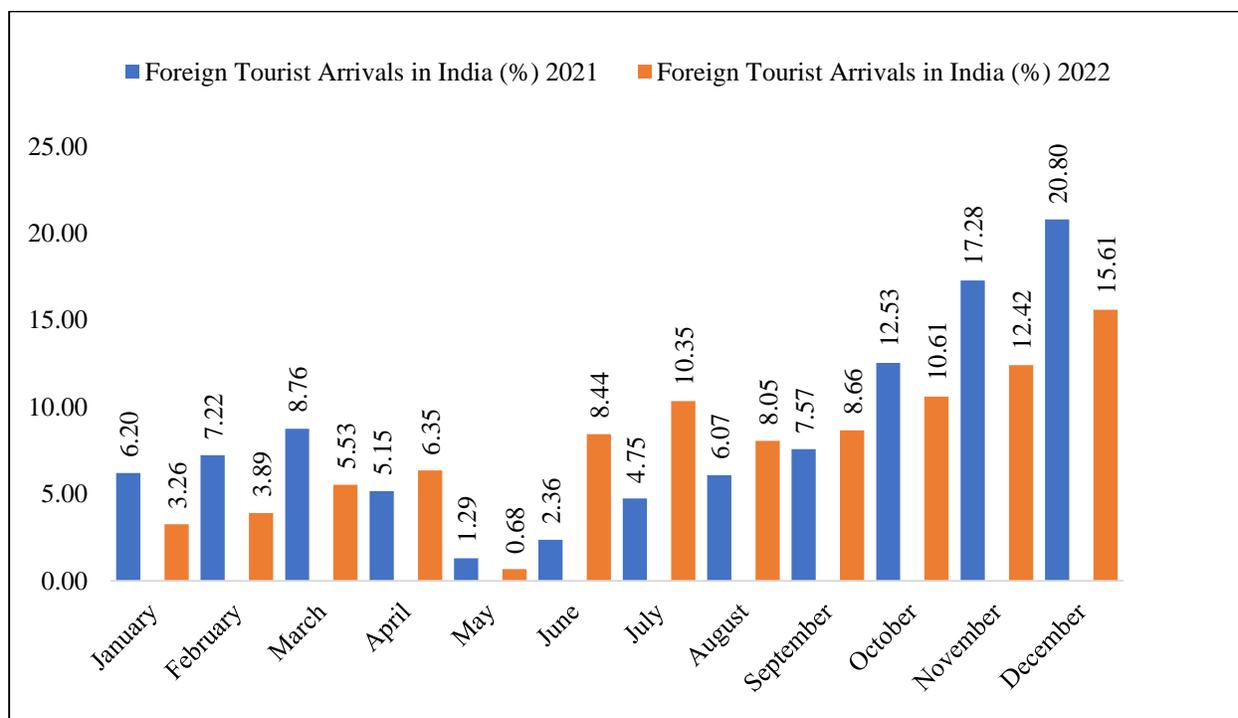
Source: State/ UT Tourism Departments.

Note: * (Data for 2022 is estimated by applying all India growth rate for 2022/19 on 2019 data)

Figure no 1 shows the Percentage of month-wise foreign tourist arrivals in India for 2021 and 2022, in December 2021 This month had the highest foreign tourist arrivals in 2021 with 20.80 percent. followed by, in 2022, December still had a relatively high number of arrivals at 15.61 percent, making it the highest for 2022 as well. In July 2022 month had the highest foreign tourist arrivals in 2022 with 10.35 percent. The closest value in 2021 was in November with 17.28 percent, but in 2022, November had slightly fewer arrivals at 12.42 percent. But in May 2022 had the lowest foreign tourist arrivals in 2022 with 0.68 percent. And also the lowest value in 2021 was in May with 1.29. Both years show low arrivals in May.

Overall, in 2022, there is a noticeable decrease in tourist arrivals for each month compared to 2021, suggesting a broader decline in foreign tourism during this period. The highest arrivals in 2021 occurred in November and December, while in 2022, the peak was in July. May consistently shows low tourist arrivals in both 2021 and 2022. June 2022 experienced a substantial increase compared to June 2021. These trends may be influenced by various factors, including global events, travel restrictions, and economic conditions, impacting the foreign tourist arrivals in India during the specified period.

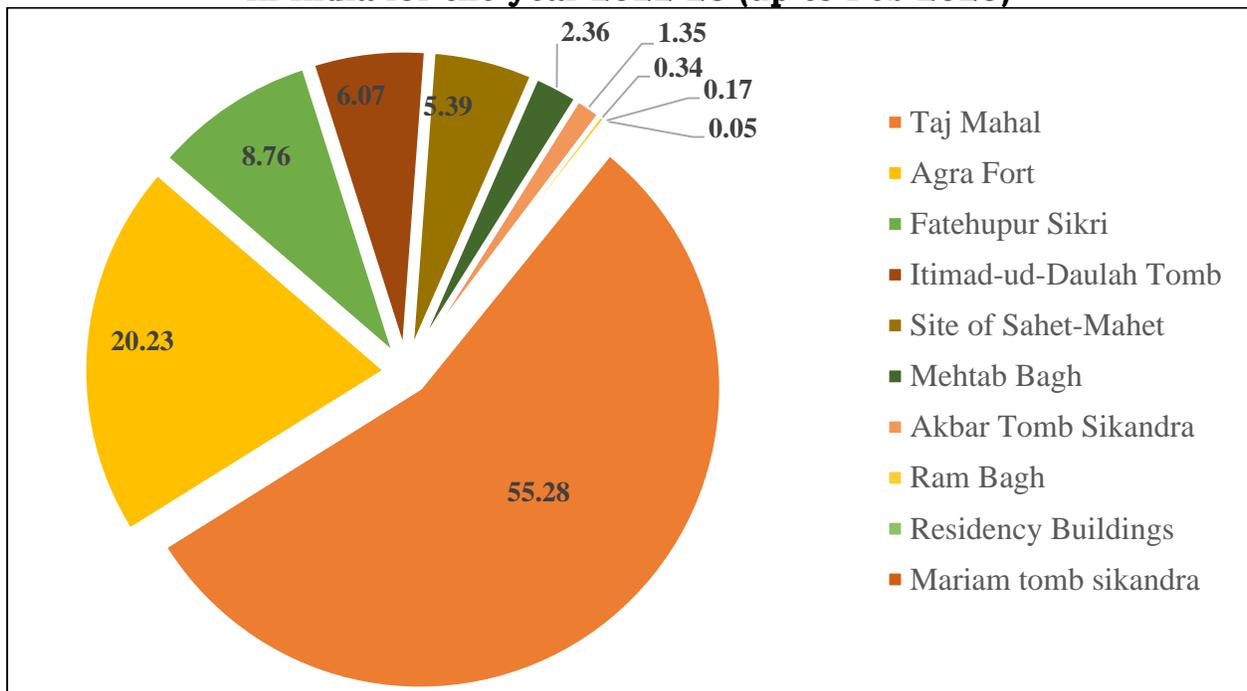
Figure no 1 Distribution of Month-Wise Foreign Tourist Arrivals in India During 2021 to 2022 (percent)



Source: Bureau of Immigration, Govt. of India.

The data illustrated in figure 2 shows the Percentage of foreign visitor's footfall by 10 centrally protected monuments in India for the year 2022-23 (up to Feb 2023) The Taj Mahal attracts the highest share of foreign visitors, accounting for a significant 55.28 percent of the total footfall among the listed monuments. This emphasizes the iconic status of the Taj Mahal as a major tourist attraction. Agra Fort follows with a notable share of 20.23 percent, indicating its popularity among foreign tourists. Fatehpur Sikri, Itimad-ud-Daulah Tomb, and the Site of Sahet-Mahet also contribute significantly to the overall footfall. But, Minor Contributors of foreign visitors in Mehtab Bagh, Akbar Tomb Sikandra, Ram Bagh, Residency Buildings, and Mariam Tomb Sikandra have smaller but still notable shares of foreign visitors. the data highlights the dominance of key monuments like the Taj Mahal in attracting foreign tourists to the Agra region, reflecting the historical and cultural significance of these sites in India.

Figure no. 2 Share of foreign visitor’s footfall by 10 centrally protected monuments in India for the year 2022-23 (up to Feb 2023)



Source: Archaeological Survey of India (ASI).

H⁰: There is no significant relationship between numbers of foreign tourist visitors and foreign exchange earnings in India

Table no 6 Correlation between foreign tourist visitors and foreign exchange earnings

Year	Foreign Exchange Earnings (In Billion U.S. Dollars)	Foreign Tourist Visitors (in crores)
2001	3.2	0.54
2002	3.1	0.52
2003	4.46	0.67
2004	6.17	0.84
2005	7.49	1
2006	8.63	1.17
2007	10.73	1.33
2008	11.83	1.44
2009	11.39	1.44
2010	14.19	1.79
2011	16.56	1.95
2012	17.74	1.83
2013	18.39	2
2014	19.7	2.23
2015	21.1	2.33
2016	23.15	2.47
2017	27.69	2.69
2018	28.59	2.89
2019	30.06	3.14
2020	6.96	0.72

2021	8.8	0.11
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Source: State/ Union Territory Tourism Departments and <https://www.statista.com>.

Table no 6 shows the correlation between Foreign exchange earnings and Foreign Tourist Visitors. From this results study concluded that there is no evidence to accept the null hypothesis i. e. there is no significant relationship between numbers of foreign tourist visitors and foreign exchange earnings in India. Because of Pearson correlation coefficient value is **0.961** and the correlation is denoted as it is statistically significant at **the 0.01 level** (2-tailed), with a **p-value of 0.000**. That indicates there is a highly significant and positive linear relationship between Foreign exchange earnings and Foreign Tourist Visitors in India. With this result the study concluded that reject the null hypothesis with this alternative hypothesis has been accepted. That there is a significant positive relationship existed between foreign tourist visitors and foreign exchange earnings.

Table no 6 Correlation between foreign tourist visitors and foreign exchange earnings

Variable	Foreign exchange earnings	Foreign Tourist Visitors
Foreign exchange earnings	1	
Foreign Tourist Visitors (in crores)	.961**	1

** . Correlation is significant at the 0.01 level (2-tailed).

7. Growth and Pattern of Domestic Tourist visits in India

The data provided Table no 7 it illustrates the distribution of domestic tourist visits to all states in India from 2001 to 2021. Notably, there is an evident upward path in the overall number of domestic tourist visits, marked by some fluctuations. The data have consistently risen from 23.65 crores in 2001 to 67.76 crores in 2021, with substantial growth, particularly in the past decade. However, the year 2020 witnessed a substantial decline in domestic tourist visits, falling from 232.2 crores in 2019 to 61.02 crores, attributed to the global COVID-19 pandemic. Despite a partial recovery in 2021, with domestic tourist visits increasing to 67.76 crore, it is crucial to acknowledge that this remains below the pre-pandemic levels of 2019.

By going annual growth trends is fluctuations and signifying variations in the growth pattern of domestic tourist visits. Remarkable facts occurred in 2004, 2006, 2010, 2012, and 2019, indicating an overall increasing trend. Particularly, in the year 2004 and 2012 stand out with growth rates of 18.52 percent and 20.88 percent, respectively. On the other hand, in 2017 marked a period of lower growth, with a rate of 2.61 percent. but in the year 2020 witnessed a stark negative growth rate of -73.72 percent, a consequence of the global COVID-19 pandemic and associated travel restrictions. In 2021, there is a positive growth rate of 11.05 percent, reflecting a partial recovery from the significant decline in 2020.

Table No 7 Distribution of Domestic Tourist Visits to All States in India 2001 To 2021

Year	Domestic Tourist Visitors (in crores)	Annual Growth Rate
2001	23.65	-
2002	26.96	14.01
2003	30.9	14.63
2004	36.63	18.52
2005	39.2	7.04
2006	46.24	17.96
2007	52.67	13.9
2008	56.3	6.9
2009	66.88	18.79
2010	74.77	11.8
2011	86.45	15.63
2012	104.51	20.88
2013	114.25	9.33
2014	128.28	12.28
2015	143.2	11.63
2016	161.54	12.81
2017	165.76	2.61
2018	185.38	11.84
2019	232.2	25.26
2020	61.02	-73.72
2021	67.76	11.05

Source: State/ Union Territory Tourism Departments.

The data present in the table no 8 distribution of number of domestic tourist visits by top 10 states in India during 2022. In this way, Uttar Pradesh has the highest number of domestic tourist visits, with 31.79 lakh visits, accounting for 18.37 percent of the total. And The top three states with the highest domestic tourist visits are Uttar Pradesh, Tamil Nadu, and Andhra Pradesh. These states collectively contribute to a significant portion (42.13 percent) of the total domestic tourist visits among the top 10 states. This indicates that these states have a major tourist destination in India, likely due to its historical and cultural significance. But in Uttarakhand has the lowest number of domestic tourist visits among the top 10 states, with 5.46 lakh visits, representing 3.16 percent of the total. While this is the lowest among the top 10 states, it still contributes significantly to the overall domestic tourism landscape. Top ten states number of domestic tourist visitors accounted 146.70 lakh, with representing 84.75 percent but compare to the other states holds the lowest percentage i.e. 15.25 and the overall number of domestic tourist visitors in India has recorded around 173.10 lakh in the year 2022. The data reveals a certain level of regional imbalance, with a few states attracting a significant share of domestic tourists. Policymakers may consider strategies to promote tourism in states with lower percentages.

Table No 8 Distribution of Number of Domestic Tourist Visits by Top 10 States in India for the Year 2022

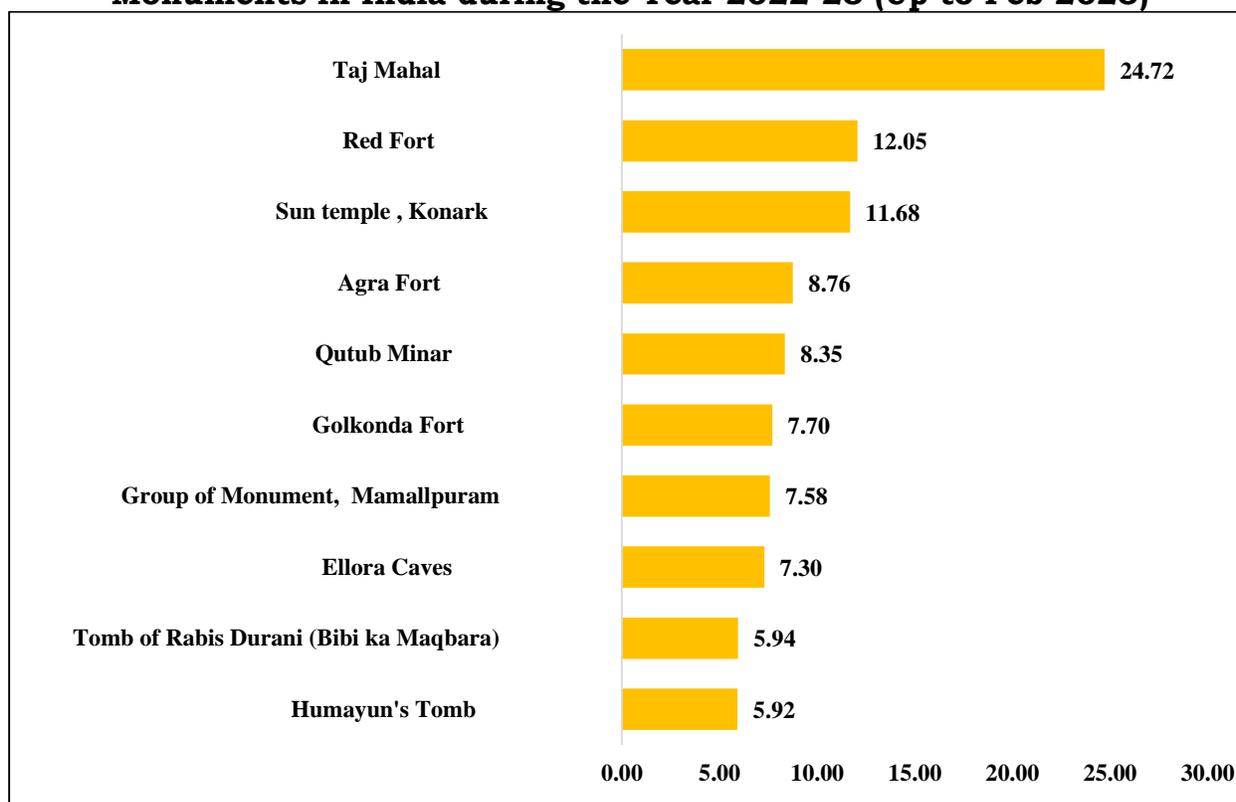
S. No	State/UTs	Domestic Tourist Visits (in Lakhs)	Percentage
1	Uttar Pradesh	31.79	18.37
2	Tamil Nadu	21.86	12.63
3	Andhra Pradesh	19.27	11.13
4	Karnataka	18.24	10.54
5	Gujarat	13.58	7.85
6	Maharashtra *	11.13	6.43
7	Rajasthan	10.83	6.26
8	West Bengal	8.45	4.88
9	Telangana	6.08	3.51
10	Uttarakhand	5.46	3.16
Total of top 10 States		146.70	84.75
Others States		26.40	15.25
Total		173.10	100

Source: State/ UT Tourism Departments.

Note: * Data for 2022 is estimated by applying all India growth rate for 2022/19 on 2019 data.

The provided data in the figure no 3 domestic monuments in India and the share of Indian visitors' footfall, The Taj Mahal stands out as the most visited monument among Indian tourists, with a significant share of 24.72 percent of the total footfall. Followed by, the Red Fort holds the second position with a share of 12.05 percent, Sun Temple in Konark is another popular destination, attracting 11.68 percent, Agra Fort, with 8.76 percent, Qu tub Minar captures 8.35 percent, Golkonda Fort attracts 7.70 percent, Mamallapuram entices 7.58 percent, Eldora Caves, receive 7.30 percent, Tomb of Rabis Durani (Bibi ka Maqbara) accounts for 5.94 percent and the lowest was found in Humayun's Tomb, located in Delhi, attracts 5.92 percent of Indian tourists.

Figure No 3 Share of Indian Visitor's Footfall by Top 10 Centrally Protected Monuments in India during the Year 2022-23 (Up to Feb 2023)



Source: Archaeological Survey of India (ASI).

8. Conclusion

The travel and tourism sector holds immense economic significance across the globe, with considerable indirect and induced effects. In recent years, India's tourism industry has experienced rapid growth, showcasing important potential to create employment opportunities and generate foreign exchange, thus contributing to economic prosperity. The tourism landscape in India and globally has been subject to significant fluctuations and trends over the past years, heavily influenced by factors such as the COVID-19 pandemic, economic conditions, and regional dynamics. In India experienced notable growth rates in foreign tourist arrivals pre-pandemic, with significant fluctuations in growth rates. The highest annual growth occurred in 2003, while 2021 saw a substantial decrease. Globally, international tourist arrivals increased steadily until 2019, but a sharp drop occurred in 2020 due to the pandemic. The Asia-Pacific region witnessed consistent growth until 2020, with significant declines in 2019 and 2021. India's performance in international tourist arrivals showed growth but was impacted by the pandemic. Consequently, India's share in international tourist arrivals and tourism receipts saw fluctuations but generally increased in recent years. Certain states and monuments, such as Gujarat and the Taj Mahal, attract a significant share of foreign tourists. In the other hand, Foreign exchange earnings from tourism increased over the years, even though with fluctuations due to external factors. Tourism contributes significantly to India's GDP and employment, with a consistent upward trend observed.

India's tourism sector faces diverse challenges and opportunities, ranging from global pandemics to regional disparities. Understanding these trends and dynamics is crucial for policymakers and stakeholders to sustain and enhance India's position in the global tourism market while ensuring equitable growth and economic benefits across regions and sectors.

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