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9. **MAIN TEXT**: The main text should follow the following sequence:

   INTRODUCTION

   REVIEW OF LITERATURE

   NEED/IMPORTANCE OF THE STUDY

   STATEMENT OF THE PROBLEM

   OBJECTIVES

   HYPOTHESES

   RESEARCH METHODOLOGY

   RESULTS & DISCUSSION

   FINDINGS

   RECOMMENDATIONS/SUGGESTIONS

   CONCLUSIONS

   SCOPE FOR FURTHER RESEARCH

   ACKNOWLEDGMENTS

   REFERENCES

   APPENDIX/ANNEXURE

   It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed ***5000 WORDS***.

10. **FIGURES &TABLES**: These should be simple, crystal clear, centered, separately numbered &self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.

11. **EQUATIONS**:These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.

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- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (**ed.**) for one editor, and (**ed.s)** for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
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- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, KurukshetraUniversity, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

WORLD TOURISM SCENARIO AND CONTRIBUTION OF TOP 15 COUNTRIES IN INDIA'S FTA

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ABSTRACT

International tourism recovered strongly in 2010 from the blow it suffered due to the global financial crisis and economic recession. International tourist arrivals worldwide registered a positive growth of 6.6% during the year 2010 as compared to negative growth of 3.8% during 2009 over 2008. India's share in international tourist arrivals, increased from 0.40% in 1997 to 0.61% in 2010 Service industry is very fast growing industry in India. Share of service sector in Indian GDP has increased from 15% in 1950 to 55% in 2013. Tourism industry is the part of service industry. It is a main source of Forex in India. The tourism sector and tourism research community focus mainly on international inbound and outbound tourism volumes and expenditures. Inbound tourism is the heart of Indian economy. But international tourism is only one part and certainly in number of arrivals, domestic tourism is several times larger than international. This paper therefore first focuses the development of FTAs numbers over time per country in India. These numbers will be compared to the international inbound and outbound visitor numbers per country. The next step will be the recognition of the economic importance of international tourism compared to domestic tourism. Present paper also focused on the contribution of top 15 countries in Indian tourism. To fulfill these data we analyses the secondary data through mean value, CAGR, graph, percentage etc. International tourism recovered strongly in 2010 from the blow it suffered due to the global financial crisis and economic recession. International tourist arrivals worldwide registered a positive growth of 6.6% during the year 2010 as compared to negative growth of 3.8% during 2009 over 2008. India's share in international tourist arrivals, increased from 0.40% in 1997 to 0.61% in 2010

KEYWORDS
CAGR, FEE, FTA, Inbound tourism, world tourism.

INTRODUCTION

Global market trends indicate that long-haul travel, neighboring country tourism, rural and ethnic tourism, wellness and health holidays, cultural tourism, spiritualism, ecotourism, sports and adventure holidays, and coastal tourism and cruises are a few emerging areas of tourist interest. From a geographic viewpoint, there has been a remarkable rise in Asian tourists, particularly from China and East Asian countries. Further, the average age of the international tourist has also been reducing representing a growing segment of young tourists who would typically travel to take a break from increasingly stressful professional lives.

Given the above factors, robust growth in inbound tourism is likely to continue in the coming years. The World Tourism Organisation (WTO) forecasts over one billion arrivals in 2010 versus approximately 693 million today. Worldwide long-distance travel is likely to grow faster (5.4% each year) than travel within regions (3.8%). Continuing world prosperity, growing recognition of cultural tourism's contribution to employment and economic growth, availability of better infrastructure, focused marketing and promotion efforts, liberalization of air transport, growing intraregional cooperation, and a growing number of Public-Private-Partnerships (PPPs) are seen as the key drivers for tourism in the next decade.

The total count of Indian national's departures to other countries is compiled by the Bureau of Immigration (BOI), from Embarkation cards. The number of Indian national's departures from India during 1991 was 1.9 million, which rose to 12.99 million in 2010 with a compound annual growth rate (CAGR) of 10.5%. The number of Indian national's departures from India during 2010 registered a growth of 9.0% over 2009 as compared to 1.8 % growth in 2009 over 2008.

REVIEW OF LITERATURE

Literature survey is the most simple and fruitful basis of formulating precisely the research problem. For this purpose the researcher has to review the works already done by others. Pierce (1996), in his book, viewed tourist destinations from five broad sector namely attractions, transports, accommodation, supporting facilities and infrastructure. He explained that attractions encourage tourist to visit the location, the transport services enable them to do so, the accommodation and supporting facilities like (e.g. shops, banks, restaurants, hotels) cater for the tourist's well being during their stay and the infrastructure assures the essential functioning of all the above sectors . Suhita Chopra in Tourism Development in tourism in India. Ratandeep Singh (1996) has also thrown light on various issues related to tourism marketing in Dynamics of Modern Tourism .M. M. Anand in Tourism and Hotel Industry in India (1976) has critically evaluated the tourism industry in India. According to Vellas (2002), tourism is a complex economic activity which has multiple linkages to a wide range of other economic sectors and activities, tus having positive multiplier effects and a potential to act as a catalyst for economic development. Tourism is viewed increasingly as an essential sector to local, regional and national reconstruction and development for economies at various scales (Visser and Ferreira, 2011) Tourism has become an important policy tool for development in many parts of the world and from various vantage points has been shown to have both significant impact and potential to influence and change the use of existing economic ,natural and cultural resources ,in addition to a range of other real and imagined attributes.

Muthe, P.R. (2009), in their study Global Recession: Challenges and Opportunities for Indian Tourism and Hotel Industry" found that service sector plays important role in Indian economy which accounted alone 55.1% in 2009. Within the Service sector tourism and hospitality industry (including Hotel industry) has more importance about generating employment, yielding foreign exchange. National income and growth providing base to other industries as like tourism industry directly or indirectly. In Mean time (2008-2009) Recession has affected tourism and Hotel industry marginally; Cause of this tourist arrivals, Currency earnings, and employment in this industry got declined. Health tourism is observing growth despite global meltdown. Indian Tourism and Hotel industry start came out from the impact of recession in 2010 and moving towards the bright future. In short, During Recession period Indian Tourism and Hotel industry has not been much adversely affected.

Hanna J.R P and Millar R.J (1997), providing trustworthy, dependable and reliable information should be the prime motto of tourism websites. Jie Lu and Zi Lu (2004) identify lack of trust as one of the main barriers for visitors not accepting online services because of a negative past online experiences. Information dissemination has three sub factors like presentation, sharing and supporting. Presentation of information includes information of attractions in and around the place, tourism related news, policies and having a count of number of visitors visiting the site. Sharing of information consists of options given to visitors to share ideas, experiences and information and take part in online chats, consultation and email facilities. Allowing users to email requests and replying questions on time is an effective way to attract online customers. The option of language translation would be an added advantage. Support services includes, online queries, surveys, maps, directions regarding reaching destinations and call for advertisements. More and more tourists are utilizing internet and online resources for their information needs regarding visiting places (Gursoy and Mc Cleary, 2004). Once the tourist selects a destination, based on the information obtained from a variety of sources including websites, it helps the tourist in tailoring a holiday to his or her particular needs. The quality and quantity of information obtained during the decision making process has a positive impact on destination satisfaction (Peterson, 1997; Szymanski and Hise, 2000).

A tourism destination is always a feel good factor. The tourists depend on both internal (past experience and knowledge) and external information (internet being one among them) to take a decision. When the internal search provides sufficient information for making a decision, external search is not necessary. Tourists with previous experience of the destination, the effect of internet or website may have on destination will be small as the latter will be determined by the previous knowledge of destination. Visitors with no previous destination experience, external sources of information will be the ones providing the information the tourist needs (Peterson, 1997)

The greatest challenge to the website developers in case of tourist seeking destination information is the amount of information overload which occurs in internet users because of low cost of information search which leads the user to undertake a more intensive search for information.(Biswas, 2004). The user suffering from information overload becomes very selective with respect to the information taken into consideration in the decision making process and the end result is the drop in the quality of decision taken. Ease of use will be instrumental in averting the threat of information overload from the internet using tourists.

Interaction and Interchange functions: Interactivity is the uniqueness with online marketing. Bender (1997) defined interactivity helps the viewers of the website to "interact" with the information that has been placed there. Users can control their viewing experience within the limitations of available information. Information relevant to tourism is presented such as train timetables, hotels and souvenir information, supporting information such as maps and product catalogues need to be provided. Users are provided email addresses in the website to allow them to make enquiries about products and services by providing contact email. Online exchanging experience would be a great enticing and motivating factor for visitors to visit the website on a regular basis. E mail booking allows customers to make bookings via email but the payment is still carried out using a conventional method or making online payment with credit cards.

Webpage design: Visitors often find tourist websites via search engines, it is important to grab their attention before they search for alternative websites and the use of photography is a good first step toward this objective. Fantom (1999) suggested a personal, relevant and appealing design of a site is the way to create a positive user experience. According to Bender (1997) attractiveness in art and friendliness in function are essential in webpage design. Although most information the viewers seek comes from the text, it is known that beautiful and striking layouts and images are helpful to capture attention and generate interest. Features providing information ranging from simple photographs to interactive video presentations will make the website more attractive, interesting and realistic to visitors. Use of voice and animation helps to make the information more informative and tangible. Website search features and email connections improve functional value and interactivity by adding personalization to the information gathering process.

OBJECTIVES OF THE STUDY

- To analyze the contribution of top 15 countries in Indian FTAs.
- To ascertain the trends in global tourism in international market.
- To interpret the share if India tourism in World as well as Asia Pacific tourism.
- To study the revenue generation from FTAs in India.

RESEARCH METHODOLOGY

Present study is totally based on secondary data. Data has been collected through various reports, tourism statistics, websites, journals etc. some sources are as like: whc.unesco.org, www.gbrmpa.gov.au, http://project.heritour.com/http://www.culture-routes.lu www.aoifeonline.com /uplds/cultural-tourism.pdf

TOOLS OF DATA ANALYSIS

In the present study data has been utilized through various methods as like: CAGR, annual Growth, Mean value, Graphs, percentage methods etc. The tool used for analyzing and interpretation of data involves:

FOREIGN TOURIST ARRIVALS IN INDIA

Based on the information contained in the Disembarkation cards, data regarding the number of Foreign Tourist Arrivals (FTAs) and related aspects have been compiled and presented in this paper. The FTAs in India continued to grow from 1.28 million in 1981, to 1.68 million in 1991, 2.54 million in 2001 that has reached 5.78 million in 2010. During the year 2010, India registered a positive growth of 11.8 % over 2009. The growth rate of 11.8% in 2010 for India is better than UNWTO's projected growth rate of 5% to 6% for the world in 2010. The compound annual growth rate (CAGR) in FTAs in India during 2001 to 2010 was 9.6 %. Table 2.1.1 gives the number of FTAs in India for the years 1981 to 2010 and the growth rate over previous year.

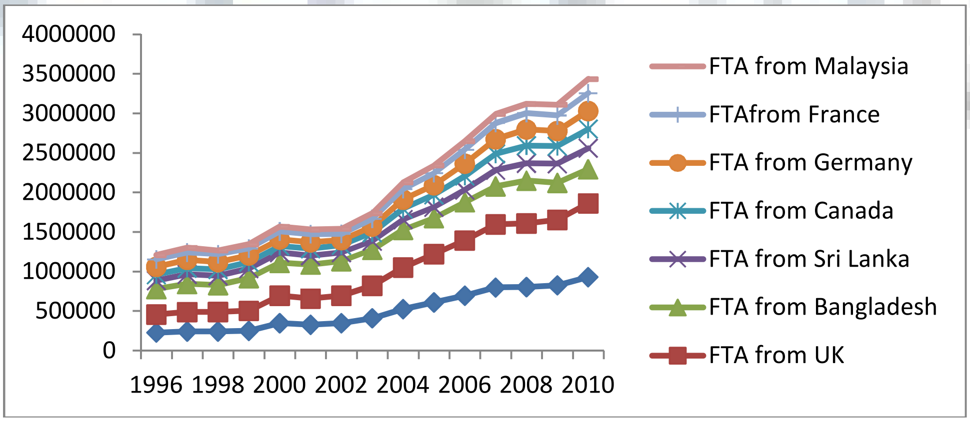
The growth in FTAs in India during the eighties & nineties did not follow any consistent pattern. While 3 years, viz. 1986, 1992 and 1995, saw double-digit positive growth, there was negative growth in the years 1984, 1990, 1991, 1993, 1998, 2001, 2002 and 2009. In the subsequent write up in this publication, distribution of FTAs according to various characteristics such as age, sex, nationality, purpose of visit, etc. are given. It may be clarified that distribution of FTAs in 2010 has been worked out for figure of 5.78 million, which is higher than the total FTAs as per the unit level data furnished by Bureau of Immigration (BOI).

TOP 15 SOURCE COUNTRIES FOR FTAs IN INDIA

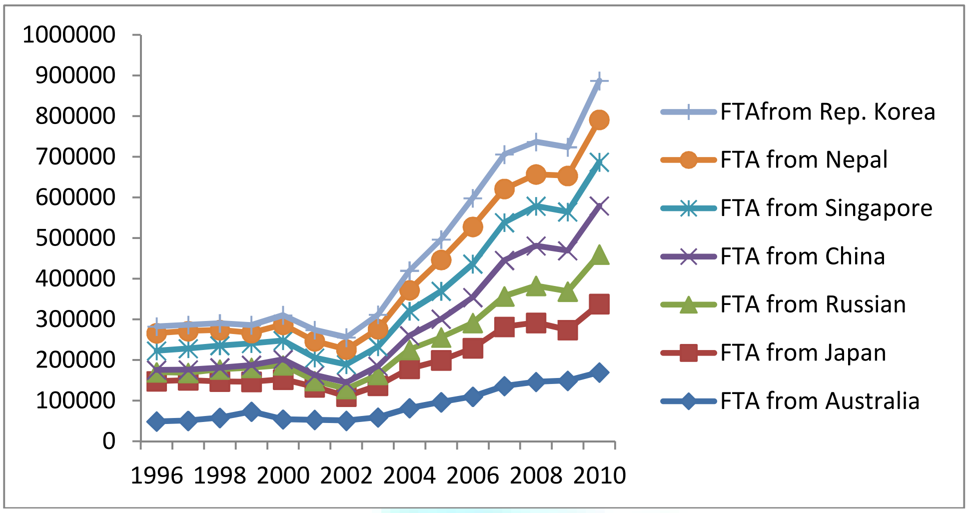
Graph shows the percentage share and rank of top 15 source countries for India during 2010, the corresponding figures for 2009. The top 15 tourist generating countries for India during 2010 and 2009 were same except that Republic of Korea which is a new entrant in the list at 15th position and it has replaced Italy. There have been changes in the rankings of some countries in 2010 as compared to 2009. While Germany, Malaysia and Russian Fed. have improved their rankings in 2010, decline in the ranks was observed for France, Australia, China(Main) and Singapore. FTAs in India from United States of America were the highest (16.12%) during 2010, followed by United Kingdom (13.15%), Bangladesh (7.48%), Sri Lanka (4.61%), Canada (4.20%), Germany (3.94%), France (3.90%), Malaysia (3.10%), Australia (2.94%), Japan (2.91%), Russian Fed. (2.11%), China (Main) (2.07%), Singapore (1.86%), Nepal (1.81%) and Republic of Korea (1.65%). USA continued to occupy number one rank in tourist generating markets for India in 2010. The share of FTAs from top 15 countries during the year 2010 was 71.86% as compared to 73.22% in 2009.

The FTAs from the top 15 source countries for the years 1981 to 2010 in total FTAs in India are given in graph 1. The share of these 15 countries in total FTAs in India shows a generally increasing trend from 1981. This share, which was 49.6% in 1981, increased to 71.86% in 2010.

GRAPH: 1-FTAs IN INDIA DURING 1996 TO 2010 FORM TOP 15 COUNTRIES



GRAPH: 2-FTAs IN INDIA DURING 1996 TO 2010 FORM TOP 15 COUNTRIES



UNITED STATES OF AMERICA

United States of America maintained its position as the largest market for India during 2010. The arrivals grew 11.35 times from 1981 to 2010 at a CAGR of 8.7 %. The share of USA in the total FTAs in India also grew though marginally to about 16.12% during 2010 as compared to 16.01 % during 2009. The following graph shows the yearly trend in the tourist arrivals from USA during 1996-2010.

UNITED KINGDOM

The United Kingdom has been the second largest among tourist generating markets for India in the year 2010 as in the past. The arrivals grew 6.51 times from 1981 to 2010 at a CAGR of 6.7%. The share of United Kingdom in the total tourist traffic to India was 13.15 % during 2010 as compared to 14.89% during 2009.

BANGLADESH

Bangladesh continued to occupy the third position in terms of tourist arrivals in India with 7.48% share during 2010. The arrivals from Bangladesh grew 2.24 times from 1981 to 2010, with a CAGR of 2.8 %. The following graph shows the yearly trends in the tourist arrivals from Bangladesh during 1996-2010.

SRI LANKA

Sri Lanka has been placed at fourth position among the top 15 tourist generating countries for India with 4.61% of the total tourist arrivals during 2010. Arrivals from Sri Lanka grew 3.51 times from 1981 to 2010 with a CAGR of 4.4%. The following graph shows the yearly trends in the tourist arrivals from Sri Lanka during 1996-2010.

CANADA

Canada occupied fifth position in 2010 among the top tourist generating countries for India. The arrivals from this country have risen 9.56 times from 1981 to 2010 at a CAGR of 8.1%. The share of Canada in the total foreign tourist traffic in India was 4.20% as compared to 4.34% in 2009. The following graph on tourist arrivals from Canada during 1996-2010, shows that the growth in recent years has been much higher as compared to the period 1996-2002 except the year 2009 but it was higher in 2010.

GERMANY

During the year 2010, Germany improved its position to sixth from seventh in 2009 among the top tourist generating countries for India and contributed 3.94 % of the total FTAs in India. The arrivals grew 4.11 times from 1981 to 2010 at a CAGR of 5.0%. The following graph shows that while the tourist arrivals from Germany had declined during 1997-2002, continuous increase was observed during 2005 to 2008 followed by decline in 2009. But the tourist arrivals in India from Germany increased by 18.8% in 2010.

FRANCE

France slipped to the seventh position in 2010 among top tourist generating country for India, and contributed 3.90% of the total arrivals in India during 2010. The arrivals grew 3.93 times from 1981 to 2010 at a CAGR of 4.8%. The following graph shows that there has been an increasing trend in tourist arrivals from France from 2002, except for the year 2009. The year 2010 witnessed 14.6% growth over 2009.

MALAYSIA

During 2010, Malaysia occupied the eighth position among tourist generating countries for India with a share of 3.10% share. During 2009 it had occupied 9th position among tourist generating countries for India. The tourist traffic from Malaysia increased 6.77 times from 1981 to 2010, with a CAGR of 6.8%. It may be seen that Malaysia is one of the few countries which showed an increase of more than 30% in FTAs in India during 2010.

AUSTRALIA

During 2010, Australia slipped to ninth rank from its 8th rank in 2009 among top 15 tourist generating markets for India, with 2.9% of the total share of arrivals. The tourist traffic from Australia has increased 8.10 times from 1981 to 2010, showing a CAGR of 7.5 %. The following graph shows that the tourist arrivals from Australia had increased from1996 to 1999, followed by a declining trend upto 2002, and increasing trend again thereafter.

JAPAN

Japan is one of the most important tourist generating markets for India in the East Asia, and it contributed 2.91% to the total FTAs in India during 2010. During 2010, Japan occupied tenth position among tourist generating countries of the world. The arrivals from Japan grew 5.79 times from 1981 to 2010 at a CAGR of 6.2 %. The following graph shows the tourist arrivals from Japan during 1996-2010.

RUSSIAN FEDERATION

Russia occupied eleventh position in terms of tourist arrivals in India with 2.11% share during 2010. It has got a place among the top 15 source markets for the first time in 2008. The traffic from Russia has increased 3.76 times from 1991to 2010 showing a CAGR of 7.2% since 1991. The following graph exhibits the tourist arrivals from Russia during 1996-2010. From 2001 onwards, an increasing trend has been observed in FTAs from Russia.

CHINA (MAIN)

During the year 2010, China (Main) occupied twelfth position among the tourist generating markets in India, with 2.07% share in total arrivals. During 2009 it had occupied eleventh position among tourist generating countries for India. The arrivals from China (Main) have grown 87.18 times from 1981 to 2010 at a CAGR of 16.7%. The graph shows the trends in the tourist arrivals from China (Main) from 1996 to 2010. It can be seen that till 2000 there was no pattern in arrivals from China (Main), however henceforth it was showing an increasing trend.

SINGAPORE

Singapore slipped to the thirteenth position in terms of tourist arrivals in India during 2010 with a share of 1.86%. The arrivals from Singapore grew 5.99 times from 1981 to 2010 at a CAGR of 6.4%. The graph shows tourist arrival trend from Singapore from 1996 to 2010. It can be seen that FTAs from Singapore had increased from 2002 onwards, except in 2009.

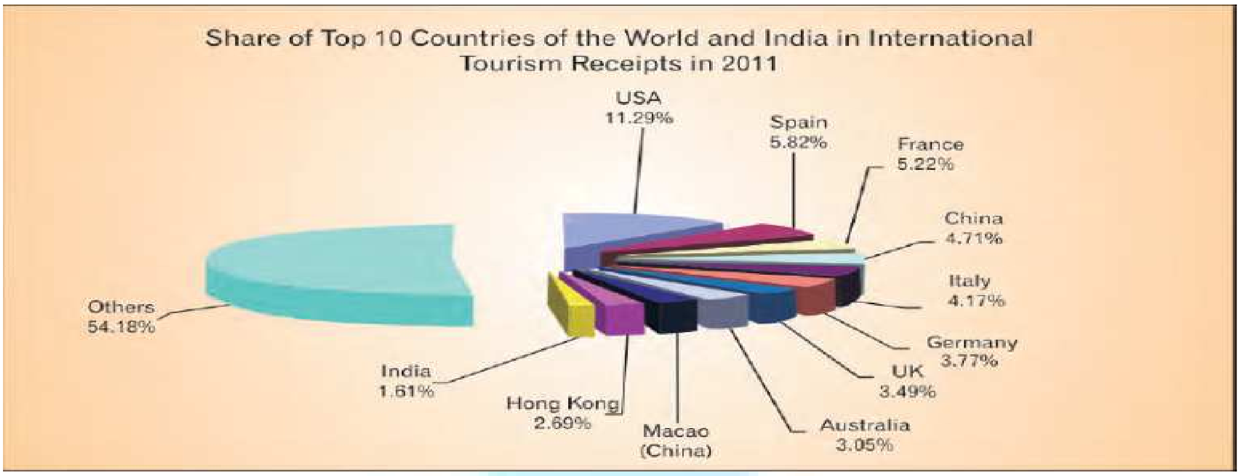
NEPAL

Nepal occupied the fourteenth position in terms of FTAs tourist in India with 1.81 % share in total arrivals during 2010. The arrivals from Nepal grew 8.81 times from 1981 to 2010 at a CAGR of 7.8%. The following graph shows the tourist arrivals from Nepal during 1996 to 2010. It can be seen that there is no consistent trend in arrivals from Nepal during 1996 to 2010.

REPUBLIC OF KOREA

In 2010, Republic of Korea, the new entrant to the top 15 tourist generating markets occupied the fifteenth position with 1.65% share in total arrivals during 2010. The arrivals from Republic of Korea grew 24.10 times from 1991 to 2010 at a CAGR of 18.2%. The following graph shows the tourist arrivals trend from Republic of Korea during 1996 to 2010.

GRAPH: 3-SHARE OF TOP 10 COUNTRIES OF THE WORLD AND INDIA IN INTERNATIONAL TOURISM RECEIPTS IN 2011

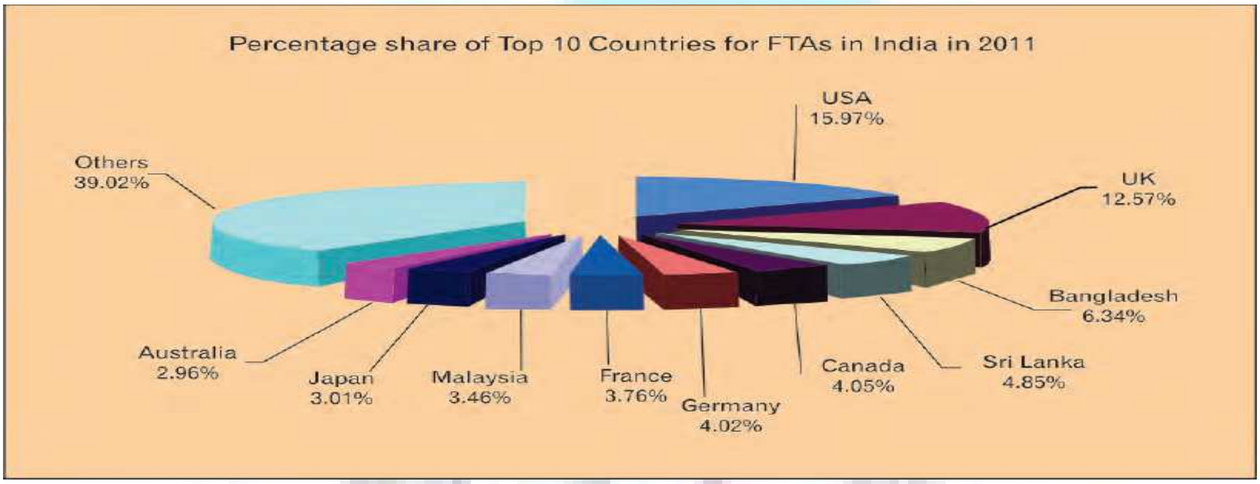


Source: UNWTO Tourism Highlights 2012 Edition.

Graph no 3 shows that share of top 10 countries in global tourism receipts are found 44.21percentage in 2010. While share of India and others is calculated 1.61% & 54.18 % in the same time period respectively. Share of India is very small.

Graph no 4 shows the share of top 10 countries in global tourism arrivals in India are found 44.48 percentages in 2010. While share of India and others is calculated 0.64% & 54.88 % in the same time period respectively. Share of India is very small.

GRAPH: 4-TOP 10 SOURCE COUNTRIES FOR FOREIGN TOURIST ARRIVAL



Graph also shows the share of top 10 countries & others in tourism arrivals in India are found 60.98 & 39.02 percentages in 2010 respectively.

WORLD TOURISM TRAFFIC

International tourism recovered strongly in 2010 from the blow it suffered due to the global financial crisis and economic recession. International tourist arrivals worldwide registered a positive growth of 6.6% during the year 2010 as compared to negative growth of 3.8% during 2009 over 2008. The international tourist arrivals during 2010, 2009 and 2008 were 940 million, 882 million and 917 million respectively. France maintained the top position in terms of arrivals in 2010, followed by USA, China, Spain, Italy, UK, Turkey, Germany, Malaysia and Mexico. These top 10 countries accounted for 44.42% share of international tourist arrivals in 2010. As regards the regions, the highest tourist arrivals were in Europe, which attracted 476.6 million tourists in 2010, with a positive growth of 3.3% over 2009, followed by Asia & the Pacific with 203.8 million tourists with 12.7% growth over 2009, Americas with 149.8 million tourists with growth of 6.4% over 2009, Middle East with 60.3 million tourists with growth of 14.1% over 2009 and Africa with 49.4 million tourists with growth of 7.3% over 2009. In fact, in all these regions, positive growth was registered during the year 2010 over 2009. Table 3.1.1 gives the summary of international tourist arrivals in different regions of the world from 2008 to 2010.

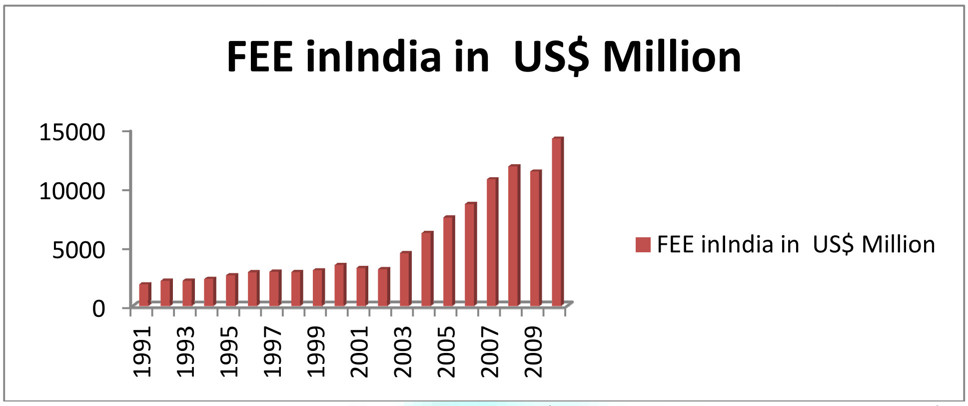
International tourist arrivals in the world and India's share as well as rank, during the years 1997-2010, are given in study India's rank in international tourist arrivals was 47th in 1998 and declined to 54th in 2002, however, since then, it has gradually improved to 40th in 2010. India's share in international tourist arrivals, increased from 0.40% in 1997 to 0.61% in 2010. During last 3 years there has been slight improvement in percentage share of India in world.

FOREIGN EXCHANGE EARNINGS FROM TOURISM IN INDIA

For the FEE's, tourism is the most important sector in the country. As per the monthly estimates prepared by Ministry of Tourism, FEE from tourism in India in 2010 were ` 64889 crore as compared to ` 54960 in 2009 registering a growth of 18.1 % in 2010 over 2009. In US $ term, FEE from tourism in 2010 were US $ 14.19 billion as compared to US$ 11.39 billion in 2009 with a growth rate of 24.6%. The FEE from tourism in India, in INR terms and US$ terms, during 1991-2010 are given in graph 5.

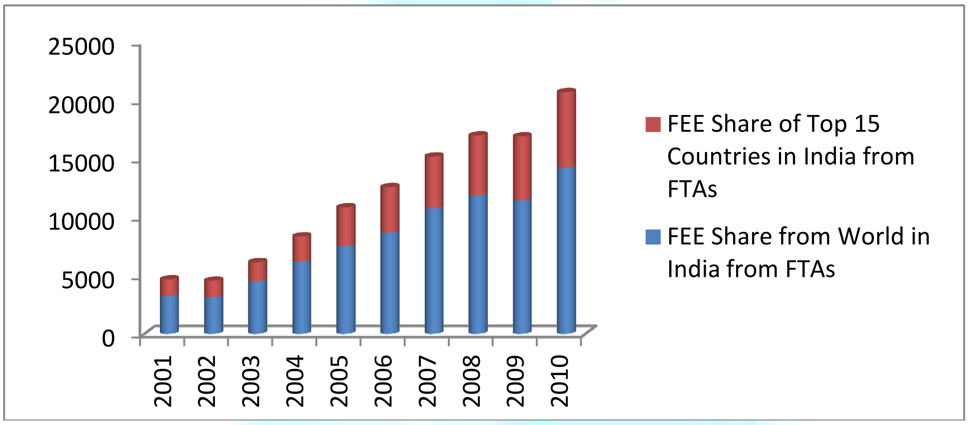
Study found that average amount of FEE in India from FTAs in terms of Rupees and US Dollar is calculated 23009 crore Rs and 5358 US$ from 1991 to 2010. During this period growth rate found 16.37% in term of Rs and 11.95% in term of dollar.

GRAPH: 5- FOREIGN EXCHANGE EARNINGS FROM TOURISM IN INDIA DURING 1991-2010

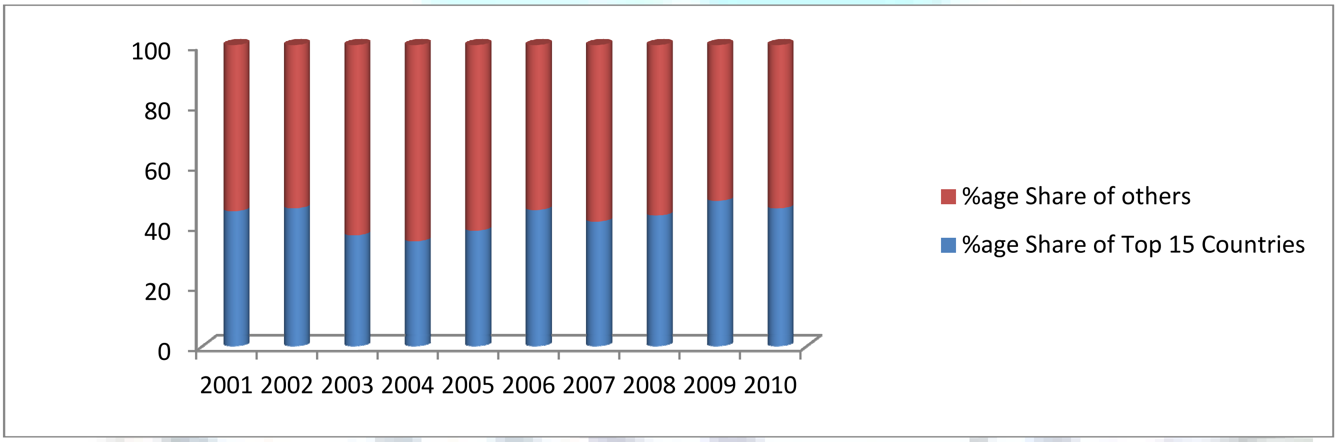


Study found that average total amount of FEE in India from FTAs is calculated 5358 US$ in India and top 15 contribution is 3541US$ from 1991 to 2010. During this period growth rate of FEE from top 15 countries is calculated 42.45% and contribution of rest of the countries is calculated 57.55% during the above said time period.

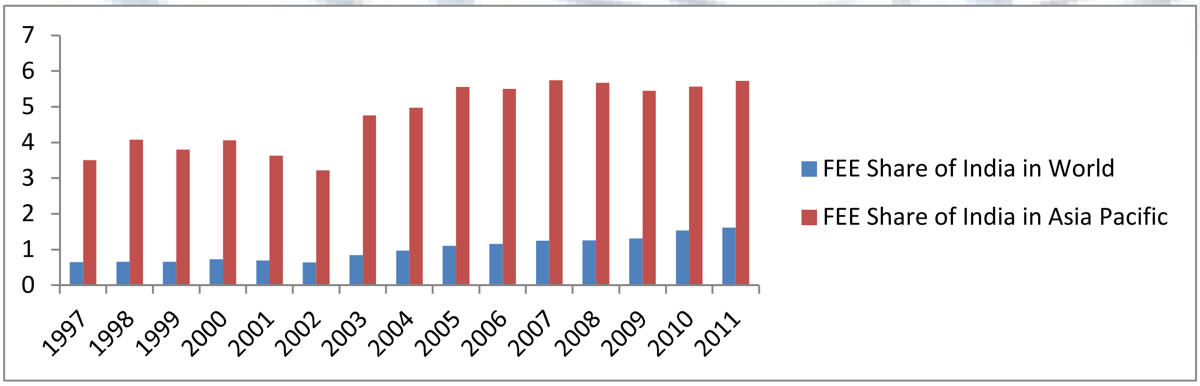
GRAPH: 6- FEE IN INDIA FROM FTAS AND % AGE SHARE OF TOP 15 COUNTRIES AND OTHERS



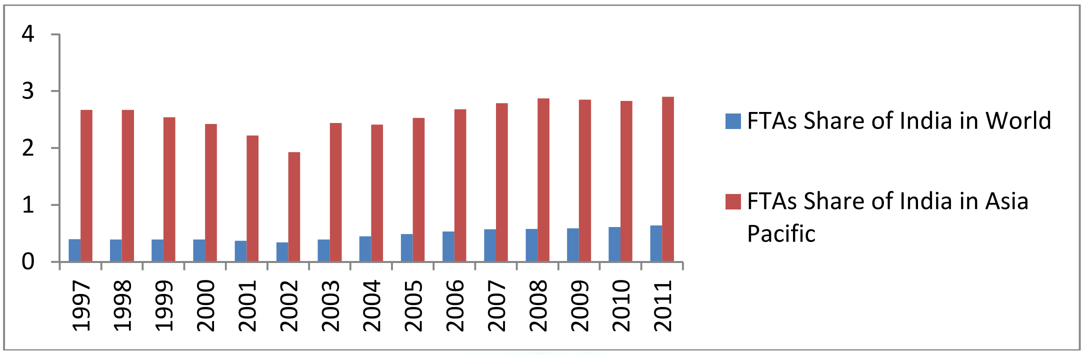
GRAPH: 7- PERCENTAGE SHARE OF TOP 15 COUNTRIES AND OTHERS IN FEE



GRAPH:8- SHARE OF INDIA IN FEE IN WORLD & ASIA PACIFIC FROM 1997 - 2011



GRAPH:9- SHARE OF INDIA IN FTAS IN WORLD & ASIA PACIFIC FROM 1997 - 2011



Sources
(I) UNWTO Tourism Market Trends 2007 Edition.
(II) UNWTO Barometer June 2006-10 & Jan 2007-11.
(III) UNWTO Tourism Highlights 2011 & 12 Editions.

The above table clearly shows the growth rate of Foreign Exchange Earning (FEE), throughout World, Asia & Pacific and India(Million) in US $ Billion and percentage share of India and Asia & Pacific with their share. Total FEE throughout World has increased from 442.8 Billion US dollar in 1997 to 1030 Billion US dollars in 2011. It has increased 2.33 times in the study period. In case of Asia & Pacific FEE has increased from 82.6 Billion US dollar in 1997 to 289.4 Billion US dollar in 2011. It has increased 2.50 times in the study period. And average percentage share of India in Asia & Pacific is 4.75% during the study period. FEE in India has increased from 2889 million US dollar in 1997 to 16564 million US dollars in 2011. It has increased 5.73 times in the study period. And average percentage share of India in throughout World is 1.0% during the study period. Growth rate of FEE is above from world (2.33%) and Asia & Pacific (4.75%). It shows the high growth rate in India during the study period. It also effected to Indian economy also.775.14 in world

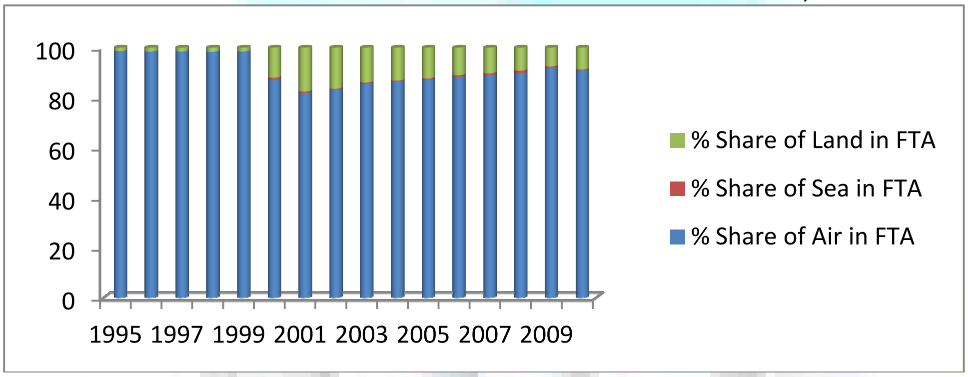
Average FTAs in throughout world is 775.14 million, 144.44 million in Asia & Pacific and 3.80 million in India. Average FTAs percentage share of India in World is 0.475% and Asia & Pacific is 2.583% during the study period. Growth rate of FTAs in world is 1.658% and in Asia & Pacific it is 2.438% during the same time period. While in case of India growth is found 2.654% in the above said time period. It shows the high growth rate in India during the study period. It also effected to Indian economy also.

MODE OF TRAVEL OF FTAs IN INDIA

In the past 'air' has been found to be major preferred of transport. In 2010, out of the 5.78 million foreign tourist arrivals in India, majority (91.8%) arrived by air, followed by land (7.5%) and sea (0.7%). The corresponding figures for 2009 have been 89.8%, 9.2% and 1.0% respectively. Arrivals through land routes comprised tourists mainly from Bangladesh and Pakistan.

Graph shows the FTAs in India via air, land and sea routes during 1996-2010. It is clear that air travel has been the most preferred mode of travel for the FTAs over the years, accounting for more than 80% share in each year during this period. The share of arrivals through land check-post has been above 10% since 2001. Arrivals through sea routes remain less than 1% from 1996 to 2008. However, it was 1.0 % in 2009.

GRAPH:10- FOREIGN TOURIST ARRIVALS IN INDIA ACCORDING TO MODE OF TRAVEL, 1996-2010



Source: Bureau of Immigration, India

Graph shows the FTAs in India via air, land and sea routes during 1996-2010. It is clear that air travel has been the most preferred mode of travel for the FTAs over the years, accounting for 90.85% share in during study period. The share of arrivals through land check-post has been 8.71% in above said period. Arrivals through sea routes remain less than 1% during study period. However, it was 1.0 % in 2008.

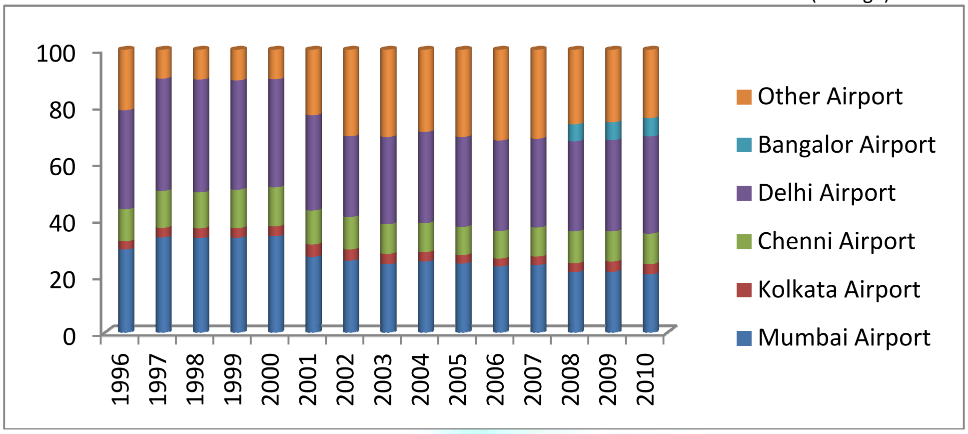
PORT OF ENTRY OF FTAs IN INDIA

During 2010, Delhi airport had registered maximum number of FTAs in India at 34.4% followed by Mumbai airport (20.5%), Chennai airport (10.7%), Bangalore airport (6.5%) and Kolkata airport (3.7%). The corresponding figures for Delhi, Mumbai, Chennai, Bangalore and Kolkata airports in 2009 were 32.2%, 21.5 %, 10.7%, 6.3% and 3.6% respectively. The 4 metro airports, i.e. Delhi, Mumbai, Chennai and Kolkata, accounted for 69.3% of total FTAs in India in 2010, as compared to 68.0 % in 2009.

Graph11 gives the percentage of FTAs in India in 4 major airports during 1996- 2010. It is evident from this Graph that during 1996 to 2010, Delhi airport remained number one airport in terms of FTAs followed by Mumbai airport.

Study found that on average percentage FTA arrivals through various airports from1996 to 2010 comes 26.67, 3.41, 11.43, 34.03, 1.25 and 23.21percent tourist came through Mumbai, Kolkata, Chennai, Delhi, Bangalore and Others Airport respectively.

GRAPH:11-ARRIVALS OF FTAs IN INDIA THROUGH MAJOR PORTS FROM 1996-2010 (in %age)

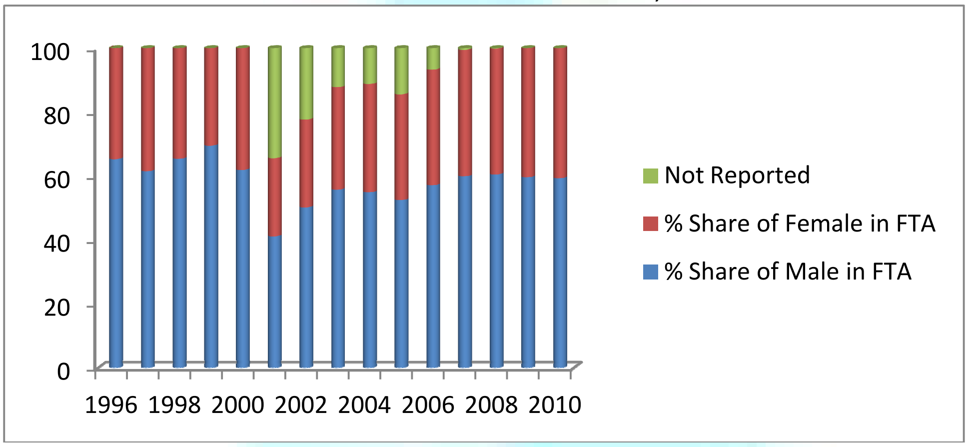


Source: Bureau of Immigration, India

GENDER DISTRIBUTION OF FTAs IN INDIA

During the year 2010, the sex wise distribution of FTAs comprises of 59.3% males and 40.7% females. The male-female break-up of FTAs in 2009 was 59.6% and 40.4% respectively.

GRAPH:12- FTAs IN INDIA ACCORDING TO GENDER, 1996-2010



Source: Bureau of Immigration, India

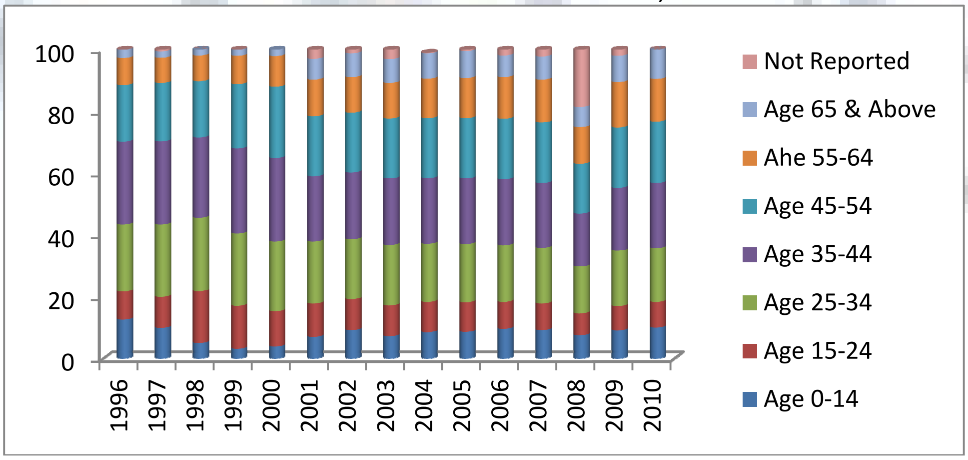
Study shows that on an average contribution of male, female and not reported is counted 58.29, 34.92 and 6.79 percentages respectively. It shows the majority of male. Study shows the proportion of females for most of the countries is in the range of 30% to 45%, for some countries like Egypt, Sudan, Iraq, Israel, Oman, Saudi Arabia, Turkey, Yemen Arab Republic, Afghanistan, Bangladesh, China (Main), Japan, etc, it was substantially low (less than 30%) in 2010. On the other hand, females outnumbered the males in FTAs in India from Kazakhstan (61.3%), Russian Fed. (57.0%), Mauritius (56.1%), Argentina (50.7%) and UAE (50.6%) during 2010.

AGE DISTRIBUTION OF FTAs IN INDIA

Graph 13 gives the percentage distribution of FTAs in India according to age groups during 1996-2010. It may be seen from this table that the proportion of FTAs in different age groups has not changed much in the last 7 years. However, the proportion of FTAs aged 55 or above has increased from 11.5% in 1996 to about 23.3% in 2010. It shows the contribution of FTAs in India according to age group is 8.03, 10.15, 19.89, 22.8, 19.41, 11.53, 5.91 & 2.22 percent of age group 0-14, 15-24, 25-34, 35-44, 45-54, 55-64, above 65 and not reported respectively.

As the proportion of FTAs not reporting their ages has varied over the years, therefore, comparison of age distribution of FTAs needs to be done with caution In 2010, maximum FTAs in India (21.1%) were from 35-44 years age group, followed by the age groups of 45-54 years (19.9%) and 25-34 years (17.4%). Minimum were in the age-group of 15-24 years (8.3%).

GRAPH:13- FTAs IN INDIA ACCORDING TO AGE-GROUP, 1996 TO 2010



Source: Bureau of Immigration, India

The study shows the mean value of FTAs in India. According to age-wise mean value of FTA in India during the study period calculated as like 8.03, 10.15, 19.89, 22.8, 19.41, 11.53,5.91& 2.22 percent for the age group 0-14, 15-24, 25-34, 35-44, 45-54, 55-64, 65 & above and not reported respectively. Country-wise distribution of FTAs in India according to age-groups during 2010 has been shown in the study also. It may be seen that the proportion of FTAs in the age group 0-14 years was the highest for USA (22.5%), UAE (18.5%), Pakistan (16.9%) and Canada & Ireland (14.7%). It is also observed from this table that FTAs in India for the age group 25-34 years has been maximum from Central & South America, Eastern Europe and West Asia whereas countries for Western Europe it was the age-group 45-54 years

PURPOSE-WISE DISTRIBUTION OF FTA IN INDIA

TABLE:1-PURPOSE OF VISIT OF FTAS IN INDIA IN 2010 (%age)

Region	Business & Professional	Leisure, Holiday & Recreation	Visiting Friends & Relatives	Medical Treatment	Others
North America	18.1	13.8	47.5	0.3	20.3
Central & South America	26.9	30.9	20.9	0.3	21.0
Western Europe	22.4	29.0	28.6	0.2	19.9
Eastern Europe	11.1	59.5	6.5	0.5	22.5
Africa	18.6	21.6	29.1	5.4	25.3
West Asia	15.4	22.6	22.3	7.5	32.2
South Asia	8.9	19.9	18.2	8.9	44.1
South East Asia	18.7	33.7	24.8	0.7	22.1
East Asia	53.0	17.5	11.1	0.1	18.4
Australasia	19.7	23.7	40.1	0.3	16.3
Others	3.0	14.2	4.9	0.1	77.8
Stateless	21.5	16.2	20.8	0.0	41.5
Grand Total	18.6	24.0	27.5	2.7	27.2

Source: Bureau of Immigration, India 2012

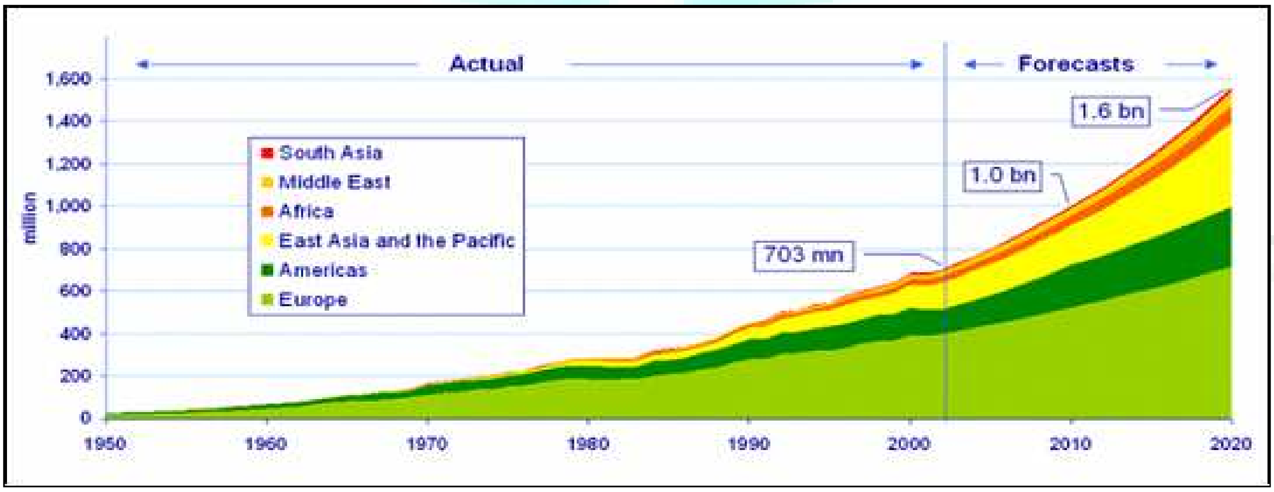
Study shows that FTA visit in India for the purpose of Business & Professional, Leisure, Holiday & Recreation, Visiting Friends & Relatives, Medical Treatment and other purpose 18.6, 24.0, 27.5, 2.7, & 27.2 visit in India in 2010 respectively. About 27.5% of FTAs in India during 2010 were for the purpose of 'visiting friends & relatives', followed by the purpose of 'leisure, holidays and recreation' (24.0%) and 'business and professional' (18.6%). The highest number of visitors in the business and professional category were from China (60.0%) followed by Japan (56.9%), Egypt (47.9%), Republic of Korea (43.1%), etc. Regarding the regional distribution, for business & professionals, maximum (53.0%) visitors were from East Asia followed by 26.9 % from Central & South America. For Visiting friends & relatives purposes, maximum FTAs came from North America (47.5%) followed by Australasia (40.1%). For medical purposes, maximum FTAs came from South Asia (8.9%) followed by West Asia (7.5%), Africa (5.4%), etc.

CURRENT GLOBAL TOURISM TRENDS

Global market trends indicate that long-haul travel, neighbouring country tourism, rural and ethnic tourism, wellness and health holidays, cultural tourism, spiritualism, ecotourism, sports and adventure holidays, and coastal tourism and cruises are a few emerging areas of tourist interest. From a geographic viewpoint, there has been a remarkable rise in Asian tourists, particularly from China and East Asian countries. Further, the average age of the international tourist has also been reducing representing a growing segment of young tourists who would typically travel to take a break from increasingly stressful professional lives.

Given the above factors, robust growth in cultural tourism is likely to continue in the coming years. The World Tourism Organisation (WTO) forecasts over one billion arrivals in 2010 versus approximately 693 million today (See Exhibit below). Worldwide long-distance travel is likely to grow faster (5.4% each year) than travel within regions (3.8%). Continuing world prosperity, growing recognition of cultural tourism's contribution to employment and economic growth, availability of better infrastructure, focused marketing and promotion efforts, liberalization of air transport, growing intraregional cooperation, and a growing number of Public-Private-Partnerships (PPPs) are seen as the key drivers for tourism in the next decade.

FIG.- 14 : WTO FORECAST FOR TOURIST ARRIVALS IN BILLIONS, 1950-2020



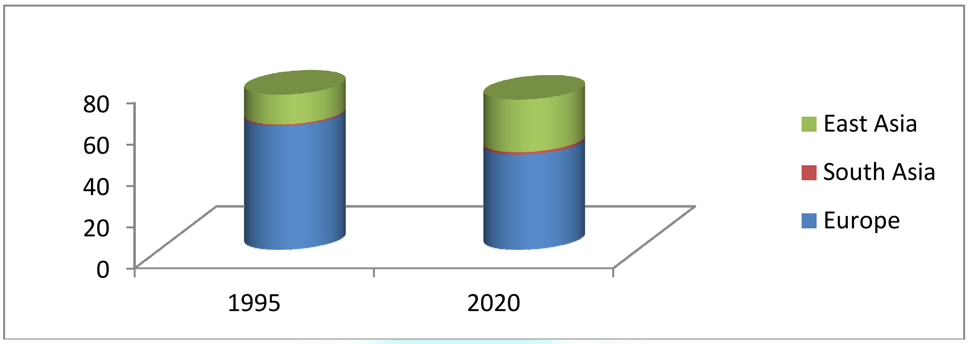
Further, world tourist arrivals in Asia are likely to grow faster than arrivals in Europe and the Asian market share of world tourism would steadily increase until 2020 (See Exhibit below). The shifts in key trends thus represent greater opportunities for developing economies (since tourism brings with it key benefits of boosting foreign exchange while creating jobs). It also creates avenues to develop niche areas such as coastal tourism, medical tourism and rural tourism to enhance the tourist value of destinations.

TABLE -2: INTERNATIONAL TOURIST ARRIVAL FORECASTS BY REGION IN MILLION

Region	Base Year	Forecasts (Million)		Average Annual Growth Rate (%)	Market Share (%)	
Year	1995	2010	2020	1995-2020	1995	2020
World	565.4	1,006.4	1,561.1	4.1	100	100
Europe	338.4	527.3	717.0	3.0	59.8	45.9
East Asia/Pacific	81.4	195.2	397.2	6.5	14.4	25.4
South Asia	4.2	10.6	18.8	6.2	0.7	1.2

Source: World Tourism Organization

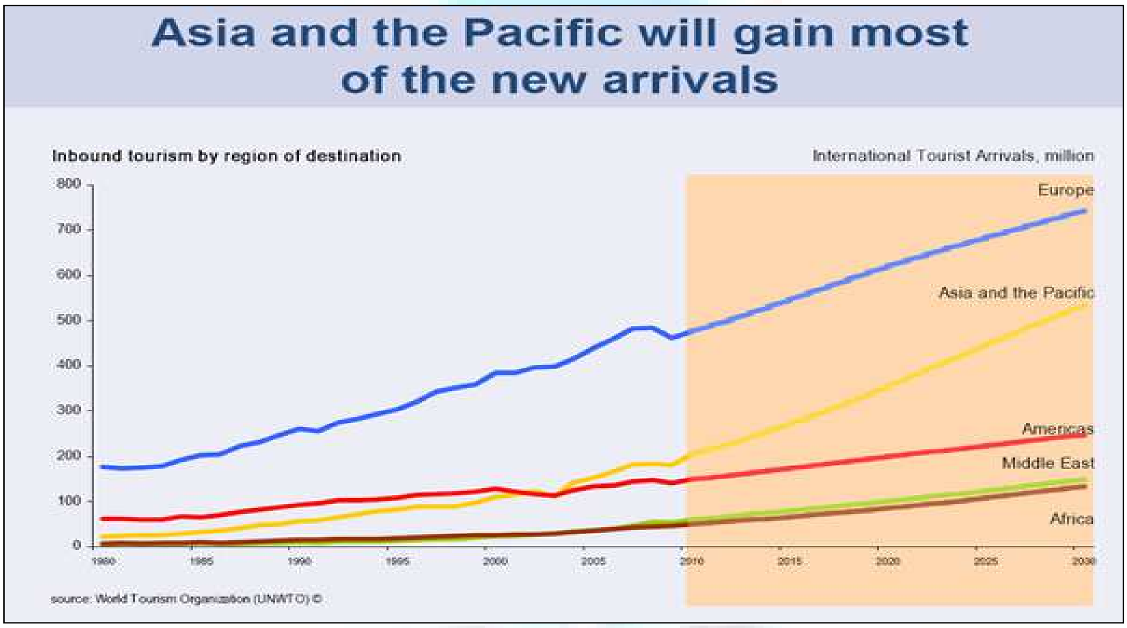
GRAPH:15-PERCENTAGE SHARE OF INTERNATIONAL TOURIST ARRIVAL FORECASTS IN INDIA



As observed, tourism trends around the world are likely to remain robust and the growth of the T&T industry worldwide will significantly impact tourism flows towards the subcontinent.

Asia Pacific to Lead Long-term Tourism Growth

FIGURE -16: GAINS OR PROFITS FROM CULTURAL TOURISM FROM 1980 – 2030



Data source: World Tourism Organization (UNWTO), Published: 13/10/11

International arrivals in emerging economy destinations are expected to continue growing at double the pace (+4.4% year) of advanced ones (+2.2% a year). In absolute terms, the emerging economies of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa will gain an average 30 million arrivals a year, compared to 14 million in the traditional destinations of the advanced economies of North America, Europe and Asia and the Pacific. By 2015, emerging economies will receive more international tourist arrivals than advanced economies, and by 2030 their share is expected to reach 58%.

There will be increases in the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 8% from 6%) and Africa (to 7% from 5%), and further declines in the shares of Europe (to 41% from 51%) and the Americas (to 14% from 16%), mostly due to the slower growth of North America.

By 2030, North East Asia will be the most visited sub region in the world, representing 16% of total arrivals and taking over from Southern and Mediterranean Europe, with a 15% share in 2030.

RECOMMENDATIONS

1. Indian government should promote cultural and medical tourism. Future of tourism industry is very bright if India is capable to cash this opportunity. Growth rate of Indian tourism industry is highest during the study period in comparison to World and Asia growth rate. It should also establish and conduct programs and activities to preserve and maintain examples of traditional arts, music, dance, language and cultures.
2. Infrastructure is very poor in India regarding to engage the trained manpower and availability of room in hotel industry.
3. Costing of travelers is very high in India in comparison to other country. Govt. should reduce the cost and developed the more and more destination for tourism. Because India is very rich in cultural tourism and a lot of destination are unknown by the tourist. Govt. should develop the medical facility because medical tourism is a very hoot industry in india.
4. Establish and conduct programs and activities to promote sustainable development in rural communities in ways that would not affect their local cultures and traditions.
5. Seek and solicit funds from Government, aid donors and other financial institutions to undertake all its programs and activities.

6. Manage solicited funds in a transparent and accountable manner to further the objectives of the association.
7. Undertake other activities as approved and determined by the board and consistent with the objectives and mission statement of the association.

CONCLUSIONS

The share of these 15 countries in total FTAs in India shows a generally increasing trend from 1981. This share, which was 49.6% in 1981, increased to 71.86% in 2010. United States of America maintained its position as the largest market for India during 2010. The arrivals grew 11.35 times from 1981 to 2010 at a CAGR of 8.7 %. The United Kingdom has been the second largest among tourist generating markets for India in the year 2010 as in the past. The arrivals grew 6.51 times from 1981 to 2010 at a CAGR of 6.7%.

India's share in international tourist arrivals, increased from 0.40% in 1997 to 0.61% in 2010. During last 3 years there has been slight improvement in percentage share of India in world. Study found that average amount of FEE in India from FTAs in terms of Rupees and US Dollar is calculated 23009 crore Rs and 5358 US$ from 1991 to 2010. During this period growth rate found 16.37% in term of Rs and 11.95% in term of dollar. During the study period growth rate of FEE from top 15 countries is calculated 42.45% and contribution of rest of the countries is calculated 57.55% during the above said time period.

It is clear from the study that air travel has been the most preferred mode of travel for the FTAs over the years, accounting for more than 80% share in each year during this period. Study shows that on an average contribution of male, female and not reported is counted 58.29, 34.92 and 6.79 percentages respectively.

Study makes a forecast regarding to tourism industry growth for 1995-2020. Worldwide this growth rate is calculated 4.1%. it is not satisfactory. Worldwide long-distance travel is likely to grow faster (5.4% each year) than travel within regions (3.8%). Continuing world prosperity, growing recognition of cultural tourism's contribution to employment and economic growth, availability of better infrastructure, focused marketing and promotion efforts, liberalization of air transport, growing intraregional cooperation, and a growing number of Public-Private-Partnerships (PPPs) are seen as the key drivers for tourism in the next decade.

According to this perception one of the most important international researches on this area the ATLAS research "has indicated that the experiences enjoyed most by tourists tend to be those small-scale, less visited places that offer a taste of 'local' or 'authentic' culture. Tourists increasingly say that they want to experience local culture, to live like locals and to find out about the real identity of the places they visit.

LIMITATION

Tourism industry is a very wide area. It is not possible to cover whole concept. Due to time constraint it is not possible to make study of the all sector as like: cultural tourism, medical tourism, costal tourism etc. it is also not possible to make the comparison of all country. So that researcher takes top 15 countries.

SCOPE FOR FURTHER RESEARCH

Researcher left the area for study of medical, cultural, religious etc. studies. There may be comparative study of various sector and countries.

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