

International Tourism in India– Perception of Foreign Tourists

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Abstract Taking into consideration the unique, vast and varied tourist resource potential of India, there is tremendous scope for development of International Tourism. Aware of its rich treasure, India, in fact has consistently been trying to allure more and more world trotters, ever since its independence. Incidentally its performance has so far remained too marginal, especially in view of the existing potential, though there has been steady increase in the tourist influx over the years. Talking statistically, the Foreign Tourist Arrivals (FTAs) in India continued to grow from 1.28 million in 1981 to 1.68 million in 1991, 2.54 million in 2001, 6.31 million in 2011 and reached to 7.68 million in 2014. During the year 2014, India registered a positive growth of 10.2 %. The share of India in international tourist arrivals in 2014 was increased to 0.68%, from 0.61% in 2010, and the share of international tourism receipt was 1.58% in 2014 with Foreign Exchange Earnings (FEE) of US \$ 20.24 billion. However, India's rank in the world was 41 in 2014. India accounted for 2.92% of the tourist arrivals in Asia Pacific Region in 2014, occupying 12th ranks in the region, but none the less the fact remains that the country is desperately trying to make out its rightful place in global tourism. The present study examines India's performance in International tourism market over the years and a look into foreign tourists' perspective on various aspects of Tourism in India.

Keywords: Performance, Tourism, Resources, Inbound, Potential

INTRODUCTION

India is credited to pioneer the concept of tourism in the form of pilgrimages, as early as during Vedic Era. Accounts from Epics and *Puranas* reveal that the tradition of religious travels flourished all through the ancient times, and that, sincere efforts were made by the contemporary rulers to develop wayside facilities and amenities, especially at the sacred centers. In fact, aware of the paramount contributions of 'travel' in broadening the horizons of knowledge vis-à-vis fostering social integration, it was intelligent blend with religious dicta so as to make travelling a social movement. The principle of *Atithi Devo Bhav* (Guest is God) is still valued by the society through the rising materialism has considerably eroded it. Taking into consideration of the unique, vast and varied tourist resource potential of the country, there is tremendous scope for development of international tourism in India. Aware of its rich treasure, India in fact has consistently been trying to allure more and more

world trotters, ever since its independence. Incidentally its performance has so far remained too marginal, especially in view of the existing potential, though there has been steady increase in the tourist influx over the years.

India occupies a strategic location in the Asia- Oceania region and it has fabulous natural and cultural tourist resource wealth. It is now high time that the country prepares herself to the big tourist boom that is on the cards. This, in turn, would demand for a thoroughly professional attitude and efforts on part of the tourism players of the country at micro and macro regional perspectives. Appropriate strategies to penetrate the desired "niche markets", must be taken up on a priority basis. Accordingly, the facilities, amenities and services need to be shaped, but in the manner that the tourist plant doesn't act parasitically on the destination environment. It must also not lead to the dilution or distortion of the "local values", leave aside creating a negative image of the country. So far 'the practice has been to create the tourist supplies on the basis of perceived perceptions and not on authentic research on the actual and potential tourist demands, (Kandari, 1994).

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The Foreign Tourist Arrivals (FTAs) in India has continued to grow from 1.28 million in 1981 to 1.68 million in 1991, 2.54 million in 2001, 6.31 million in 2011 and reached 7.68 million in 2014 (DOT, Government of India). During the year 2014, India registered a positive growth of 10.2 % over 2013, substantially exceeding the UNWTO's estimated growth rate of 4.4% for the world in 2014. The compound annual growth rate (CAGR) in FTAs in India during 2001 to 2014 was 9.5%. The growth in FTAs in India during the eighties and 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 and 1998. Since the year 2003 there has been a consistent growth in FTAs except for the year 2009. Reviewing the above statistics India's performance in International Tourism market cannot be considered upto the mark by any standards. India being immensely a resourceful country accounts for merely 0.68% of international tourist arrivals and 1.58% of international tourism receipt in 2014 with Foreign Exchange Earnings (FEE) of US \$ 20.24 billion virtually indicating towards a very disappointing performance, but none the less the fact remains that the country is desperately trying to make out its rightful place on the International map of tourism.

REVIEW OF LITERATURE

The relevant literature on the topic of research has been reviewed while formulating the research objectives and it would identify the research gap filled up in the form of present study. Tourism today is universally recognized as the fastest growing global industry after Information Technology (IT). However it becomes much more significant compared to the IT industry owing to its multifarious and far reaching socio-economic, cultural and environmental implications. However, though a good deal of literature on different perspectives of tourism is now available on International tourism, or otherwise, the tourism sector as a whole has been the subject of numerous books. These include, Came, R. (1969); Singh(1974); Wahab (1975); Robinson (1976); Mill, R.C., & Morrison, A.M. (1985); Sharpley (1994); Harris et al. (1996); Jayawardena (2004); Cooper (2005); Stone (2006); Ball, S., & Horner, S. (2007); Alam (2008); Papatheodorou & Forsyth (2008); Yeoman (2008); Kant, (2009); Sharpley (2010).

The idea why the nature or structure of tourism can be defined as an economic sector, depends upon the procurement of goods and services to facilitate people's travel and their activities at the destination, and these goods and services actually represent big business (Krippendorf, 1986). Thus, tourism is no longer a luxury only available to the wealthy few but democratized and available to the masses (Urry 2001)

Tourism requires careful planning and building of infrastructure. Tourism is, to a large degree, a resource-

based activity, interacting with natural systems and with a capacity to initiate far-reaching changes on the environment (Pigram, 1992). Thus, managing environmental issues is of key importance to tourism planning. Unplanned tourism has led to environmental degradation in developing countries. Conventional forms of tourism development will affect resource quality and tourists will seek other destinations. Broad regional planning approaches for tourism in general have been elaborated by many authors, like Inskeep (1987) and Gunn(1988). Motivation models and studies are seen in a variety of literatures in understanding tourist behaviour in relation to different aspects of tourism, for example, the destination choice (Chan and Baum, 2007; Park and Yoon, 2009), Tourists' purchase decision/spending pattern e.g. tourists, souvenir purchase decision by (Swanson and Horridge, 2006), and tourism business marketing and planning strategies (Bansal 2004). The results lead to a greater understanding of tourists, behaviours and thus contributing to effective marketing strategy in targeting the right tourist market.

Talking in Indian context, while appreciating tourist resource potential in the country, Hinchingsbrook (1970) in his thought-provoking article "The Myth of Tourism", observes that, "the great mass of India's potential market is still awaiting to be told what India really is". Almost similar views have been expressed by Chester Bowles (1967) in his paper "Tourism - An Untapped Market" of India's ancient glories and varied natural resources. Thus, while the earlier statement speaks of the failure of the country in terms of en-cashing her vast resource potential, the latter, in a way, is a feedback on the prevailing market awareness, about its otherwise class historical, cultural and natural tourist treasures.

The observations of Singh (1974); Anand (1976), Bagri (1992); Bansal (1994); Punia (1994); Gupta S.K. (2002); Singh.(1999); Kabia.(2003); Khare (2010) and various other researchers, though made in different context of Indian tourism, are taken into consideration. The poor performance of the country can be largely attributed to the lack of an effective, long term integrative tourism planning and not its weak economic base. This conclusion is supported by the fact that there is no dearth of the tourist activities that can be promoted with proper planning of infrastructural inputs. Badar (2008) accounts for the dismal performance of India's tourism, despite its huge potential and opportunities it has failed to emerge as a major destination in the world in general and in Asia in particular. It is now imperative on the part of the Department of Tourism to fight all the way to get the resources required for integrated infrastructure development. Given the huge potential and opportunities of the sector, while making efforts towards the growth of tourism and scaling up incentives, there is an immediate need to ensure that the growth is geared towards citizen's empowerment and commercial and ecological sustainability.

Objectives of the Study

This study is undertaken with the following objectives:

- To study the performance of India with respect to International tourism.
- To examine the perception of the foreign tourist on the Status of domestic transport services in India
- To examine the foreign tourists' opinion on various facilities relating to accommodation in India.
- To analyse the perception of foreign tourists about different aspects of tourist destinations of India.

RESEARCH METHODOLOGY

The present study was based on both primary and secondary data. Secondary data were collected from different publications and websites. Primary data were collected from foreign tourists. The respondents for the survey were selected using random sampling technique, from the places of tourism importance in Delhi through questionnaires personally distributed to the randomly selected foreign tourists. The information was collected from 350 respondents among foreign tourists visiting Delhi. Data analysis was done by using the Statistical Package for Social Sciences (SPSS Version 12.0). Statistics like mean, standard deviation and Factor analysis were used to investigate the perception of foreign tourists on domestic transport services, accommodation and other different aspects of tourist destinations of India.

RESULTS AND DISCUSSION

Foreign tourists' perception about various tourism related facilities available at different places of tourism importance in India, their purpose of visit and various aspects of tourism was analyzed. Distribution of sample respondents in terms of their nationality and their demographic profile are shown in Table 1.1 and Table 1.2.

Table 1.1. Country-wise Distribution of Sample Foreign Tourists

Country	Number of Respondents	% to Total
USA	40	11.4
Britain	44	12.6
France	39	11.1
Germany	42	12.0
Greece	35	10.0

Country	Number of Respondents	% to Total
Italy	33	9.4
Netherland	47	13.4
Poland	35	10.0
Sweden	35	10.0
Total	350	100.0

Source: Primary Data.

From Table 1.1, it can be observed that out of 350 foreign tourists in the sample 13.4 per cent of the foreign tourists were from Netherlands followed by 12.6 per cent from Britain and 12.0 per cent from Germany. Tourists from America and France visiting Delhi were 11.4 per cent and 11.1 per cent respectively. 10 per cent each from Greece, Poland and Sweden and 9.4 per cent from Italy were found.

Table 1.2. Demographic Profiles of Respondents

Demographic Profile		Number of Respondents	% to Total
Sex			
	Male	177	50.6
	Female	173	49.4
Age			
	Up to 20	92	26.3
	21 – 35	88	25.1
	Above 35	170	48.6
Occupation			
	Student	86	24.6
	Serviceman	90	25.7
	Businessman / Industrialist	174	49.7
Annual Income			
	Up to Rs.15 lac	49	14.0
	Rs.16 - 25 lac	84	24.0
	Above Rs.25 lac	217	62.0
Total Sample		350	100.0

Source: Primary Data.

Table 1.2, presents the distribution of sample respondents with respect to demographics. There were 177 (50.6%) male tourists and 173 (49.4%) female tourists. Out of 350 tourists surveyed, 170 (48.6 per cent) were found to be in the age above 35 years, 88 (25.1 per cent) of them were in the age between 21-35 years and the remaining 92 (26.3 per cent) of the respondents were up to 20 years. Out of total respondents, 174 (49.7 per cent) were Businessmen / Industrialist,

followed by Servicemen and Students with 25.7 per cent and 24.6 per cent respectively. As all the tourists in the survey were foreign tourists, the perceived annual income were converted into Indian rupee equivalent. The annual income of the foreign tourists in the sample was above Rs.25 lac for 62.0 per cent, between Rs.16-25 lac for 24.0 per cent and up to Rs.15 lac for 14.0 per cent.

Table 1.3 shows the distribution of the foreign tourists based on their opinion about duration of stay in India.

Table 1.3. Duration of Stay in India by Foreign Tourists

Duration	Number of Respondents	% to Total
Less than 3 days	90	25.7
3 - 7 days	80	22.9
8 - 15 days	92	26.3
Above 15 days	88	25.1
Total Sample	350	100.0

Source: Primary data.

It can be seen from the table that 26.3 per cent of the tourists (92 out of 350) in the sample had stated as staying for 8-15 days followed by 25.7 per cent with less than 3 days stay in India. 25.1 per cent of the respondents had stayed for more than 15 days and 22.9 per cent of the tourists had stayed for 3-7 days. Overall, it was found that the respondents were almost equally distributed regarding the different duration of stay in India.

Table 1.4 has highlighted the importance of various purposes of visit based on the opinion of tourists. As reported in the table, visiting India for business, health, study, visiting family / relatives, religious and sport purpose was of the lower importance. On the other hand, visiting India for the 'culture' and doing 'adventure' and visiting wildlife was the important purpose.

From the observation of the mean scores, it was apparent that visiting India for purposes other than 'Culture', 'adventure' and 'wildlife' were less important. So, it could be concluded that purposes of foreign tourists visiting India were for understanding the culture, doing adventure and enjoying wildlife.

Table 1.4. Purpose of Visit – Opinion of the Foreign Tourists

Purpose	Little Extent	Some Extent	Moderate Extent	High Extent	Very High Extent	Mean	Standard Deviation
Business	275	29	29	16	1	1.40	0.85
	(78.6)	(8.3)	(8.3)	(4.6)	(0.3)		
Health	213	72	57	5	3	1.61	0.87
	(60.9)	(20.6)	(16.3)	(1.4)	(0.9)		
Culture	1	49	127	158	15	3.39	0.79
	(0.3)	(14.0)	(36.3)	(45.1)	(4.3)		
Adventure	8	65	103	137	37	3.37	0.98
	(2.3)	(18.6)	(29.4)	(39.1)	(10.6)		
Wildlife	65	58	82	75	70	3.08	1.39
	(18.6)	(16.6)	(23.4)	(21.4)	(20.0)		
Study	213	61	44	23	9	1.73	1.08
	(60.9)	(17.4)	(12.6)	(6.6)	(2.6)		
Mission/meeting / congress	244	33	27	41	5	1.66	1.12
	(69.7)	(9.4)	(7.7)	(11.7)	(1.4)		
Family (Visiting family or relatives)	251	29	15	35	20	1.70	1.26
	(71.7)	(8.3)	(4.3)	(10.0)	(5.7)		
Religious	212	42	28	54	14	1.90	1.29
	(60.6)	(12.0)	(8.0)	(15.4)	(4.0)		
Sports	227	38	34	40	11	1.77	1.20
	(64.9)	(10.9)	(9.7)	(11.4)	(3.1)		

Figures in brackets are percentages to Row total. (Row total = N = 350)

Regarding various domestic transport services in India, the foreign tourists' opinion was obtained and analyzed. Table 1.5 presents the results of frequency and percentage along with Mean and standard deviation of the perception scores. An examination of the table shows that status of all domestic transport services were from moderate to high extent in India

because more than 50 per cent of the respondents' opinion in this regard had fallen in the range with above moderate level. From the examination of the mean perception score, it was found that all mean scores were in between 2.50 and 3.50, the range for moderate extent. So, it can be concluded that overall quality of domestic transport services is moderate in India.

Table 1.5. Status of Domestic Transport Services in India – Perception of the Foreign Tourists

Particulars of Domestic Transport Services	Little Extent	Some Extent	Moderate Extent	High Extent	Very High Extent	Mean	Standard Deviation
Air flight connectivity	48	61	84	88	69	3.20	1.31
	(13.7)	(17.4)	(24.0)	(25.1)	(19.7)		
Rail connectivity	40	49	110	95	56	3.22	1.21
	(11.4)	(14.0)	(31.4)	(27.1)	(16.0)		
Coach connectivity	45	54	101	110	40	3.13	1.19
	(12.9)	(15.4)	(28.9)	(31.4)	(11.4)		
Availability	35	60	119	103	33	3.11	1.11
	(10.0)	(17.1)	(34.0)	(29.4)	(9.4)		
Variety	42	47	108	115	38	3.17	1.16
	(12.0)	(13.4)	(30.9)	(32.9)	(10.9)		
Frequency	35	44	113	110	48	3.26	1.15
	(10.0)	(12.6)	(32.3)	(31.4)	(13.7)		
Punctuality	32	44	119	108	47	3.27	1.13
	(9.1)	(12.6)	(34.0)	(30.9)	(13.4)		
Connectivity	36	56	116	102	40	3.15	1.14
	(10.3)	(16.0)	(33.1)	(29.1)	(11.4)		
Comfort	34	54	105	118	39	3.21	1.13
	(9.7)	(15.4)	(30.0)	(33.7)	(11.1)		
Safety / Security	44	51	101	105	49	3.18	1.22
	(12.6)	(14.6)	(28.9)	(30.0)	(14.0)		
Overall quality of services	35	56	100	105	54	3.25	1.19
	(10.0)	(16.0)	(28.6)	(30.0)	(15.4)		

Figures in brackets are percentages to Row total

In Table 1.6 the opinion of the foreign tourists regarding the quality of accommodation is shown. It can be seen that majority 65.7% of respondents were either satisfied or highly satisfied regarding the location of accommodation units in India. In respect of building architecture, 37.4 per cent of the respondents were undecided while 32.6 per cent of the

respondents were satisfied. The scenario in terms of interior décor was somewhat similar to that of building architecture. Regarding overall ambience in the hotels, 39.1 per cent of the respondents were satisfied. The number of 'dissatisfied' and 'undecided' cases were more in respect of quality of service, safety and security and medical facilities.

Table 1.6. Opinion of the Foreign Tourists on quality of Accommodation in India

Facilities	Highly Dissatisfied	Dissatisfied	Undecided	Satisfied	Highly Satisfied	Mean	Standard Deviation
Location		3	117	125	105	3.95	0.82
		(0.9)	(33.4)	(35.7)	(30.0)		
Building Architecture	3	101	131	114	1	3.03	0.81
	(0.9)	(28.9)	(37.4)	(32.6)	(0.3)		
Overall Ambience		101	112	137		3.10	0.82
		(28.9)	(32.0)	(39.1)			
Interior Décor	2	115	112	120	1	3.01	0.84
	(0.6)	(32.9)	(32.0)	(34.3)	(0.3)		
Quality of services		101	124	118	7	3.09	0.84
		(28.9)	(35.4)	(33.7)	(2.0)		
Safety / Security		117	116	113	4	3.01	0.84
		(33.4)	(33.1)	(32.3)	(1.1)		
Cleanliness and hygiene	2	160	175	13		2.57	0.58
	(0.6)	(45.7)	(50.0)	(3.7)			
Parking	4	159	175	11	1	2.56	0.59
	(1.1)	(45.4)	(50.0)	(3.1)	(0.3)		
Travel information	1	164	161	18	6	2.61	0.67
	(0.3)	(46.9)	(46.0)	(5.1)	(1.7)		
Medical facilities	2	7	180	159	2	3.43	0.58
	(0.6)	(2.0)	(51.4)	(45.4)	(0.6)		
Provision of shopping arena	1	6	124	105	114	3.93	0.88
	(0.3)	(1.7)	(35.4)	(30.0)	(32.6)		
Attitude of the staff	2	6	161	175	6	3.51	0.59
	(0.6)	(1.7)	(46.0)	(50.0)	(1.7)		
Bank services	3	5	162	177	3	3.49	0.59
	(0.9)	(1.4)	(46.3)	(50.6)	(0.9)		

Figures in brackets are percentages to Row total

It can further verified from the mean perception scores on the quality of accommodation facilities. Location of the accommodation (hotel) with Mean of 3.95, provision for shopping arena with Mean of 3.93 and attitude of the Staff with Mean of 3.51 as well as that of 'Bank services' with Mean of 3.49, near to 3.50 are in undecided range. Therefore, it is concluded that the foreign tourists are satisfied with location

of the accommodation (hotel), provision for shopping arena and attitude of the Staff and 'Bank services' whereas they are neither dissatisfied nor satisfied with other services available in the accommodations in India.

The status of fifteen different aspects of tourism based on the views of the foreign tourists is analyzed and the results of the analysis are reported in Table 1.7.

Table 1.7. Various Aspects of Tourism in India as Perceived by Foreign Tourists

Aspects of Tourism	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean	SD
Host Society is generally hospitable	30 (8.6)	97 (27.7)	158 (45.1)	62 (17.7)	3 (0.9)	2.75	0.88
Travel trade people adopt unethical practices	19 (5.4)	97 (27.7)	163 (46.6)	68 (19.4)	3 (0.9)	2.83	0.83
Places are generally polluted	23 (6.6)	88 (25.1)	161 (46.0)	69 (19.7)	9 (2.6)	2.87	0.89
Places are generally over crowded	30 (8.6)	98 (28.0)	151 (43.1)	67 (19.1)	4 (1.1)	2.76	0.90
Overall safety and security is not good	24 (6.9)	95 (27.1)	151 (43.1)	78 (22.3)	2 (0.6)	2.83	0.87
Public utility services are poor	26 (7.4)	104 (29.7)	149 (42.6)	67 (19.1)	4 (1.1)	2.77	0.88
Tourist sites are poorly maintained	16 (4.6)	100 (28.6)	170 (48.6)	61 (17.4)	3 (0.9)	2.81	0.80
Transport facilities are substandard	18 (5.1)	97 (27.7)	167 (47.7)	66 (18.9)	2 (0.6)	2.82	0.81
Maintenance and management of Monuments are good	24 (6.9)	111 (31.7)	146 (41.7)	63 (18.0)	6 (1.7)	2.76	0.89
Tourist facilities are not up to the mark	17 (4.9)	96 (27.4)	153 (43.7)	80 (22.9)	4 (1.1)	2.88	0.85
Visa ,immigration and customs regulations are complicated	23 (6.6)	84 (24.0)	168 (48.0)	69 (19.7)	6 (1.7)	2.86	0.87
Hotels are suitably located	31 (8.9)	91 (26.0)	154 (44.0)	68 (19.4)	6 (1.7)	2.79	0.91
Lack of availability of trained tourist guides	25 (7.1)	106 (30.3)	153 (43.7)	62 (17.7)	4 (1.1)	2.75	0.87
Recreation / Entertainment facilities are scarce	30 (8.6)	108 (30.9)	144 (41.1)	63 (18.0)	5 (1.4)	2.73	0.90
There are good opportunities for night life	37 (10.6)	81 (23.1)	164 (46.9)	63 (18.0)	5 (1.4)	2.77	0.92

Figures in brackets are percentages to Row total.

From the perusal of the table 1.7, it is understood that the opinion of the single largest respondent group was 'undecided' in respect of all aspects of tourism in India. However, next to the number of cases with 'undecided' opinion, the substantial numbers of cases were found with 'agree' opinion about all aspects. The mean scores, which ranges between 2.73 and 2.88, were in 'undecided', i.e., neither disagree nor agree range. Hence, from the above picture, it is found that the foreign tourists are with moderate views about various tourism related aspects in India.

To identify the underlying dimensions of tourism in India based on the views of the international tourists, the data are subjected to principal component method of factor analysis with varimax rotation. The results of factor analysis, such as eigenvalue and explained variance of each factor are reported in Table 1.8 and factor loadings of each item with valid factors are shown in Table 1.9. According to the Table 1.8, initial eigen values, that is eigenvalues before vairmax rotation, for first five factors are above one, indicating that these factors are important factors underlying tourism in

India as perceived by international tourists (foreign tourists visiting India). The eigenvalue for first, second, third, fourth and fifth factors is 4.14, 1.70, 1.68, 1.18 and 1.11 with explained variance of 27.61 per cent, 11.30 per cent, 11.23 per cent, 7.84 per cent and 7.41 per cent in the actual data set before varimax rotation respectively.

Table 1.8. Eigenvalues of Factors Underlying Various Aspects of Tourism in India as per Foreign Tourists

Factors	Eigenvalue	% of Total Variance	Cumulative % of Total Variance
1	4.14	27.61	27.61
2	1.70	11.30	38.91
3	1.68	11.23	50.15
4	1.18	7.84	57.98
5	1.11	7.41	65.39
6	0.90	6.01	71.40
7	0.74	4.93	76.33
8	0.70	4.66	80.99
9	0.55	3.67	84.66
10	0.50	3.33	87.99
11	0.45	2.98	90.97
12	0.40	2.68	93.65
13	0.37	2.48	96.13
14	0.33	2.18	98.31
15	0.25	1.69	100.00

Source: Primary Data

All the above five factors together possess 65.39 per cent of the characteristics of the actual data pertaining to various major aspects underlying tourism in India. So, first five factors are major factors underlying the international tourism

in India and the factor loadings of items with valid factors are reported in Table 1.9 in order to understand each factor's characteristics.

The factor loadings of each item on five valid factors underlying tourism in India based on the views of the foreign tourists after varimax rotation are reported in Table 1.9. From the observation of the table, it is evident that the variance in the actual data explained by first, second, third, fourth and fifth factor is 13.19 per cent, 13.76 per cent, 16.37 per cent, 12.30 per cent and 9.76 per cent respectively. The total variance explained by all five factors after varimax rotation, 65.39 per cent is as same as that of before varimax rotation. Varimax rotation has maximized the individual factor's explained variance but not total explained variance. From the examination of the factor loadings of each item with valid factors, it is understood that items 15 (0.72), 12 (0.69), 14 (0.64) and item 1 (0.59) with first factor, items 10 (0.86), 11 (0.84) and 13 (0.70) with second factor, items 4 (0.86), 3 (0.85) and 7 (0.83) with third factor, items 8 (0.88), 5 (0.73) and 2 (0.55) with fourth factor, and items 6 (0.81) and 9 (0.79) with fifth factor are highly loaded (have high correlations) compared to factor loadings of respective those items with other remaining factors.

From an item's highest loading with each factor, it is understood that the first factor is highly characterized by 'There are good opportunities for night life'. Similarly, second factor possess maximum characteristics of 'Tourist facilities are not up to the mark' and 'Visa ,immigration and customs regulations are complicated', third with 'Places are generally over crowded', 'Places are generally polluted' and 'Tourist sites are poorly maintained', fourth with 'Transport facilities are substandard' and fifth factor possessing the characteristics of 'Public utility services are poor'.

Hence, based on high loadings of the items, the first, second, third, fourth, fifth and sixth factor is labeled as 'Good Opportunities for Night Life', 'Substandard Facilities for Tourists', 'Tourist Places are polluted and crowded', 'Substandard Transport Facilities' and 'Poor Maintenance of Public Utility Services and Monuments' respectively. Therefore, it is concluded that there are five major aspects namely 'Good Opportunities for Night Life', 'Substandard Facilities for Tourists', 'Tourist Places are polluted and crowded', 'Substandard Transport Facilities' and 'Poor Maintenance of Public Utility Services and Monuments' underlying about tourism in India according to foreign tourists.

Table 1.9. Loadings of Items with Valid Factors Underlying Aspects of Tourism in India (After Varimax Rotation)

	Description of Scale Items	Valid Factors				
		F1	F2	F3	F4	F5
15	There are good opportunities for night life	0.72	0.05	0.18	0.19	-0.03
12	Hotels are suitably located	0.69	0.12	0.06	0.28	0.15
14	Recreation / Entertainment facilities are scarce	0.64	0.07	0.22	-0.05	0.08
1	Host Society is generally hospitable	0.59	0.09	0.12	0.04	0.27
10	Tourist facilities are not up to the mark	0.07	0.86	0.00	-0.04	0.11
11	Visa ,immigration and customs regulations are complicated	0.07	0.84	0.14	0.06	-0.02
13	Lack of availability of trained tourist guides	0.05	0.70	0.24	0.24	-0.03
4	Places are generally over crowded	0.13	0.05	0.86	0.15	0.06
3	Places are generally polluted	0.08	0.11	0.85	0.07	0.11
7	Tourist sites are poorly maintained	0.07	0.13	0.83	0.05	0.10
8	Transport facilities are substandard	0.04	0.05	0.14	0.88	0.11
5	Overall safety and security is not good	0.19	0.04	0.18	0.73	0.07
2	Travel trade people adopt unethical practices	0.34	0.21	-0.11	0.55	0.14
6	Public utility services are poor	0.18	0.09	0.02	0.09	0.81
9	Maintenance and management of Monuments are good	-0.01	-0.02	0.26	0.14	0.79
Explained Variance		1.98	2.06	2.46	1.84	1.46
% of Total Variance		13.19	13.76	16.37	12.30	9.76
Cumulative % of Total Variance		13.19	26.95	43.33	55.63	65.39
Factor Label		Good Opportunities for Night Life	Substandard Facilities for Tourists	Tourist Places are polluted and Crowded	Sub-standard Transport Facilities	Poor Maintenance of Public Utility Services and Monuments

Source: Primary Data. Boldfaced are high factor loadings.

Table 1.10. Perceived Status of Major Aspects Underlying Tourism in India

Major Aspects	Mean	SD
Good Opportunities for Night Life	2.77	0.63
Substandard Facilities for Tourists	2.97	0.69
Tourist Places are polluted and Crowded	2.86	0.75
Substandard Transport Facilities	2.82	0.65
Poor Maintenance of Public Utility Services and Monuments	2.76	0.74

Source: Primary data.

The status of five major aspects underlying Indian tourism based on the views of the international tourists is evaluated by calculating mean scores for each aspect. Table 1.10 shows the results of the same. From the perusal of the table, it becomes apparent that the mean scores for all five major aspects of tourism, ranges between 2.76 and 2.97, are in 'undecided', i.e., 'neither disagree nor agree' range.

Hence, from the mean scores, it is found that the status of major aspects underlying tourism in India, namely 'Good Opportunities for Night Life', 'Substandard Facilities for Tourists', 'Tourist Places are polluted and crowded', 'Substandard Transport Facilities' and 'Poor Maintenance of Public Utility Services and Monuments' are neither low nor high, instead they are at moderate level in the places of tourism importance in India according to the perception of foreign tourists visiting India.

CONCLUSION AND RECOMMENDATIONS

It is found from the study that major purpose of foreign tourists visiting India are for understanding the culture, doing adventure and enjoying wildlife. From the viewpoint of foreign tourists overall quality of domestic transport services is moderate in India and they are satisfied with location of the accommodations (hotels), provision for shopping arena and attitude of the Staff whereas they are neither dissatisfied nor satisfied with other services available in the accommodations in India. Regarding 'cleanliness and hygiene', the foreign tourists are found to be with moderate satisfaction. The foreign tourists have moderate opinion about travel trade people, polluted places, over crowding, safety aspects, public utility services, maintenance of tourist sites, transport facilities, maintenance and management of monuments, tourist facilities, visa regulations, availability of trained tourist guides, recreation and entertainment

facilities. The status of 'Opportunities for Night Life', 'Substandard Facilities for Tourists', 'polluted and crowded tourist places', 'Substandard Transport Facilities' and 'Poor Maintenance of Public Utility Services and Monuments' are at moderate level in the places of tourism importance in India according to the perception of foreign tourists visiting India.

The global economic trend in tourism has been marching forward with leaps and bounds despite of decline in the end of 20th century and in the beginning of 21st century. India, a country with plethora of natural resources and diversity in cultural resources to cater all segments of tourists across the globe is distinct from rest of the world in terms of tourism resources despite of that the nation struggles to leave a profound impact on international tourist statistics. The causative factors those are responsible for less international tourists inflow are destination image and socio-political conditions of the country. On the others side of the tourism development our support infrastructure and services like poor transportation, non-standardization of rates and fares, lack of trained professionals and gap between demand and supply of human resources and infrastructure etc. are hindrance to it. Putting the above normative and causative factors of the discourse in a nut shell the resulting prognosis provides some of the operational and viable asylum to the 'national treatment'. The first is to treat the national interest with a broader agenda within stipulated deadlines; if it is marketing and promotion it should be best executed in collaboration and integration with embassies, trade and tourists offices and cultural bodies across the globe. The second if it is the socio-political concern or the infrastructure bottlenecks, massive campaign should be launched to rebuild the image of India as unique tourist destination along with improvement of quality of the infrastructure. The national image building needs a collaborative and scrutinized approach with a frequent retrospect to this. Government of India should take necessary steps to control the unethical practices of trade people in order to create confidence among the inbound tourists in India. Last but not the least if the tourism development can properly be managed through effective policy frame works, collaborative destination promotions and positive local attitudes it has the both potential and ability to contribute to national integrity, invisible export, foreign exchange, income generation and employment opportunities.

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