Tourism Development in Respect of Demographic Profile

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Abstract— *Tourism is one of the biggest and fastest growing sectors in the global economy and has significant effect on the three basic pillars of sustainability i.e environment, socio-culture & economics in both ways positive and negative. As we are observing in recent decades, the tourism industry has shown the rapid growth in revenue generation and number of tourist arrival many of them through foreign exchange & ultimately contributing to the national economy. Generation of employment & business approach has given a extreme economy, social & environmental impact on almost every part of the world.*

Keywords: *Sustainability, tourism industry, sustainable heritage, environmental impact*

1. INTRODUCTION

Demographic change will have major implications for the tourism sector over the coming decades, but it will also presents important opportunities. Major demographic trends at the global level- rising populations, increased life expectancy, urbanization, migration, changing family structures etc-present fresh challenges for the tourism sector.

Demographic change will impact upon the types of tourists that will travel, where they originate from, where they travel to, the types of accommodation they require and the activities they engage in while away. Younger tourists who are still working fulltime may look to relax on holiday, while older tourists with more time on their hands and a 'younger' outlook may go on holiday to try new activities.

2. DEMOGRAPHIC FACTORS AFFECTING TOURISM

1. Population growth and ageing

Population across the world is growing, and growing older. Though this is predominantly a feature of the developed world's demography, it is becoming increasingly significant in India also. There is an increasing trend in the number of older tourists and also in the overall number of tourists. This means that tourism will increasingly have to take account of the needs and preferences of different types of tourists. Also, population growth will generate substantial expansion in overseas travel

2. Household composition and travel parties

Overall, as households and families become more diverse more multi- generational, more singles, and more 'second' families and so on the whole of the tourism sector will have to respond to this diversity.

3. Migration

It includes the movement of workers to other countries/places to fill the vacancies in tourism industry (for example, young people from villages going to Delhi). It also includes pensioner migration in state and new residency for owners of second homes. People visiting friends or relatives in their new homes, or migrants returning to their place of birth, also have impact on tourism since these trends are becoming more frequent in the modern world which consist of nuclear families.

However, tourism is not impacted by demographic changes only. Many other factors also have impact on trends in tourism, as reflected in the supply and demand. For example: climate change, energy prices and the development of transport links.

3. DIFFERENT ASPECTS OFTOURISM AFFECTED BY DEMOGRAPHIC PROFILE

The demographic profile and its variations could have both direct and indirect effects on tourism.

A. DIRECT IMPACT

1. Tourist Demand & Development

As there is increase in the volume of tourists, the frequency of travel and the length of stay, the tourism sector have to respond to it with increasing the infrastructure facilities, accommodation, supply of products etc.

2. Tourism labor market

Another major direct impact of tourism is the demand for more number of workers and also to increase the performance, competence and qualifications of the working force. Tourism is a labor intensive sector.

B. INDIRECT IMPACT

➢ Jobs in the other industries connected to tourism industry and tourism services

➢ Type and quality of sector-specific and enhancing infrastructure

3. INDIA'S POPULATION

India is the second most populous country in the world, with over 1.21 billion people according to 2011 census. This contributes to 17.5% of the world's population. This will account for more of domestic tourism and also availability of a large labor force.Even though the population is showing a continuously growing trend, the rate of increase is on a lower side in the last decades.

Table 1: Population of India from 1951-2011

Sl. No.	Census Year	Population	% Change
1	1951	361,088,000	-
2	1961	439,235,000	21.6
3	1971	548,160,000	24.8
4	1981	683,329,000	24.7
5	1991	846,387,888	23.9
6	2001	1,028,737,436	21.5
7	2011	1,210,193,422	17.6
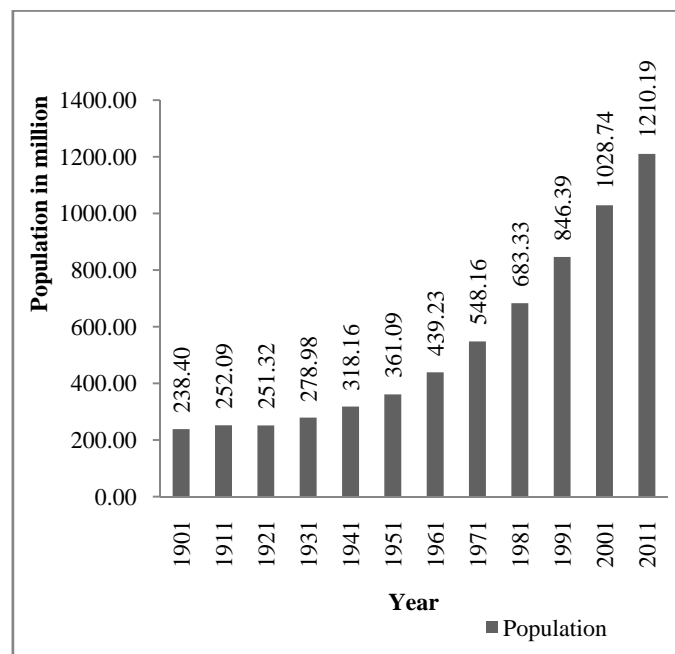
**Fig. 1: Population in India from 1901-2011**

4. AGE STRUCTURE IN INDIA

Table 2: Population in different age groups and their proportion to total population

Age Group	Population	Percentage
All ages	1,028,610,328	100
0-4	110,447,164	10.7
5-9	128,316,790	12.5
10-14	124,846,858	12.1
15-19	100,215,890	9.7
20-24	89,764,132	8.7
25-44	284,008,819	27.6
45-64	139,166,661	13.5
65-79	41,066,824	4.0
80+	8,038,718	0.8
Less than 18	422,808,543	41.1
Less than 21	492,193,906	47.9
Age not stated	2,738,472	0.3
Source: C2 and C14 Table, India , Census of India 2001		

Younger consumers are more concerned about international development issues and global poverty, the tourism industry should do all it can to communicate the development benefits of tourism.

The overall ageing of the population may limit the growth of some of the more extreme aspects of adventure tourism in the future
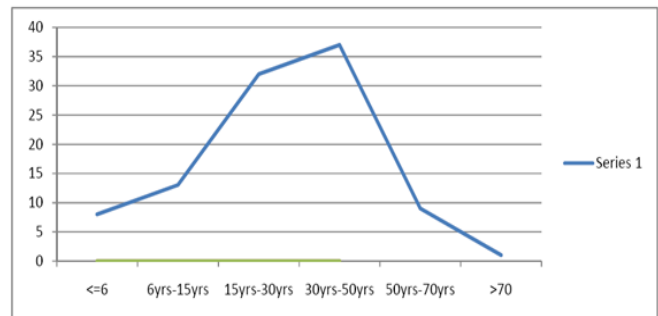
Fig. 2: Percentage distribution of Tourist by age

The age profile of tourists shows that tourists in the working age group (15 – 50 years) account for more than two thirds of the tourist population. The age-group curve in the Fig. above depicts that there is a sharp dip in the percentage of tourists beyond 50 years.

5. INDIAN LIFE EXPECTANCY (YEARS)

Year	All	Male	Female
1985-1990	74.8	71.7	78.2
1990-1995	76.2	72.6	79.1
1995-2000	77.2	73.9	80.2
2000-2005	78.7	75.8	81.4
2005-2010	79.9	77.1	82.4
2010-2015	80.5	77.8	83.1

| 2015-2020	81.1	78.4	83.7
2020-2025	81.6	79.0	84.3
2025-2030	82.2	79.6	84.9

Table 3: Average Life expectancy of Indian people

Increased life expectancy will mean there are larger numbers of older tourists from existing markets

6. INDIAN POPULATION (URBAN/RURAL)

Table 4: Urban and rural population; and foreign and domestic tourists

	Population 2011			No. of tourist	
state	urban	rural	total	domestic	foreign
Maharashtra	5,08,27,531	6,15,45,441	11,23,72,972	5,53,33,467	48,15,421
Andhra Pradesh	2,83,53,745	5,63,11,788	8,46,55,533	5,31,19,816	2,64,563
Gujarat	2,57,12,811	3,46,70,817	6,03,83,628	2,10,17,478	1,66,042
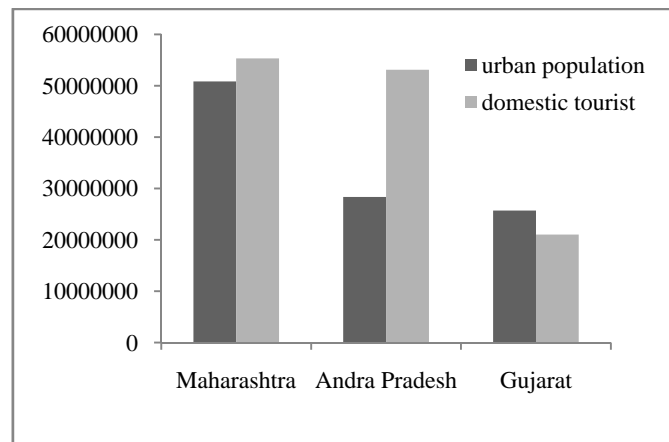
**Fig. 3: Urban population and domestic tourist**
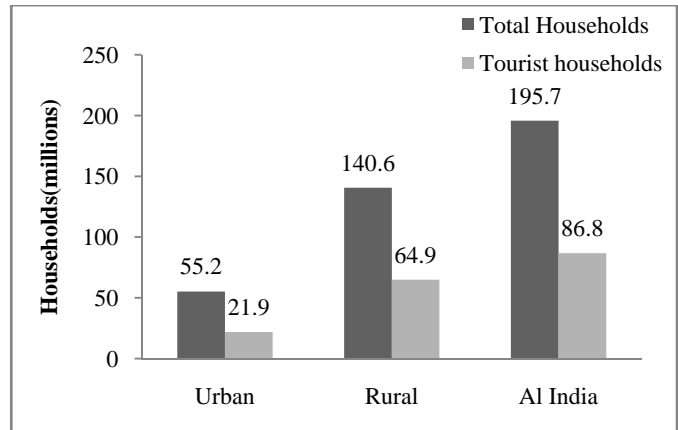
Fig. 4: Estimated households and tourist households

One implication of a growing urban population is that city dwellers are much more likely to travel. In part this is because of increased incomes in urban areas but also because such residents are more exposed to other people and other cultures – they are likely to have a more cosmopolitan outlook.

7. HOUSEHOLD COMPOSITION

It has been estimated that there were about 196 million households in India in the year 2002: 141 million (72 per cent) in rural and 55 million (28 per cent) in urban areas. At the aggregate level, member(s) of about 44 per cent households (87 million) made at least one domestic trip as a tourist during the period and as has been mentioned, such households are referred to as tourist households. Out of these 87 million tourist households, about 75 percent (65 million) are rural households.
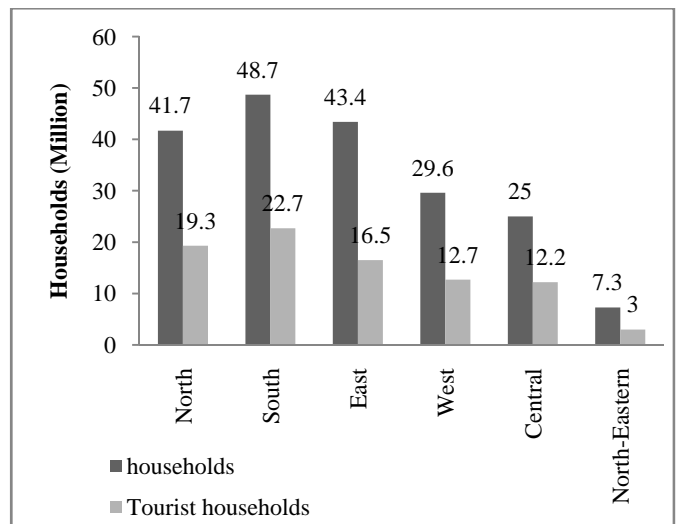
Fig. 5: Regional distribution of estimated households and tourist households

The demographic profile of tourist households is useful in understanding the socio-economic factors governing domestic tourist behavior in India

8. DEMOGRAPHIC DEVELOPMENTS

The following features were selected as a basis for analyzing demographic change: Population development (volume), migration of the population, age structure, gender, educational structure, household structure and household income.

9. PERFORMANCE OF TOURISM SECTOR IN INDIA

10.1 Foreign Tourist Arrival (FTA)
The FTAs in India continued to grow from 1.28 million in 1981, to 1.68 million in 1991, 2.54 million in 2001, to reach 6.58 million in 2012. During the year 2012, India registered a positive growth of 4.3 % over 2011. The compound annual growth rate (CAGR) in FTAs in India during 2001 to 2012 was 9.0 %.

| Feature	India
Population development (volume)	To date: more increase In future: slight decrease
Migration of the population	Less immigrants than emigrants
Age structure	More young people, fewer children
Gender	Higher no. of men will slightly decline somewhat in future
Educational structure	Increase in formal education
Household structure	Households will become smaller, fewer households with children
Household income	To date: rise, in future: no data available
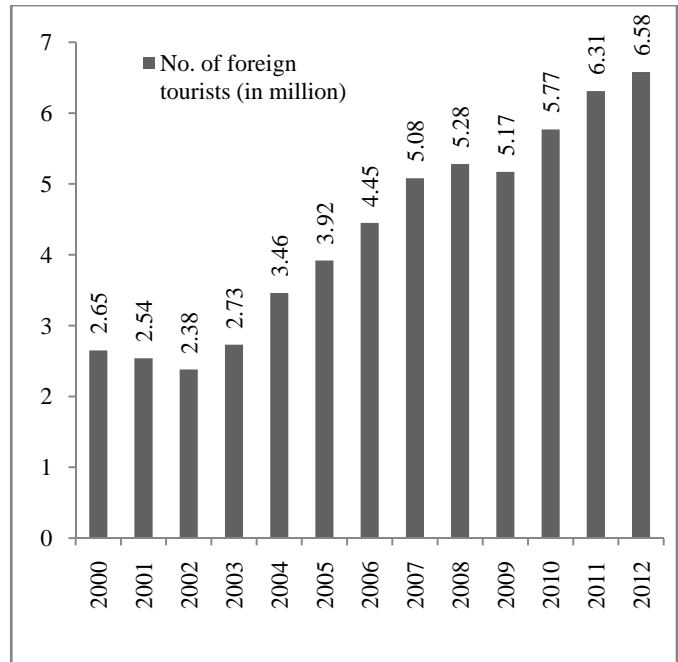
Fig. 6: Foreign Tourist Arrival in India

Except for the decline of tourist arrival in 2001, 2002 and 2009 there is a gradual increasing trend in the number of foreign tourist arrival in the country.

10.2 Foreign Tourist Arrival by Region

FTAs in India have been increasing from all regions during the year 2012. The growth was maximum from Eastern Europe(13.9%) followed by Africa (12.5%), East Asia(12.5%), North America (4.5%) , Central & South America (4.4%), West Asia (4.4%), South East Asia (3.7%), South Asia (2.8%) and Western Europe (0.8%).
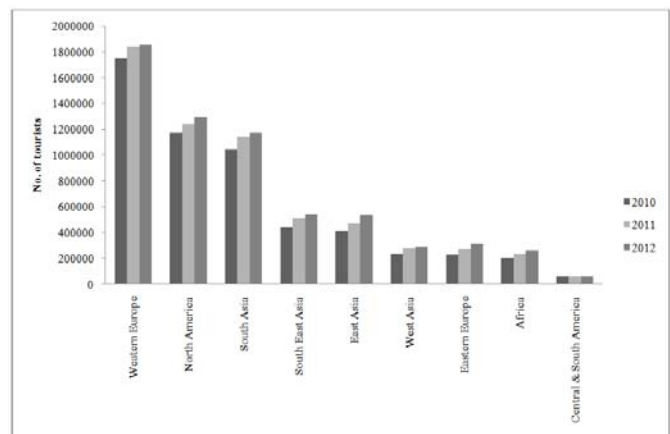
Fig. 7: Foreign tourist arrival in India by region

10.3 Seasonality in Foreign Tourist Arrival in India

Weather conditions at different tourist destinations are one of the important determinants of tourist arrivals. During the year 2012, December has been the peak month for FTAs in India followed by November, February, January, March, October, July, April, August, June, September and May has been the leanest month. Highest FTAs in India were in October-December and January-March during 2012. This is generally consistent with the pattern in 2010 and 2011also.
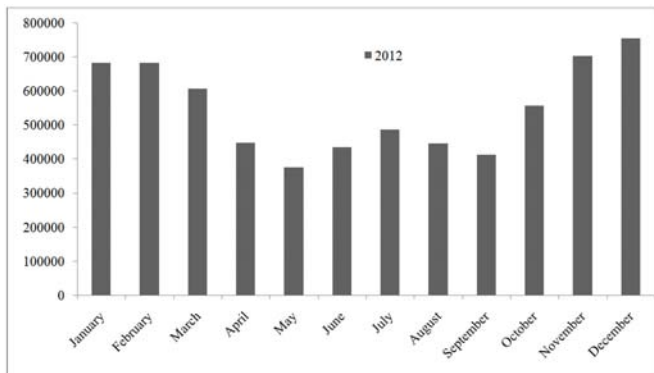
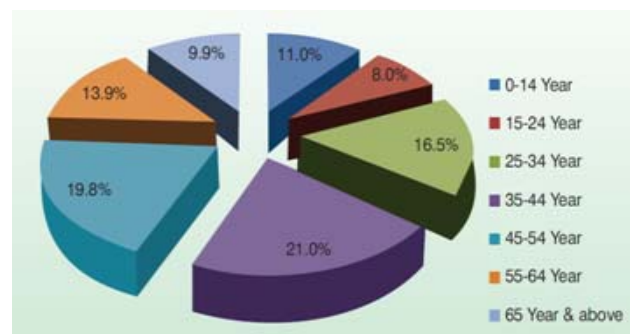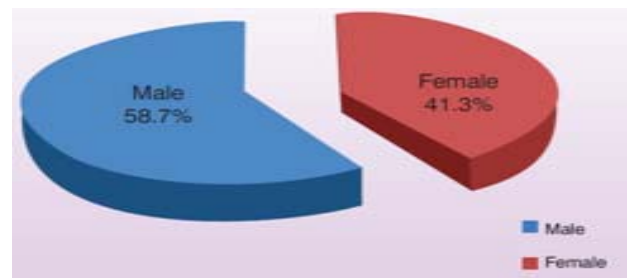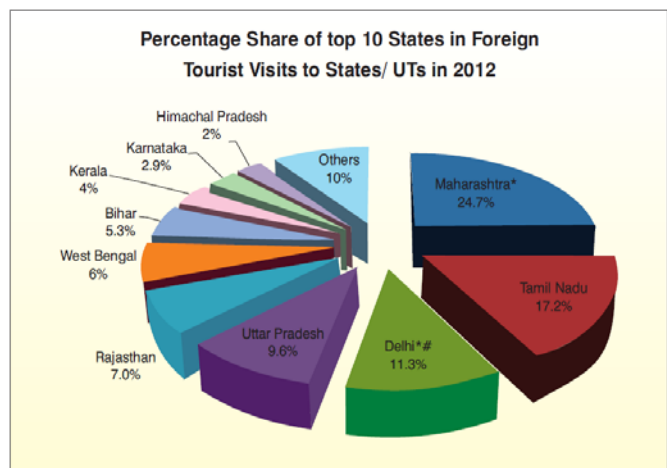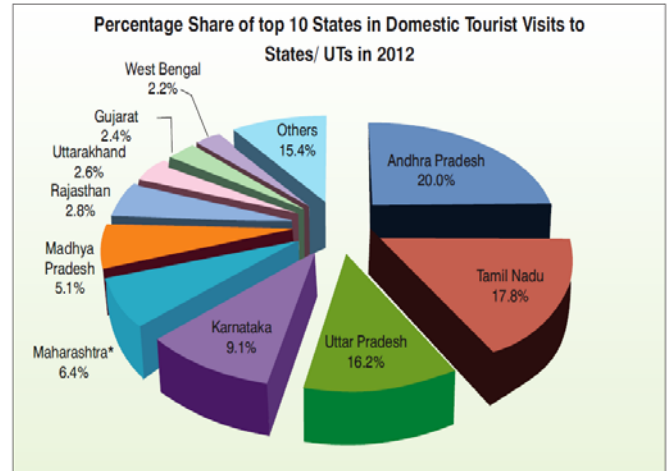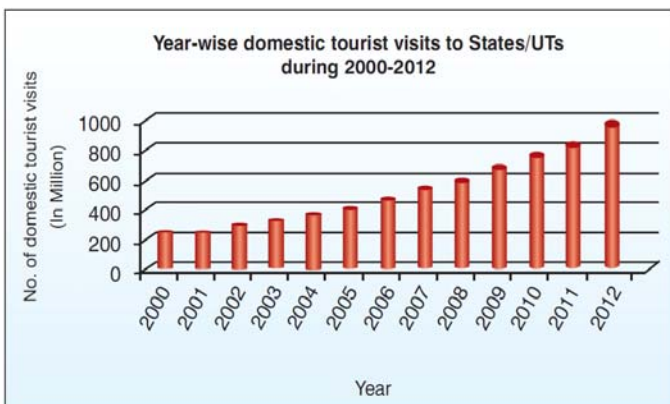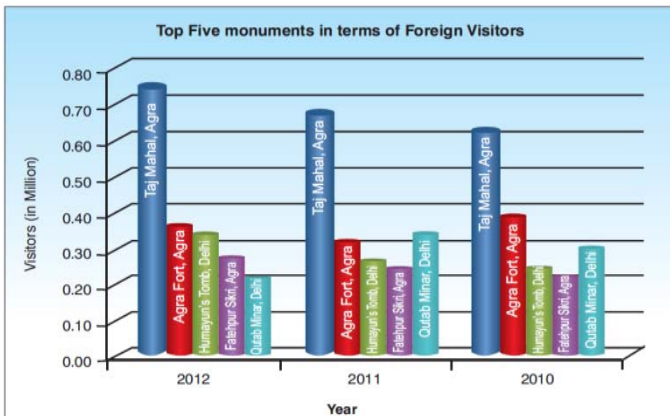**Fig. 8: Month-wise share of tourist arrival in India**

Fig. 8: Gender-wise classification of Foreign Tourists Age-Group wise Classification of Foreign Tourists in India in 2012

10. CONCLUSION

The variations resulting from demographic change may be relevant to tourism as a system, but do not necessarily apply. Momentum that is significant to tourism will only arise in those groups (e.g. older people, children, the less affluent, single parents etc.) which represent a sizeable volume, will be considerably larger or smaller in future and whose behavior differs from that of other groups.

In addition to the declining population volume, migration of people and the change in age structure are therefore at the centre of the tourism-related trend and effect forecast.

Growth in incoming tourism has been considerable in recent years. However, domestic tourism plays a significantly greater role. Accordingly, the trend and effect forecast focuses on domestic demand

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Table 5: shows Features and interface of Demand Labour market and supply

FEATURE	INTERFACE		
	DEMAND (desire and ability to travel)	**LABOUR MARKET (workers and jobs)**	**SUPPLY (tourism-specific and enhancing infrastructure)**
Population development (volume)	Number of journeys and of people travelling	Number of workers and jobs available	Infrastructure utilization
Migration of the population	Travel behavior, in particular choice of destination ("roots travel")	Regional availability of workers and jobs	Regional infrastructure
Age structure	No. of journeys and of people travelling, travel behavior (e.g. destinations and types of holidays)	Age of workers, types of jobs	Type of tourism-specific infrastructure
Gender	Holiday motivations and activities	Gender of workers, types of jobs	Type of tourism-specific infrastructure
Educational structure	Number of journeys and of people travelling, holiday motivations and activities	Qualifications of workers/availability of skilled workers, types of jobs	Type of tourism-specific infrastructure
Household structure	Number of people travelling	Flexibility of workers and employers (working hours, child care etc.), types of jobs	Accommodation (size and type)
Household income	Number of journeys and of people travelling and travel costs	Attractiveness of jobs depending on level of remuneration	Price level