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**A NEW INSIGHT INTO AN ALTERNATIVE METHODOLOGY FOR TOURISM POLICY AND
SUSTAINABILITY IN INDIA**

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ABSTRACT

Tourism sector is not only a growth engine but also an employment generator of the nation. Nevertheless, it is the number of tourist arrival which defines the present status and future prospects of tourism. Further, various measures have been used to rank the top tourism economy in the world especially on the basis of tourist arrival, tourism receipt, tourism expenditure etc. The present study is an attempt to overview and rank the comparative status of tourism among the Indian states, with the help of Density of Tourist Population (DTP). The study concludes that DTP can be used as an easy and simple alternative method to rank the states. According to DTP ranking, Delhi, Chandigarh, Daman and Diu, Pondicherry and Tamil Nadu has been ranked as the top five states and Union Territories (U.Ts), and Nagaland, Mizoram, Arunachal Pradesh, Manipur and Meghalaya are the lowest five states. The present study advocates for sustainable tourism policy in top ranked states/U.Ts and Tourism destination development policy in lowest ranked states/U.Ts. It has also been observed that the North-eastern states of India need more comprehensive planning in this regard. In this context, the present study does not advocate to stop the inflow of tourists in the area of high DTP area. Rather, it alerts the planner and gives a light to plan properly and take immediate sustainable planning and research for the top ranked states/U.Ts and Tourism Destination Development planning for the lowest ranked states/U.Ts.

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INTRODUCTION

Tourism is the most rapid and flourishing industry in the world today. Tourism is arguably the world's largest and fastest growing industry. Most governments encourage tourism for its ability to spread economic development and reduce inequalities in income distribution by providing jobs (Coccosis and Parpairis, 1995; Wahab and Pigrim, 1997). One cannot think about the tourism industry and its economic benefit in the region or economy without the tourist arrival. Development depends on the number of tourist arrival which defines the present status and future prospects of tourism in that particular destination or in the entire country. It is in this context, the main focus in the present study is on the tourist inflow and its impact. A large number of projects and development funds have been outlaid for tourism development in India. Further, the sustainable tourism projects have also been sanctioned to the states. It has been found that 16000 crores have been sanctioned by the planning commission for tourism development. On the other hand, it has also been found that the number of projects have been sanctioned to

tourism development in each states. But different types of project are needed for different states according to the present status of tourism in the respective state. In this regard, the study is an attempt to make Density of Tourists Population (DTP) as an alternative method to overview the comparative status of tourism in states. Some states need different projects and planning for sustainability of tourism with the available resources and some other states need tourism development projects and policy to bring more and faster development of tourism in the region. India is a diversified economy with all kinds of land mass and different natural resources in different climatic regions. The sustainability of tourism in India is possible if the comprehensive planning per state is undertaken. It is because some states are flourishing well and giving a threat, and some are still handicapped in tourism sector though they have immense tourism potential. Further, merely by considering the states on the basis of tourist arrival and ranking them is also not feasible. In this context, the present study is an earnest attempt towards an alternative method of looking into the status of tourism in different states and ranking them and to suggest the type of policy needed, either Sustainable Policy or Destination Development Policy.

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Theoretical Framework

Density of Tourist Population is a new insight into the ranking of country or state in terms of tourism. Various measures have been used to rank the top tourism economies in the world. So far, the ranking is made basically on the basis of maximum tourist arrival, tourism receipt, tourism expenditure etc. This study is a pioneer attempt towards the ranking of tourism with the help of DTP. DTP is a formula which tells us about the number of tourists per square kilometre. It is the simplest method of ranking of tourism across region or state and to have a quick review of tourism across the nation thereby drawing some conclusions and adopting suitable policy and planning. It is an alternative method to rank the performance and status of tourism in states or countries. Using the available tourist data and total land area of the states in India, the study comes to the conclusion of ranking first and thereby declares the states having more threat and need immediate planning for its sustainable tourism. The DTP method of ranking is also simple and helpful to have a comparative study of tourism among Indian states/U.T.

MATERIALS AND METHODS

Data and Sources

The present study is based on the secondary data which have been collected from the annual reports of the Ministry of Tourism, Government of India, books, journals and publications of tourism in India. Further, the details of states/U.Ts, total area, population, and population density have been taken from Census-2011 from the official site of the Ministry of Statistics and Programme Implementation, and Office of the Registrar General of India, Ministry of Home Affairs, Government of India. The Period of the study covers one year for the year 2012-13. In the study, all states and Union Territories of India have been covered to get a broad picture of India tourism and its comparative differences across the states/U.Ts.

Statistical Tools

Analysis has been made using simple statistical methods using Percentage and averages in the study. To have a comparative analyses of tourism industry among the Indian states/U.Ts, simple equation of DTP has been applied, where,

$$DTP = \text{Total number of tourist in a year} / \text{Total area of state.}$$

The rationale behind applying the DTP in the present study is that, though all the states of India are well equipped and furnished for tourism and recreational activities, their performance S are different. They have different total land areas, different populations and the number of destinations also varies. It has been observed that, some time small state will have been doing good in tourism activities and the return and contribution of tourism to state economy is significant in small states as compared to other big states (in area and population) because of small land area and small population. Further, the percapita distribution share of tourism returns or tourist spending in the region will be more among the people of the small populated states. Therefore, mere looking into tourist inflows and its share in GDP is not reasonable to compare and rank the states. Keeping this point in view, the present study has been made using the above mentioned equation of DTP for the comparative study between states of

India. Later the ranking using DTP put a light on the methods and policy to be adopted for the different states. Further, for calculating DTP of states/U.Ts of India using above equation, tourist arrival data of year 2012-13 and the population census data of 2011 have been used in the study.

Planning of the study

The study ranks the states/ U.Ts by using DTP, and later identifies the top ranked states as a most threat area/destination which need more sustainable tourism policies, projects, planning and research, and the lowest ranked states/U.T. which need Destination Development Policy, projects and planning like development of tourism infrastructure like better transportation, accommodation, tourism destinations, advertisements etc. The present study is limited to the study of tourism as a whole. The study is not classified under gender, community, tourist types, business types etc. The present study has undertaken the comparison of sates/U.Ts. Therefore, DTP can also be well framed and worked to get a detail study on gender-wise, community, and tourism type etc., which is a gap to be filled in future.

RESULTS AND DISCUSSION

Over a period of time, India has witnessed a rapid and significant growth in the tourism sector. It has also been found as a major sector for Foreign Exchange Earnings in the country. Tourism sector has contributed significantly in income and employment generation to the people across India. Table 1 shows the Foreign Tourist Arrivals (FTAs) and Foreign Exchange Earnings (FEEs) from Tourism Industry during the years 2000-2012. It depicts that the development of tourism industry is significant for the economy. It has been observed that the FTAs and FEEs from 2000 to 2012 are increasing tremendously. It has increased from 2649375 in the year 2000 to 6648318 in the year 2012. On the process, the percentage change of FTAs has been marked negative in the year 2001, 2002 and 2009 respectively. Though the percentage change in tourism arrival was negative the FEEs from the tourism industry were favourable. In year 2012-13, the FEEs growth over previous year 21 percent and for FTAs it is 5.4 percent. The percentage growth in FEE indicates an economic significance and importance of tourism in Indian economy. Table 2 exhibits the ranking of Indian states and Union Territories in terms the total number of tourist arrival, total land area, density of population, and density of tourist population. As per the ranking of the Ministry of Tourism, Andhra Pradesh is in the first position with the highest tourist arrival of 207110740 in the year 2012-13.

It is followed by Tamil Nadu, Uttar Pradesh and Karnataka respectively. Nagaland and Lakshadweep have been marked as the last in position i.e., 34th and 35th respectively. Further, in terms of total land area, Rajasthan has the largest land area in India as compared to the other states. The State/U.T. having smallest land area is Lakshadweep. As per the DTP, the ranking of states/U.Ts is different. According to DTP, Delhi is ranked first for the year 2012-13 with the DTP of 14053.35 per square kilometre. It shows the ratio of tourist arrival to land area is much higher in Delhi as compared to other states. Further, one can notice from Table 2 that the DTP is again higher than the population density of 11297 in Delhi. Further, Chandigarh is in the second rank with 8409.82 DTP. It can be observed that the total land area of Chandigarh is 114 square

Table 1. Foreign Tourist Arrivals and Foreign Exchange Earnings from Tourism Industry during the years 2000-2012

Year	Foreign Tourist Arrivals (in nos.)	Percentage Change Over Previous Year	Foreign Exchange Earnings (in Crore)	Percentage Change Over Previous Year	Foreign Exchange Earnings (Million US\$)	Percentage Change Over Previous Year
2000	26,49,378	6.7	15,626,	20.6	3,460	15.0
2001	25,37,282	-4.2	15,083	-3.5	3,198	(-7.6)
2002	23,84,364	-6.0	15,064	-0.1	3,103	3.0
2003	27,26,214	14.3	20,729,	37.6	4,463	43.8
2004	34,57,477	26.8	27,944	34.8	6,170	38.2
2005	39,18,610	13.3	33,123,	18.5	7,493	21.4
2006	44,47,167	13.5	39,025	17.8	8,634	15.2
2007	50,81,504	14.3	44,360	13.7	10,729	24.3
2008	52,82,603	4.0	51,294	15.6	11,832	10.3
2009	51,67,699	-2.2	53,700*	4.7	11,136*	(-5.9)
2010	57,75,692	11.8	64,889#	20.8	14,193#	27.5
2011	63,09,222	9.2	77,591#	19.6	16,564#	16.7
2012	66,48,318	5.4	94,487#	21.8	17,737#	7.1

Source: Ministry of Tourism, Annual Report 2012-13

Advance Estimates *Revised Estimates

Table 2. State/U.T- wise Ranking of Total Tourist Arrival, Total Land Area, Density of Population and Density of Tourists Population

Sl. No.	State/U.T	Tourist Arrivals ^(a)		Total Land Area ^(b)		DTP ^(c)		Density of Population (Per Sq/km) ^(d)	
		(In No.)	(Rank)	(In No.)	(Rank)	(In No.)	(Rank)	(In No.)	(Rank)
1	Andhra Pradesh	207110740	1	275045	4	753.00	8	308	20
2	Arunachal Pradesh	322378	30	83743	14	3.85	33	17	35
3	Assam	4528950	21	78438	16	57.74	27	397	15
4	Bihar	22544032	11	94163	12	239.41	17	1102	6
5	Chhattisgarh \$	15040702	16	135191	10	111.25	23	189	25
6	Goa	2788029	22	3702	29	753.11	7	394	16
7	Gujarat	24553173	9	196024	7	125.25	22	308	21
8	Haryana	7032244	20	44212	20	159.06	20	573	11
9	Himachal Pradesh	16146332	15	55673	17	290.02	13	123	29
10	Jammu & Kashmir	12505924	17	222236	6	56.27	28	124	28
11	Jharkhand	20452925	13	79714	15	256.58	16	414	14
12	Karnataka	94648088	4	191791	8	493.49	11	319	19
13	Kerala	10870550	18	38863	21	279.71	14	859	8
14	Madhya Pradesh	53473139	6	308245	2	173.48	19	236	23
15	Maharashtra*	71450516*	5	307713	3	232.20	18	365	17
16	Manipur +	135290+	32	22327	23	6.06	32	122	30
17	Meghalaya	685567	26	22429	22	30.57	31	132	27
18	Mizoram	64993	33	21081	24	3.08	34	52	33
19	Nagaland	38404	34	16579	25	2.32	35	119	31
20	Orissa	9117590	19	155707	9	58.56	26	269	22
21	Punjab	19199948	14	50362	19	381.24	12	550	13
22	Rajasthan	30063201	7	342239	1	87.84	24	201	24
23	Sikkim	585027	27	7096	28	82.44	25	86	32
24	Tamil Nadu	187698580	2	130058	11	1443.19	5	555	12
25	Tripura	369626	29	10486	26	35.30	29	350	18
26	Uttar Pradesh	170375771	3	240928	5	707.16	9	828	9
27	Uttarakhand	26951884	8	53483	18	503.93	10	189	26
28	West Bengal	23949812	10	88752	13	269.85	15	1029	7
29	A. & N. Islands	256237	31	8249	27	31.06	30	46	34
30	Chandigarh	958719	24	114	33	8409.81	2	9252	2
31	D. & N. Haveli	470447	28	491	32	958.14	6	698	10
32	Daman & Diu	808570	25	112	34	7219.37	3	2169	4
33	Delhi **	20841119*#	12	1483	30	14053.35	1	11297	1
34	Lakshadweep	4997	35	32	35	156.16	21	2013	5
35	Pondicherry	1034645	23	479	31	2160.01	4	2598	3

Source: @ State/Union Territory Tourism Departments

Note: (i) \$ - DTVs and FTVs figures of 2011 have been revised. (ii) * - Figures of DTVs to Delhi and DTVS & FTVs to Maharashtra have been estimated using all India growth rate. (iii) # - Figures of FTVs to Delhi have been adjusted using information available with Ministry of Tourism.

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(b) & (d) Office of Registrar General of India, Ministry of Home Affairs, Government of India – Census-2011.

kilometres. Daman and Diu is ranked the third. The states/U.Ts having the lowest DTP are Arunachal Pradesh, Mizoram, Nagaland, Manipur etc. Though the number of tourist arrival in Lakshadweep is the lowest and also it has the smallest land size, but in terms of the DTP ranking Lakshadweep has been ranked 21. It shows the tourists arrival comparing to the land availability of the states/U.T, tourists

inflow in Lakshadweep is much satisfactory as compared with most of the states of India. As per the Density of population, Delhi is already in the first position with limited land area and maximum population. On the top of it, the DTP is exceeding the population density in Delhi which is positive and a threat also. Delhi is followed by Chandigarh in terms of Population Density. Population Density is marked the lowest in the states/

U.Ts like Arunachal Pradesh, and Andaman and Nicobar Island. The ranking of all Indian states and U.Ts is given in the table below.

Discussion on development and Sustainable Management of Tourism in India

As it has been stated earlier, after the ranking of the states/U.Ts using DTP method, in second stage, the ranking itself will lead one to the critical evaluation/appraisal of tourism in the states of India. Later, it will help to formulate policies and projects as per the requirements of the states' tourism capacity. Thereby, it will lead to a sustainable management of tourism in the states. On the one hand, ranking of the states depicts that the states/U.Ts having the top position have more risk and need immediate attention as compared to the lowest ranked states/U.Ts for sustainable management of tourism. On the other hand, the states having the lowest position in DTP means these states needs more infrastructures and developmental projects and policy for faster tourism development to enhance the tourism industry in the region. Further, lowest ranked states/U.Ts implies that this states/U.Ts have not been fully utilised or accessed the resources upto the fullest potentiality of the states. In this context, they need special care and promotion and maximum development projects and funds to use its untapped resources to the fullest tourism potential level. On the other hand, in case of the top ranked states/U.Ts, they need more sustainable tourism policy and projects to conserve the environment, culture and so on. The DTP ranking is very useful to assign numbers and types of projects to the states.

If one observes in case of Delhi, though it is ranked the first, the threat of tourism is more in the region. Further, an additional increment in the volume of tourist creates more managerial and environmental problems. The broader and immediate impact will be on the accommodation and transportation. With the increase in the number of tourist arrival demand for accommodation will increase, which results in sanitation problem, need for more supply of resources to meet tourism demand. Further it will lead to carrying capacity problem. Along with this, there will be more demand for means of transport like automobiles and air planes etc. The omission of CO and CO₂ will create environmental problem. It leads to an additional threat to the global warming. In this context, the top ranked states/U.Ts needs more care and sustainable policies and projects. Though it is manageable at present, it is a threat and problem for the future generation, especially for that particular region. Since they are lagging behind, the lowest ranked states need more tourism destination planning. However, economic benefit of tourism cannot be underestimated. Therefore the appropriate policy and planning should be implemented to states for sustainable management and tourism development.

Conclusion and Suggestion: The study concludes that DTP can be taken as an alternative method to rank and measure the

status of states, region, or country. According to the DTP ranking, Delhi, Chandigarh, Daman and Diu, Pondicherry and Tamil Nadu are the top five states/U.Ts and Nagaland, Mizoram, Arunachal Pradesh, Manipur and Meghalaya are lowest five states. The study clearly advocates for sustainable tourism policy in the top ranked states/U.Ts and Tourism Destination Development Policies and projects in lowest ranked states/U.Ts. From the study it has also been observed that North-eastern States of India need more comprehensive planning in this regard. The financial assistance being given to North East States includes assistance for development of tourist Infrastructure, promotion of fairs/festivals and tourism related events in the region, Information technology related projects, publicity campaigns, market development assistance, human resource development, promotion and marketing, etc (Annual Report 2010-11, Ministry of Tourism). The major constraints of tourism development in North-east region are inadequate fund, insufficient transportation facilities, managerial inefficiency, and safety issues, Permit and so on (Rizal and Asokan, 2013). Furthermore, the present study does not advocate for the stopping of the inflow of tourists. Rather, it urges the planner and gives a light to plan properly and give necessary care and immediate sustainable planning and research to the top ranked states/U.Ts and Destination Development for lowest ranked states/U.Ts. It puts light on states which should be treated first for sustainable tourism thereby economic benefit to the people. Further, it not only points out the states which are in more threat but also highlights the states which need more improvement and a comprehensive planning for tourism development.

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