

Out Bound Tourism of India – An Analytical StudyG. Venkateswarlu^{1*}, Dr. K.V.S.N. Jawahar Babu²¹Research Scholar, Vikrama Simhapuri University, Nellore, Andhra Pradesh, India²Associate Professor, Head, Department of Tourism Management, Vikrama Simhapuri University, Nellore, Andhra Pradesh, India***Corresponding author**

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Abstract: India is one the developing country in the world. It has a lot of scope to improve the economic position. Among industries Tourism is one of the emerging industries in developing countries. In post liberalization most of the Indian nationals are doing jobs in abroad and most of them are willing to go for meet the family and some of them are prepare for spending and visiting basis.in Indian nationals 43% of leisure travellers from India say visiting friends and relatives (VFR) was the main reason behind their overseas travel. The aim of the study is to analyze Indian national's departures from India during the period from 1991 to 2014. And To identify the mode of transport-wise distribution of Indians from India during, 2014.

Keywords: Out bound tourism, overseas travel, Mode of transportation.

INTRODUCTION

The tourism industry in India has emerged as the largest sector in the service industry as it contributes over 6.2% of its GDP. In addition, it provides jobs[1] to more than 8.7% of the employed people in the country. Every year, the number of tourists making to India grows by over 5 million. In addition to[1] the foreign visitors, there are more than 525 million local tourists in the country.

The overall size of the Indian tourism industry is around \$100 billion and it is expected thatit would grow to over \$275 billion in the next decade.

The Ministry of Tourism can be credited for this huge success rate because it is aggressively [1] engaged in promoting the industry. It was in order to [1] promote tourism in the country that the Incredible India programwas started. The main tagline of this program, "AtithiDevoBhava" compares guests to God.

However, the tourism industry in India is not as beautiful as it may appear on the top. The insufficient number of available hotel rooms, pushes India [1] behind [1] several other countries. It was only a year ago when the country had around 25,000 hotel rooms for its tourists.

Out bound tourism

Outbound tourism consumption comprises the consumption of resident visitors outside the economic territory of the country of reference [3] and provided by non-residents. It does not include goods and services acquired for or after the trip within the country of reference.

According to the Amadeus-Frost & Sullivan report, a high 43% of leisure travellers from India say visiting friends and relatives (VFR) was the main reason behind their overseas travel.Partly this has to do with the growing diaspora — estimated by the

government at 25 million but Karla puts it at around 100 million. The VFR travellers behave differently than [3] standard vacation travellers.

Reasons for Overseas travel

There are different reasons Indian nationals are go to outside countries .that are

Travel to Meet Family

In pre-liberalization days, with little disposable income and fewer options, holidays for most middle-class Indians [3] were about visiting friends and families in India. It is a trend that is playing out well overseas among globetrotting Indians.

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Visit basis

It is predicted that India will [3] account for nearly 30 million outbound tourists by 2018. While business travel, holiday and VFR trips dominates outbound volumes, people are also opting for niche products like sports tourism, luxury travels[3], MICE, honeymoon packages and cruises.

Thailand has emerged as the most popular tourist destination for Indian travellers. In 2013, over six per cent of the total Indian [3] outbound tourists visited Thailand. Thailand has seen growth in the number of Indian travellers due to its wide range of 'value for money' offerings that include leisure sports, fine dining, adventure services, wellness and quality hotels and resorts.

Singapore is the second most popular destination for Indian outbound tourists being followed by United States and China which stands at the[3] third and fourth spot respectively. Malaysia is the fifth most popular destination for Indian tourists.

Spending basis

Indian outbound tourists spending were around US\$ 17 billion in the year 2013. In terms of spending by Indian tourists[3], United States is the leader with over 30 per cent of spending share in 2013. United States is likely to maintain dominance during the forecasting period as well. Thailand and Singapore together accounts for around 15 per cent share of total outbound spending by Indians in 2013. Australia and United Kingdom stands at the fourth and fifth spot respectively and the gap between them are narrowing[3]. Italy held sixth position in the year 2013, being followed by Malaysia, which is at seventh spot in the same year.

Emerging countries

Objectives

- To identify the reasons for out bond tourism.
- To analyze Indian nationals departures from India during the period from 1991 to 2014.
- To identify the mode of transport-wise distribution of Indians from India during, 2014

Indian tourists have now started exploring new destinations as well. Among the emerging countries, Sri Lanka, Nepal, China, Japan and South Africa are becoming the destination of choice for Indian tourists. In 2013, over 200 thousand Indian tourists [3] visited Sri Lanka while number of Indians visiting Nepal was a little less than Sri Lanka. Japan is also focusing on plans to triple the number of tourists travelling from India to the country by 2020 from the 2013 level. Countries like [3]Indonesia, Philippines, Mauritius and Egypt are also seeing an increase in influx of Indian tourists. We believe that increased promotional activities by travel agents [3] will further drive outbound departures to many new destinations in the years to come.

Based on the current trends we believe Singapore is expected to maintain its leading position for couple of years. United States and China are the third and fourth popular destination for Indian travelers[3]. Malaysia is also gaining foothold in the India Outbound Tourists Numbers. The Top destinations for Indian nationals are

- Singapore
- Thailand
- United states
- Malaysia
- HongKong
- United kingdom
- China
- Switzerland
- Canada
- Srilanka
- Nepal
- Japan
- South Africa
- SouthKorea

RESEARCH AND METHODOLOGY

In this paper I have taken secondary data for analysis of the problem. And also search national rural employment schemes, journals and different books

Table-1: Outbound tourism--Indian nationals' departures from India

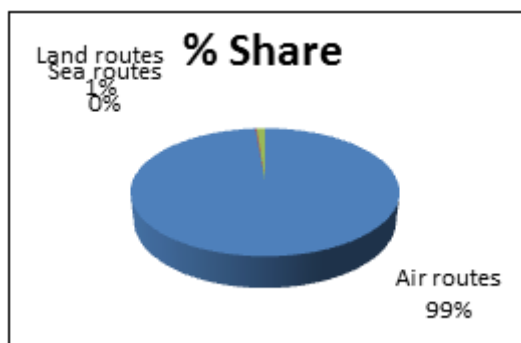
Year	No. of Indian Nationals' departures from India	No. of Indian Nationals' Percentage change over
1991	1942707	-14.8
1992	2161301	11.3
1993	2733304	26.5
1994	2734830	0.1
1995	3056360	11.8
1996	3463783	13.3
1997	3725820	7.6
1998	3810908	2.3
1999	4114820	8.0
2000	4415513	7.3
2001	4564477	3.4
2002	4940244	8.2
2003	5350896	8.3
2004	6212809	16.1
2005	7184501	15.6
2006	8339614	16.1
2007	9783232	17.3
2008	10867999	11.1
2009	11066072	1.8
2010	12988001	17.4
2011	13994002	7.7
2012	14924755	6.7
2013	16626316	11.4
2014	18332319	10.3

From the above table data [2] shows clearly Indian nationals departure is continuously increasing from year by year. The number of Indian nationals' departures from India during 1991 was 1.94 million which rose to 18.33 million in 2014 with a compound

annual growth rate (CAGR) of 10.25%. The Number of Indian nationals' departures from India during 2014 registered a growth [2] of 10.3% over 2013 as compared to 11.4% growth in 2013 over 2012. The figures [2] of Indian nationals 'Departures for the years 1991 to 2014.

Table-2: Mode of Transport-Wise Distribution of Inds from India During, 2014

Mode of transport	Departure	% Share
Air routes	18083765	98.64
Sea routes	32601	0.18
Land routes	215953	1.18
Total	18332319	100.00



From the above table data shows clearly Indian nationals are using the Mode of transport-wise distribution of Indians from India, 99% people are prepared Air transport for departure from India. Rests of the [2] people are prepared 1% land and a very small

percentage of Sea [2] mode are prepared. So finally it gives India having a lot of scope for improvement of Aviation sector.

CONCLUSION

It is concluded that the Indian outbound travel market has grown year by year. Most of the people are professionals; all countries are attracted Indian tourists to increase their foreign exchanging earnings. So it is a good sign to improve overseas travellers from India. Indian country is developing nation for enhance the service industries. After analyzing we are concluded that most of the Indian travellers are prepare Air-transportation approximately 99 percent. Remaining people are preparing land transportation for nearest Asian countries, so it is also one of the benefits to enhance our aviation industry.

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