

# A Study on Challenges and Best Practices of Tourism Marketing-with Special Reference to Foreign Tourist Arrival to India

C. Mirunaa Rathika<sup>1</sup>, S. Swathika<sup>2</sup> and S. Gokilavani<sup>3</sup>

<sup>1,2,3</sup>Department of Commerce(FS) PSG College of Arts and Science  
E-mail: <sup>1</sup>mirunaarathika@gmail.com, <sup>2</sup>swathisam01@gmail.com, <sup>3</sup>vaniphd3@gmail.com

**Abstract**—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 (GDP) and employment has increased significantly. Travel and tourism is emerging as an important category of services export worldwide. With increasing tourist inflow over the past few years, it is a significant contribution to Indian economy as well. The main objective of the study is to identify the reasons for preferring India as the tourist spot and also to identify the challenges faced by the foreigners while visiting India. For the purpose of the study we collected primary data through questionnaire (in online mode) and secondary data's through internet, magazines and books. From this study we found that most of the foreigners preferring India for History and Architecture and Trading activities. And also we identify that because of lack of tourism infrastructure, Unsafe and improper accommodation. Therefore, we suggest the government to take necessary steps to improve Tourism infrastructure and safety for Foreign Tourist Arrivals (FTA). According to 2014 outcome, FTA to India increased from 6.8% to 8.77 lakh as compared to previous year 8.22lakh. So if it continues for forthcoming years then our country will get high rate of economy in this tourism field.

**Keywords:** Tourism, Foreigners, Infrastructure, safety, Economy.

## 1. INTRODUCTION

The travel and tourism industry has emerged as one of the fastest growing sectors contributing significantly to global economic growth and development. While traditionally Europe and America have remained among the tourism markets, new emerging markets are expected to witness high growth in international tourist visits over the next decade. International tourist arrivals worldwide are expected to increase by 3.3% a year from 2010 to 2030 to reach 1.8 billion by 2030, according to United Nations World Tourism Organisation's (UNWTO) long term forecast Tourism Towards 2030.

Between 2010 and 2030, arrivals in emerging destinations (+4.4% a year) are expected to increase at twice the rate of those in advanced economies (+2.2% a year) as per UNWTO estimates. Travel and tourism is a global opportunity that

cannot be ignored. Every year, WTTC(World Travel Tourism Council) forecasts the economic impact of the Travel & Tourism sector in 184 countries and 24 regions. For 2015, these forecasts show a sector that is again growing strongly, creating jobs and driving growth. In 2014, the industry contributed US\$7,580 billion in GDP and 277 million jobs to the global economy.

During 2015, the industry's contribution to global GDP is forecast to grow by 3.7% and employment by 2.6%. This demonstrates the sector's enduring ability to generate economic growth and create jobs at a faster rate than the global economy, which is due to grow by 2.9% in 2015. By the end of 2015, the Travel & Tourism sector will contribute US\$7,860 billion, 10% of global GDP, once all direct, indirect and induced impacts are taken into account. The sector will account for 284 million jobs, 9.5% of total employment, or one in eleven of all jobs on the planet. International tourist arrival in 2014:



Source: UNWTO(United Nations World Tourism Organization)

International tourist arrivals reached 1,138 million in 2014, a 4.7% increase over the previous year, according to the latest UNWTO World Tourism Barometer. For 2015, UNWTO forecasts international tourism to grow by 3% to 4%, further contributing to the global economic recovery. Over the past years, tourism has proven to be a surprisingly strong and resilient economic activity and a fundamental contributor to the economic recovery by generating billions of dollars in exports and creating millions of jobs.

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India is a potential game changer. It is a sun rise industry, an employment generator, a significant source of foreign exchange for the country and an economic activity that helps local and host communities. India is a tourism product which is unparalleled in its beauty, uniqueness, rich culture and history has been aggressively pursuing the promotion of tourism both internationally as well as in the domestic market. Indian tourism industry is thriving due to an increase in foreign tourist arrivals and greater number of Indians travelling to domestic destinations than before.

Travel and tourism sector's contribution to capital investment is projected to grow at 6.5 per cent per annum during 2013-2023, above the global average of five per cent. The Ministry of Tourism promotes the country's various tourism products through its tactile campaigns under the Incredible India brand-both for international as well as domestic markets. The allocation for Ministry of Tourism in the Union Budget 2014-15 has been increased by 1100 Cr or 110 million by this financial year. In 2014, the industry contributed Rs7.64 trillion and 36.7 million jobs to the Indian economy. By the end of 2015, the travel and tourism sector will contribute Rs8.22 trillion or 7% of India's gross domestic product (GDP) and 37.4 million jobs—almost 9% of total employment.

### Foreign Exchange Earnings (FEEs) from Tourism

FEEs during the month of December 2014 were Rs 12,875 crore as compared to Rs 11,994 crore in December 2013 and Rs 10,549 crore in December 2012. The growth rate in FEEs in rupee terms in December 2014 over December 2013 was 7.3%. FEEs from tourism in rupee terms during January-December 2014 were Rs 1,20,083 cores with a growth of 11.5%, as compared to the FEE of Rs 1,07,671 crore with a growth of 14.0% during January- December 2013 over the corresponding period of 2012. FEEs in US\$ terms during the month of December 2014 were US\$ 2.051 billion as compared to FEEs of US\$ 1.936 billion during the month of December 2013 and US\$ 1.931 billion in December 2012. The growth rate in FEEs in US\$ terms in December 2014 over December 2013 was 5.9% compared to a growth of 0.3% in December 2013 over December 2012. FEE from tourism in terms of US\$ during January- December 2014 were US\$ 19.657 billion with a growth of 6.6%, as compared to US\$ 18.445 billion with a growth of 4.0% during January- December 2013 over the corresponding period of 2012.

During 2015, the industry's contribution to global GDP is forecast to grow by 3.7% and employment by 2.6%. This demonstrates the sector's enduring ability to generate economic growth and create jobs at a faster rate than the global economy, which is due to grow by 2.9% in 2015. By the end of 2015, the Travel & Tourism sector will contribute US\$7,860 billion, 10% of global GDP, once all direct, indirect and induced impacts are taken into account. The sector will account for 284 million jobs, 9.5% of total employment, or one in eleven of all jobs on the planet.

## 2. DATA ANALYSIS AND INTERPRETATION:

India has moved up 13 notches to the 52nd position on a list of countries in terms of their travel and tourism competitiveness. India takes the 52nd place overall. Arrival of foreign tourist in Indian 7.68 billion. No .of Indian Nationals departures from India 18.33 billion.

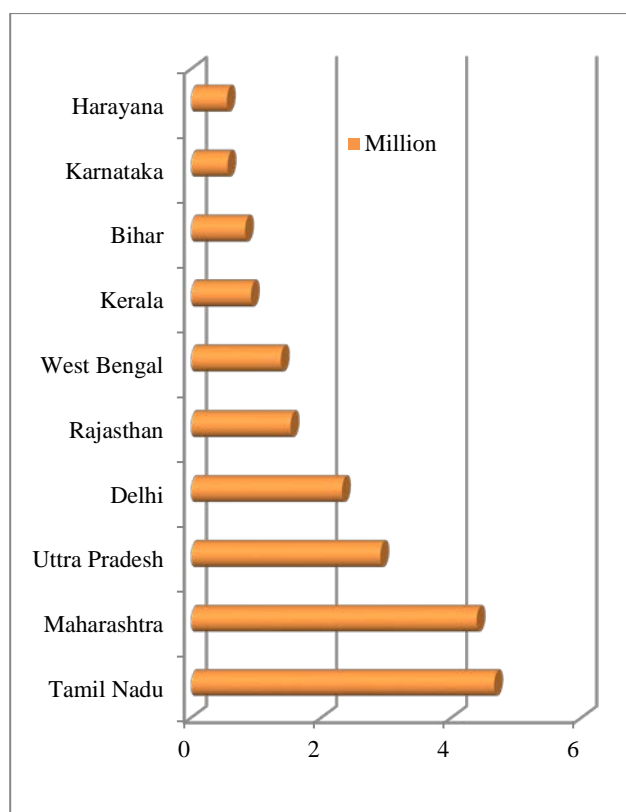


Chart 1: No of foreign tourist visit to India in 2014 :

### Interpretation

Foreign tourists chose Tamil Nadu over Maharashtra in 2014, country-wide data released this month by the Union tourism ministry shows. Swine flu, assembly elections and expensive tourist packages turned most tourists away from Maharashtra as per the survey. Tamil Nadu, with its temple culture and beaches, seemed to lure more tourists. Delhi, which is also an important tourist destination on the domestic circuit, slipped to the fourth spot, behind Uttar Pradesh.

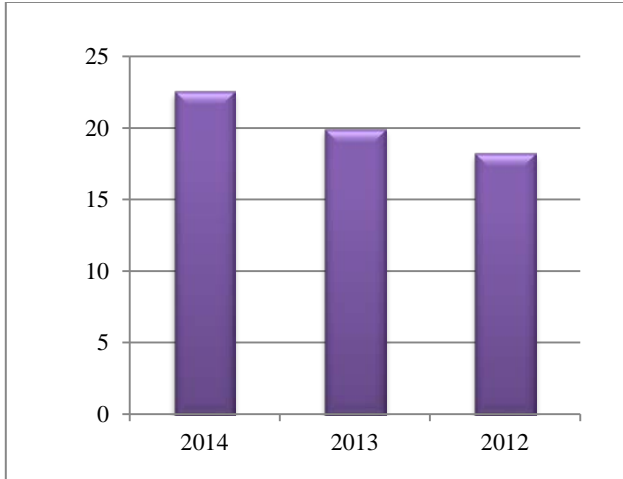


Chart 2: No of Foreign Tourist Arrivals to India:

**Interpretation**

In Indian the data of foreign tourist visits stated that during 2014, the number of foreign tourist visits to states and union territories was 22.57 million as compared to 19.95 million in 2013 and 18.26 million in 2012. Last year, the number of foreign tourist visits to Indian states and union territories registered a growth of 13.12% over 2013 as compared to a growth of 9.24% in 2013 over 2012.

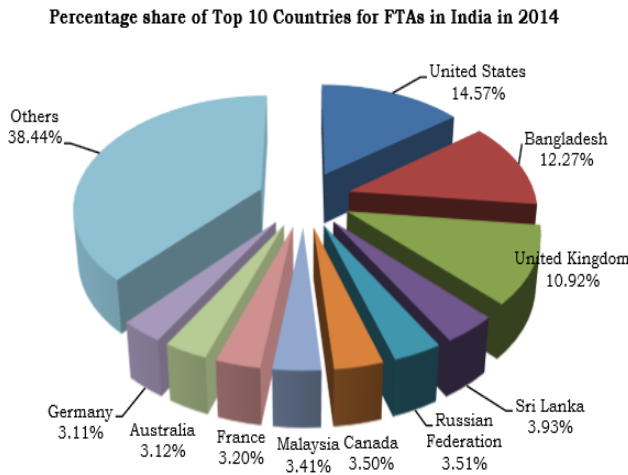


Chart 3: Percentage share of top 10 countries for FTAs in India 2014

**Interpretation**

The percentage share of Foreign Tourist Arrivals (FTAs) in India during December 2014 among the top 15 source countries was highest from USA (17.62%), followed by UK (11.44%), Bangladesh (10.22%), Canada (4.81%), Australia (4.75%), Russian Federation (3.91%), Malaysia (3.65%), Germany (2.58%), Sri Lanka (2.54%), China (2.25%), Japan (2.21%), France (2.19%), Singapore (2.11%), Pakistan (1.94%) and Thailand(1.62%).

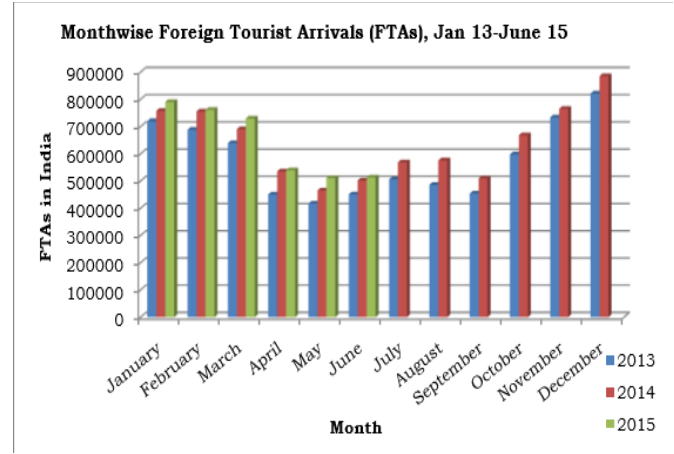


Chart 4: Monthwise Foreign Tourist Arrivals 2013-2015

**Interpretation**

FTA's prefer visiting India during the months of November to March because of the climate (winter), so they don't prefer to visit India in other months as compared to these months.

Table 1: Reasons for foreigners to prefer India as a Tourist spot and also highlighted the reasons for not preferring India as a Tourist Spot.

S.NO	REASONS for foreigners to visit India	REASONS for foreigners not to visit India
1	History and Architecture	Tourism infrastructure
2	Trading activities	Unsafe
3	Indian hospitality	Improper accommodation
4	Explore spirituality	Improper maintenance in and around tourist spot
5	Food	Tourism guidelines
6	Shopping	

**Interpretation**

From the above table it clearly shows that the reason for preferring India as a favourite tourist spot because of to know the History and Architecture and followed by Trading activities, Indian hospitality and food.

And also clearly understood that the reasons for not preferring as a India as a tourist spot because of the followed reasons are., Lack of Infrastructure facilities , unsafe, Improper accommodation etc.,

**3. SUGGESTIONS**

Therefore we suggest the government to take necessary steps to improve tourism infrastructure and maintenance of the tourist spot and safety of the FTA's.

It would also be good if government also improve in fields like Destination tourism, Medicine tourism, Cultural entertainment, Spiritual Tourism, Forming companies to tackle tourism and to explore heritage of India.

India is a beautiful and exotic country with colorful traditions and centuries of history. However, the country can be difficult to maneuver for a tourist visiting India.

Much of India's infrastructure has not been updated since the British left in 1947, so transportation and facilities, while available, have yet to be modernized.

If India wants to establish itself as a solid travel destination and increase tourism, government and business should take steps to make the country more hospitable to foreign travelers.

Below are some suggestions as to how to accomplish that. If India wants to encourage tourism, it needs to act to improve the quality of its air and water so Indians and tourists alike can breathe the air and drink the water freely.

While India is very modern when it comes to engineering, medicine and technology, its infrastructure and public services are antiquated or nonexistent. In both big cities and small villages, open sewers and inadequate plumbing are widespread. Mounds of garbage along the sides of the road are common.

Public restroom facilities, even if available, are poorly maintained. Often the only sanitary amenities available are at big luxury hotels. India needs to improve its public services and foster basic hygiene if it wants to appeal to the foreign tourist.

Once India cleans up, it will be a more inviting place to visit. India needs to enforce its traffic laws and reduce railway overcrowding so that visiting tourists will have an easier time travelling from place to place. As India's population grows, forests are cleared to make room for more housing and development.

The destruction of these forests leads to a loss of habitat for many of India's famed fauna, such as Bengal tigers, Asian elephants and Indian ring neck parrots.

If India does not make greater efforts to reduce this loss of habitat, tourists searching for safari like encounters with the animals made famous in Rudyard Kipling's "Jungle Book" will be out of luck.

India needs to preserve ecotourism by protecting its forests and the animals that inhabit them. In addition to making India a more hospitable place to visit, the country needs to highlight

the unique sights and offerings it has that are unavailable anywhere else.

This article is not meant to discourage tourists from visiting India, but to provide suggestions to the powers that be as to how to better accommodate these tourists.

#### 4. CONCLUSION

The international tourist has been increased 1.13 billion in 2014 compared to the previous year 1.087 billion in 2013. According to 2014 outcome, FTA to India increased from 6.8% to 8.77 lakhs as compared to previous year 8.22lakh. India has significant potential to become a preferred tourist destination globally. Its rich and diverse cultural heritage, abundant natural resources and biodiversity provides numerous tourist attractions. The total tourist visits in India have been growing at a steady rate of about 16 per cent over the past five years. The travel and tourism sector in India provides significant socio economic benefits. So if it continues for forthcoming years then our country will get high rate of economy in this tourism field.

#### REFERENCES

- [1] <http://skift.com/2015/01/28/international-tourist-arrivals-reach-record-1-13-billion-in-2014/>
- [2] <http://media.unwto.org/press-release/2014-01-20/international-tourism-exceeds-expectations-arrivals-52-million-2013>
- [3] <http://skift.com/2014/01/20/international-tourist-arrivals-reach-record-1-087-billion-in-2013/>
- [4] <http://timesofindia.indiatimes.com/city/pune/Tamil-Nadu-draws-more-foreign-tourists-Maharashtra-lags-behind/articleshow/48221000.cms>
- [5] [http://www.newindianexpress.com/states/tamil\\_nadu/Tamil-Nadu-Records-Highest-Tourist-Footfalls-in-2014/2015/07/15/article2920894.ece](http://www.newindianexpress.com/states/tamil_nadu/Tamil-Nadu-Records-Highest-Tourist-Footfalls-in-2014/2015/07/15/article2920894.ece)
- [6] [http://www.business-standard.com/article/news-cm/foreign-tourist-arrivals-to-india-rises-7-1-to-74-62-lakh-in-2014-115010701024\\_1.html](http://www.business-standard.com/article/news-cm/foreign-tourist-arrivals-to-india-rises-7-1-to-74-62-lakh-in-2014-115010701024_1.html)
- [7] [http://www.ehow.com/how\\_5183595\\_improve-tourism-india.html](http://www.ehow.com/how_5183595_improve-tourism-india.html)

Source: World Travel Tourism Council.

Source: *Powered by Capital Market - Live News*