

SPATIO-TEMPORAL ANALYSIS OF TRENDS AND PATTERN OF TOURISM DEVELOPMENT IN INDIA

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Abstract: *Tourism, encompassing activities pursued for leisure, recreation, entertainment, education, and cultural exploration, holds a multifaceted role in global economies. Rooted in the potential for long-term economic growth and socio-economic development, tourism significantly contributes to enhancing the quality of life in numerous countries. This paper conducts a comprehensive spatio-temporal analysis of the trends and patterns characterizing the development of tourism in India. Leveraging geographic and temporal data, the study explores the evolution of the tourism sector across different regions and over distinct timeframes. By integrating insights from diverse sources, including governmental reports, academic literature, and statistical analyses, this research aims to offer a nuanced understanding of India's tourism landscape.*

Key words: Spatio-Temporal Analysis, Trends, Patterns, Tourism Development, Tourism Landscape

Introduction

Tourism is an activity that practiced for leisure, recreation, entertainment, education and culture (Smith and Jenner 1997, Kelman and Doods 2009, Ellis 2003). It is an activity that can cause and facilitate long term economic growth and socio-economic development for many countries, thereby, intrinsically improves quality of life ((Balaguer and Cantavella-Jorda 2002, Martarrita-Cascante 2010). Globally tourism and travel sector are important economic activities to engender gross revenue and foreign exchange earnings and an important source for the generation of employment and income in formal and informal sectors viz, hospitality, transportation, and communication system (Malik, Chaudhry and Sheikh 2010, Ekanayake and Long 2012). This sector is strongly supported by international organizations such as United Nations World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC), globally, tourism is a USD 625 billion industry, the single largest non-government economic sector in the world, wherein international tourist spent USD 1.3 billion per day and in total USD 462 billion in the year 2001 only (UNWTO 2005, 2018). Thus, tourism improves local community development, can be a major economic significance to the local population and helps to alleviate poverty.

Objective

The following objectives are as under

1. To analyses the trends and pattern of international tourist arrival and receipt in the world
2. To analyses the trends and pattern of international tourist arrival and domestic arrival in India
3. To analyses the income from the tourism in India

Database and Methodology

The analysis of present research paper based on secondary sources of data which is collected from the official record of Indian Tourism Statistics (2009 and 2018). The simple percentage method is used to analyses the trends and pattern of tourism development in the study region. The Line ,Bar Graph and Pie Diagram are drawn with the help of Microsoft Excel.

RESULT AND DISCUSSION

Global Perspective

The World Tourism Organization statistics indicate that the tourism industry will only continue to grow from strength to strength. From 70 million in the year 1960, the international tourist arrivals worldwide have increased to 720 million by 2000 which is more than the entire population of the United States and Europe put together. 'Between them they spent some 2000 billion U.S. Dollars which amounts to approximately 8 percent of world exports in the same year.

According to the World Travel & Tourism Council (WTTC) tourism sector is contributed a record \$8.8 trillion to the global activity, grew faster than the global economy for the eight successive years, accounted for 3.9 percent for Travel and Tourism verses 3.2 percent for global GDP and 319 million jobs or 10.4 percent of all global economic activity. Over the past five years, one in four of all net new jobs created across the world has been in Travel & Tourism. Over the past six decades, tourism has experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. According to the UNWTO, tourism has boasted virtually uninterrupted growth over time, despite occasional shocks, demonstrating the sector's strength and resilience. The international tourist arrivals and international tourism receipt are represented in the table 4.1 for the last ten years.

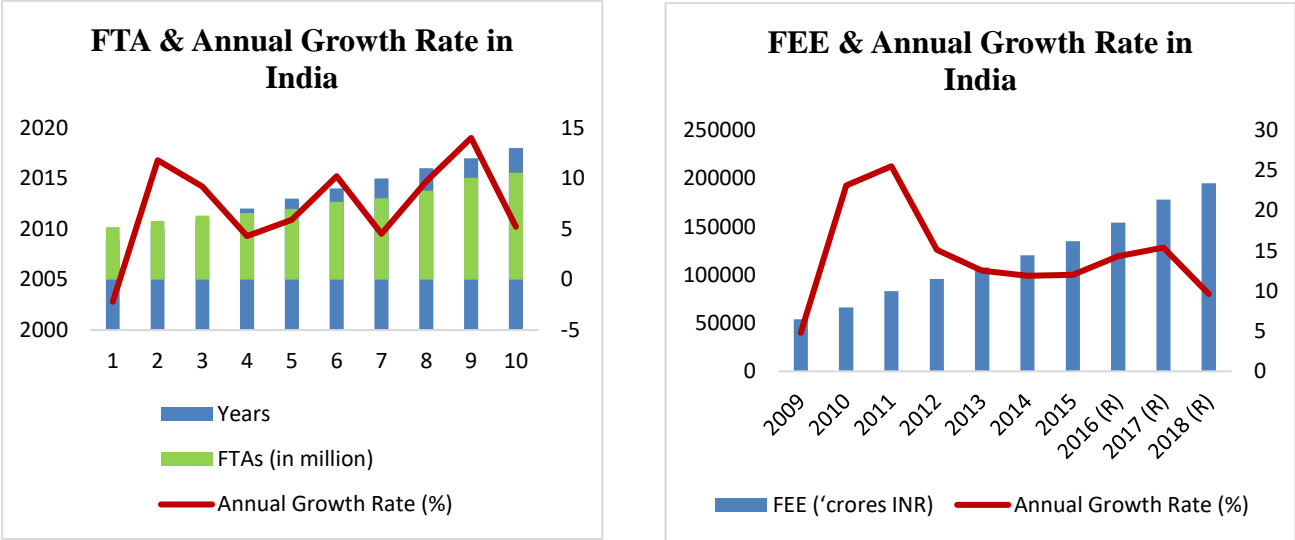
The table 1 and figure 1 clearly show that the growth of tourism follows a zigzag but an increasing trend despite occasional shock. The year 2009 registered a negative growth of 4.2 and 9.5 percent both in terms of foreign tourist arrivals and foreign tourism receipt as compared to the 2.1 and 9.8 percent growth in 2008. After that tourism showed an incredible growth in international tourist arrivals and grew to 7.0 percent in 2017, the highest increase since the 2009 global economic crises with 1326 million FTAs than 880 million in 2009. Likewise international tourism receipts earned by destinations witnessed a surge from US\$ 1340 billion to 1451 billion in 2017 and 2018 with 4.9 percent and 4.4 percent growth respectively.

Table 01: International Tourist Arrivals and Tourist Receipts in the World (2009-2018)

Years	Number of International Tourist Arrivals (Millions)	Annual Growth Rate (Percent)	International Tourism Receipt (Billion) US \$	Annual Growth (Percent)
2009	880	-4.2	852	-9.5
2010	940	6.6	919	8.0
2011	990	5.0	1030	11.1
2012	1035	4.0	1075	3.2
2013	1087	5.0	1159	7.5
2014	1133	4.2	1249	4.3
2015	1186	4.6	1260	4.4
2016	1235	3.9	1220	2.6
2017	1326	7.0	1340	4.9
2018	1401	5.4	1451	4.4

Source: Indian Tourism Statistics (2009-2018)

Figure: 01: FTA/FEE & Annual Growth Rate in India



Tourism Scenario in Asia Pacific Region

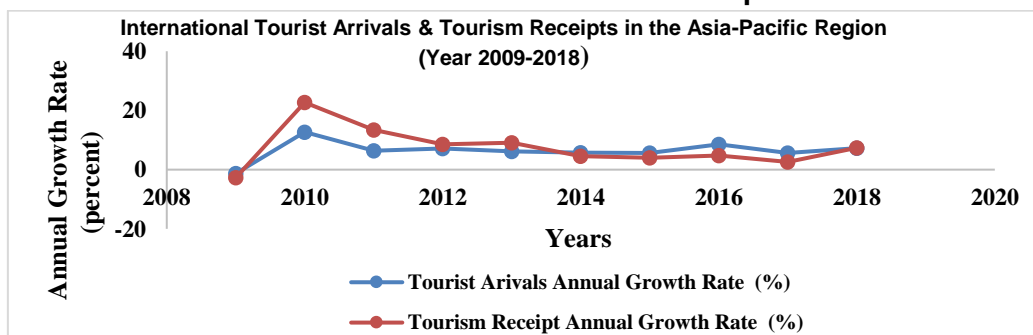
According to the UNWTO Tourism Trends – 2019, international tourist arrivals in Asia and the Pacific grew 7.0 percent in 2018 to reach 347 million, around a quarter of the world’s total. Asia and the Pacific of all world regions, the second-most visited after Europe, has grown the fastest in international tourist arrivals since 2005. Arrivals of tourist increased at an average of 6.0 percent per year, above the world average of 5.0 percent as shown in the table 2. The number of international tourist arrival and international tourism receipts in the Asia-Pacific Region and its annual growth rates has been shown in the table

Table 02: International Tourist Arrivals and Tourism receipts in the Asia Pacific Region

Years	Number of International Tourist Arrivals (Million)	Annual Growth Rate (Percent)	International Tourism Receipts (Billion) US \$	Annual Growth Rate (percent)
2009	181.6	-1.3	203.2	-2.7
2010	203.8	12.7	248.7	22.7
2011	218.1	6.4	289.4	13.4
2012	233.6	7.1	323.9	8.5
2013	248.1	6.2	358.9	9.1
2014	263.4	5.7	376.9	4.5
2015	278.6	5.6	418.3	4.0
2016	308.4	8.6	366.7	4.8
2017	323.1	5.6	389.6	2.6
2018	347.7	7.3	435.5	7.4

Source: Indian Tourism Statistics (2009-2018)

Figure 02: International Tourist Arrivals & Tourism Receipts in Asia-Pacific Region



It is clear from the figure that trend in the international tourist arrivals and tourism receipt follow the zigzag pattern for the Asia Pacific region like as the tourist arrival and the tourism receipt in the world. Despite registering negative growth in the year 2009 with growth rate of -1.3 percent and -2.7 percent in tourist arrivals and tourism receipt, it has continued to increase showing the highest growth in the year 2010 with 12.7 percent and 22.7 percent growth in tourism arrivals and receipt in Asia Pacific region. The total number of international tourist arrivals has increased from 181.6 million to 347.7 million during the year from 2009 to 2018 with an increase of 7.3 percent. Likewise, international tourism receipt in the Asia-Pacific region witnessed a surge from \$ US 203.2 billion to \$ US 435.5 billion from 2009 to 2018. With the share of 5.01 percent in tourist arrivals, India ranks 7th in Asia Pacific countries like the last year rank with 4.8 percent share in tourist arrivals.

Tourism: A National Phenomenon

India has all unique features of modernity and traditional hospitality. Travel and tourism in India are an integral part of Indian tradition and culture. The history of tourism in India dates far back to the ancient times. India with its diverse traditions, varied lifestyles; cultural heritage, colorful fairs and festivals pose an irresistible attraction for the tourists of all profile, ages and interest. The tourism industry in India is substantial and vibrant and was worth \$234 billion in 2018. According to the World Travel and Tourism Council (WTTC), tourism generated \$240 billion or 9.2 percent of India's GDP in 2018 and supported 42.67 million jobs which are 8.1 percent of its total employment. The sector is predicted to grow at an annual rate of 6.9 percent to \$460 billion by 2028 which is 9.9 percent of GDP.

Growth of Tourism industry in India

Tourism sector in India grows rapidly in recent years due to various efforts and policies made by government in promoting India as overseas destination towards global market, one such

program is 'Incredible India' that catch eyes of tourism industry observers as well as tourist.

Table 03: Foreign Tourist Arrivals in India, 2009-2018

Years	FTAs (in Million)	Annual Growth Rate (Percent)
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.5
2016	8.80	9.7
2017	10.04	14.0
2018	10.56	5.2

Source: Indian Tourism Statistics, 2009-18

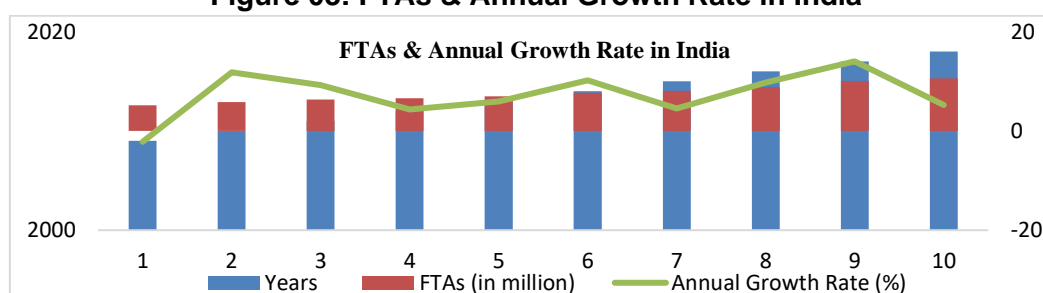
The number of foreign tourist arrival has reached up to 10.56 million people with the growth rate of 5.2 percent in 2018. However, tourist arrival in India had shown a declining trend in 2001 and 2002 with 2.65 million tourists in 2000, which reduced to 2.54 million (-4.2 percent) in 2001, and further declined to 2.38 million (-6.0 percent) in the successive year 2002. However, in absolute terms, the number of arrivals increases from 5.17 million to 10.56 million during the period from 2009 to 2018. In the year 2009, the foreign tourist arrival has declined to 5.17 million with annual growth rate of -2.2 over a previous year. In terms of growth rate in foreign tourist arrival, it shows a mixed trend with exponential growth in the year 2017 is (14.0 percent), 2014 (10.2 percent) and 2010 (11.8 percent) as depicted in table 3. Tourism is an important sector of India and it contributes substantially to the foreign exchange earnings of the country. Foreign exchange is considered significant for financing import of goods and services and also for the import of sophisticated technology from abroad. The table 4 shows the foreign exchange earnings from tourism in Indian rupees and its annual growth rate during the year from 2009 to 2018.

Table 4: Foreign Exchange Earnings from Tourism in India, 2009 to 2018

Years	FEE ('crores INR)	Annual Growth Rate (Percent)
2009	53754	4.8
2010	66172	23.1
2011	83036	25.5
2012	95607	15.1
2013	107563	12.5
2014	120367	11.9
2015	134844	12.0
2016 (R)	154146	14.3
2017 (R)	177874	15.4
2018 (R)	194881	9.6

Source: Indian Tourism Statistics, 2009-18, (R): Revised

Figure 03: FTAs & Annual Growth Rate in India



It has clearly been depicted from the data that the FEEs display a mixed trend in terms of annual rate, being highest in 2011 with an annual growth of 25.5 percent. Though in absolute terms, earnings from FEEs continue to increase up to 2018 which becomes Rs 194881 crores. In India, the foreign exchange earnings from tourism and growth rate were Rs. 57354 crore and 4.8 percent respectively. Financial crises and terrorist attack in India during 2009 contributed to a significant slowdown of tourism in the country (ITS, 2009).

Figure 04: FEE & Annual Growth Rate in Ind

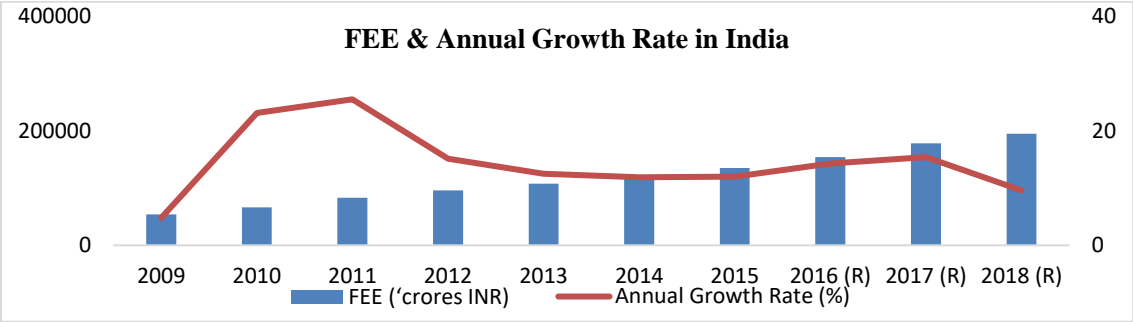


Table 05: Top 10 Countries of Tourist Arrivals in India, 2018

Rank	Source Countries	FTAs (in numbers)	Percent Share
1	Bangladesh	2256675	21.37
2	USA	1456678	13.80
3	UK	1029757	9.75
4	Sri Lanka	353684	3.35
5	Canada	351040	3.32
6	Australia	346486	3.28
7	Malaysia	319172	3.02
8	China	281768	2.67
9	Germany	274087	2.60
10	Russian Federation	262309	2.48
Total of 10 countries		6931656	65.64
Other		3626320	34.36
Grand total		10557976	100

Source: Indian Tourism Statistics, 2009-18

Figure 05: Top 10 Countries Tourist Arrivals in India, 2018

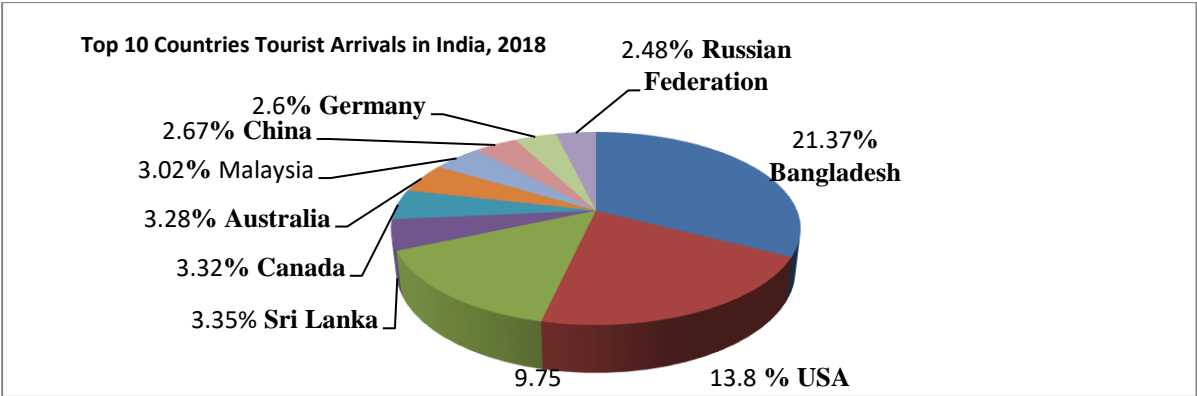
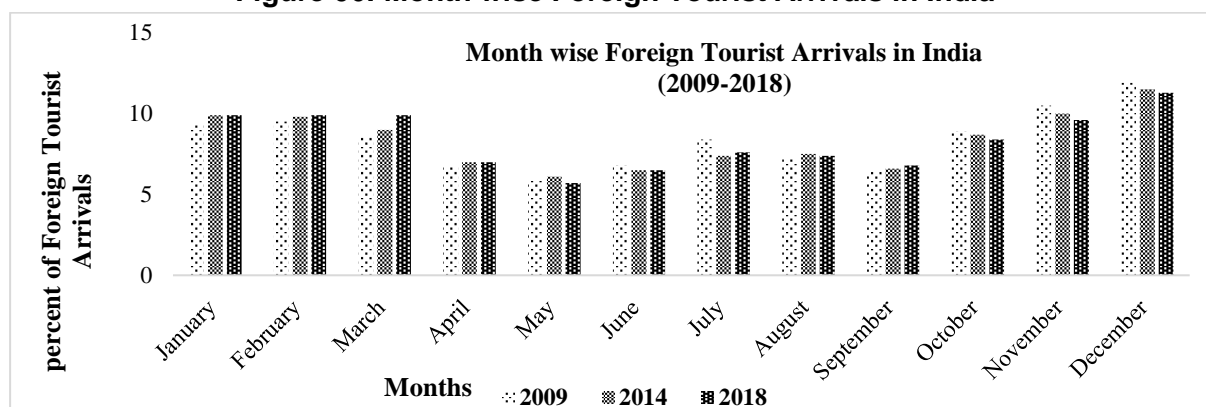


Table 5 and fig 5 displays the number and percentage share of top 10 countries for foreign tourist arrivals in India. It is clearly seen from the table that Bangladesh contributes the highest number of the tourist arrivals in India. Since 2016, Bangladesh continues to be at first rank in terms of tourist arrivals followed by USA and UK at 2nd and 3rd rank respectively (ITS, 2017-18). Largest number of FTAs in India came from Bangladesh which constitutes about 21.37 percent share, followed by USA (13.80 percent) and UK (9.75 percent) during 2018. The

top 10 countries of FTAs in India are Bangladesh (21.37 percent), United States (13.80 percent), UK (9.75 percent), Sri Lanka (3.35 percent), Canada (3.32 percent), Australia (3.28 percent), Malaysia (3.02 percent), China (2.67 percent), Germany (2.60 percent), and Russian federation (2.48 percent). These top 10 countries contributing 65.64 percent of total foreign tourist visits to India representing the attractions of Indian tourism in international market. Weather conditions or seasons at different destinations play a very important role in terms of tourist arrivals and are the major determinant of it. Figure 6 illustrates the month-wise tourist arrivals in the last 10 years.

Figure 06: Month wise Foreign Tourist Arrivals in India



It is quite evident from the table 6 that December continues to be the peak month of foreign tourist arrivals followed by November whereas May happened to be the leanest among all the months in India. In all the years January, February, November and December showing the most favored months to visit India by the foreign tourist during winter season. Due to the intense summers in India, summers are lean month of arrivals having lowest in May (Fig 6). In 2018, December has been the peak month with highest share of 11.3 percent of foreign tourist arrival in India followed by January, February, March, and November, while May being the leanest month with 5.7 percent share of foreign tourist arrivals.

Domestic Tourism

The backbone of Indian tourism is its domestic tourism. As India is full of different colors, lifestyle that makes customs and traditions, making it paradise for travel lovers offering different forms of tourism like adventure, health and cultural tourism. Table 7 represent the year wise figure of domestic tourist visits from 2009 to 2018.

Table 06: Domestic Tourist Visits in India (2009-2018)

Years	No. of Domestic Tourist	Annual Growth Rate (Percent)
2009	668.8	18.8
2010	747.7	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1142.53	9.3
2014	1282.8	12.9
2015	1431.97	11.6
2016	1615.39	12.8
2017	1657.55	2.6
2018 (R)	1854.93	11.9

Source: Indian Tourism Statistics, 2009-18

Figure 07: Trends of Domestic Tourist Arrivals in India



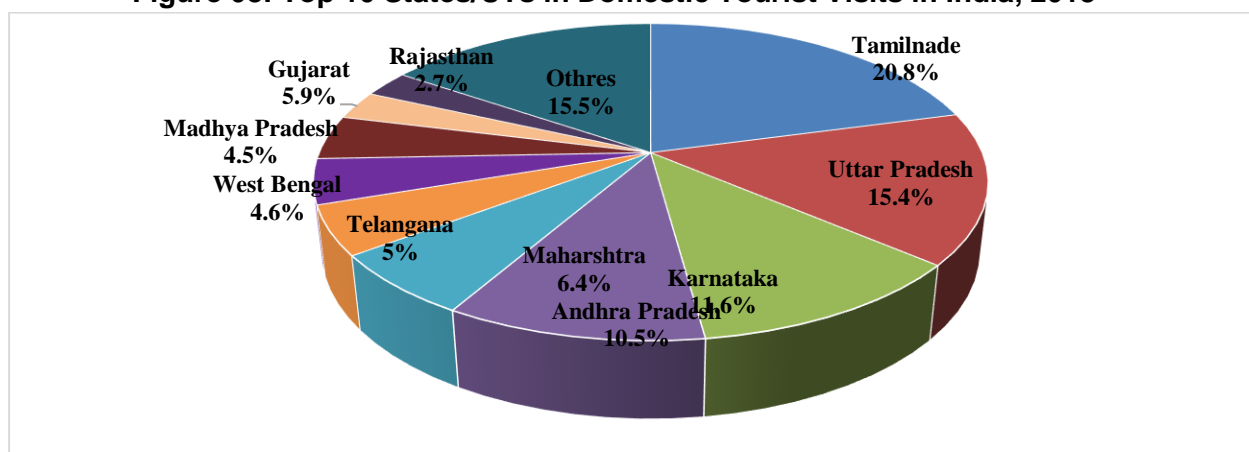
It is quite clear from the table 6 and figure 7 that visiting of tourists within the Indian states and UTs has shown a mixed trend during these years. Although, domestic tourist visits throughout India have shown a positive and continues growth. The rapid change of the domestic tourist influx was recorded in 2012 over the year 2011 with an annual growth rate of 20.9 percent and it has sudden declined to 2.6 percent during 2017 over the year 2016 but increased to .11.9 percent in the year 2018. India has shown a tremendous growth in terms of tourist arrivals and each state has its own contribution towards the growth of domestic tourists as well as foreign tourist visits to different states & UTs.

Table 07: Share of Top 10 States/UTs in Domestic Tourist Visits in India, 2018

Rank	States/UT's	Numbers	Percentage share (Percent)
1	Tamil Nadu	385909376	20.8
2	Uttar Pradesh	285079848	15.4
3	Karnataka	214306456	11.6
4	Andhra Pradesh	194767874	10.5
5	Maharashtra	119191539	6.4
6	Telangana	92878329	5.0
7	West Bengal	85657365	4.6
8	Madhya Pradesh	83969799	4.5
9	Gujarat	54369873	2.9
10	Rajasthan	50235643	2.7
Total of top 10		1,566,366,102	84.5
Others		288,567,282	15.5
Grand total		1,854,933,384	100

Source: Indian Tourism Statistics, 2009-18

Figure 08: Top 10 States/UTs in Domestic Tourist Visits in India, 2018



Tamil Nadu make up the first in domestic tourist visits with percent share of 20.8, whereas Uttar Pradesh comes second with 15.4 percent share in the country, followed by

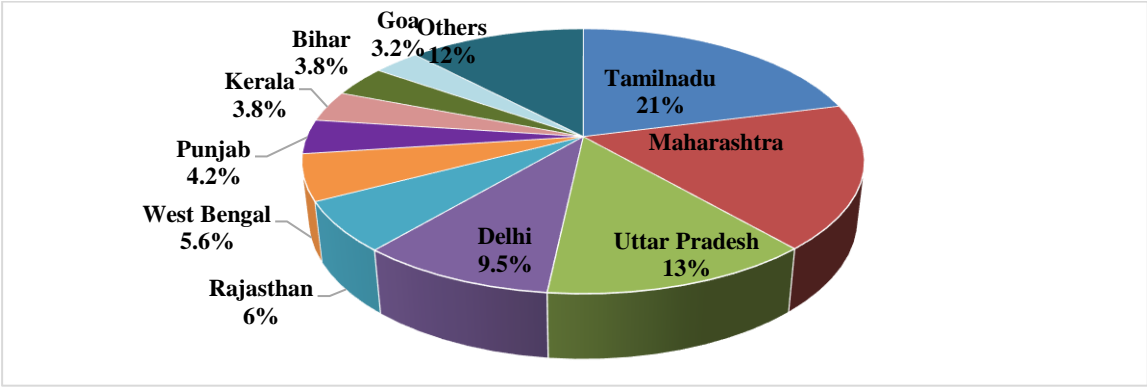
Karnataka (11.6 percent), Andhra Pradesh (10.5 percent), and Maharashtra (6.4 percent). All these 10 states contribute 84.5 percent share in domestic tourist visits as shown in figure 4.8. Whereas Tamil Nadu and Uttar Pradesh hold its position under 3 top states since 2016 (ITS, 2017-19) showed its popularity among the tourists.

Table 08: Share of Top 10 States/UTs in Foreign Tourist Visits in India, 2018

Rank	States/UT's	Numbers	Percentage share (Percent)
1	Tamil Nadu	6074345	21.0
2	Maharashtra	5078514	17.6
3	Uttar Pradesh	3780752	13.1
4	Delhi	2740502	9.5
5	Rajasthan	1754348	6.1
6	West Bengal	1617105	5.6
7	Punjab	1200969	4.2
8	Kerala	1096407	3.8
9	Bihar	1087971	3.8
10	Goa	933841	3.2
Total of top 10		25,364,754	87.9
Others		3,507,630	12.1
Grand total		28,872,384	100

Source: Indian Tourism Statistics, 2009-18

Figure 09: Top 10 States/UTs in Foreign Tourist Visits in India, 2018



As far as the foreign tourist visits are concerned, the Tamil Nadu state again holds a first place with a share of 21 percent, not only among domestic tourist but also the foreign tourist visits in India. Next to Tamil Nadu, Maharashtra shares 17.6 percent foreign tourist in the country, followed by Uttar Pradesh (13 percent), Delhi (9.5 percent), Rajasthan (6 percent), West Bengal (5.6 percent), Punjab (4.2 percent), Kerala (3.8 percent), Bihar (3.8 percent), and Goa (3.2 percent). These states contributed about 88.0 percent share in total foreign tourist visits to India. These four states/ UT namely, Tamil Nadu, Maharashtra, Uttar Pradesh, and Delhi have continued been under top 4 position in terms of foreign tourist visits , thus showing the allure of these regions among the foreign tourist.

Conclusion

The trend and pattern of tourism development has been discussed which showed that globally, the tourism and travel sector are important economic activities to engender gross revenue and foreign exchange earnings as well as for the generation of employment, it is worth USD 625 billion industry. Especially in developing countries like India, tourism is the major contributor of the generation of employment and the economic development that generated \$ 240 billion or 9.2 percent of India’s GDP and supported 43.67 million jobs which are 8.1 percent of its total employment. In India foreign tourist arrival are the major inputs to support the GDP of the

country, wherein tourist from Bangladesh make the highest record arrivals since 2016 with 21.37 percent shared followed by USA (13.80 percent) and UK (9.75 percent) with December to be the peak month for tourist influx. While Tamil Nadu being the top among the Indian states that recorded highest tourist arrivals in terms of both domestic and foreign tourists that adds up in the national economy.

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