

INDIA TOURISM

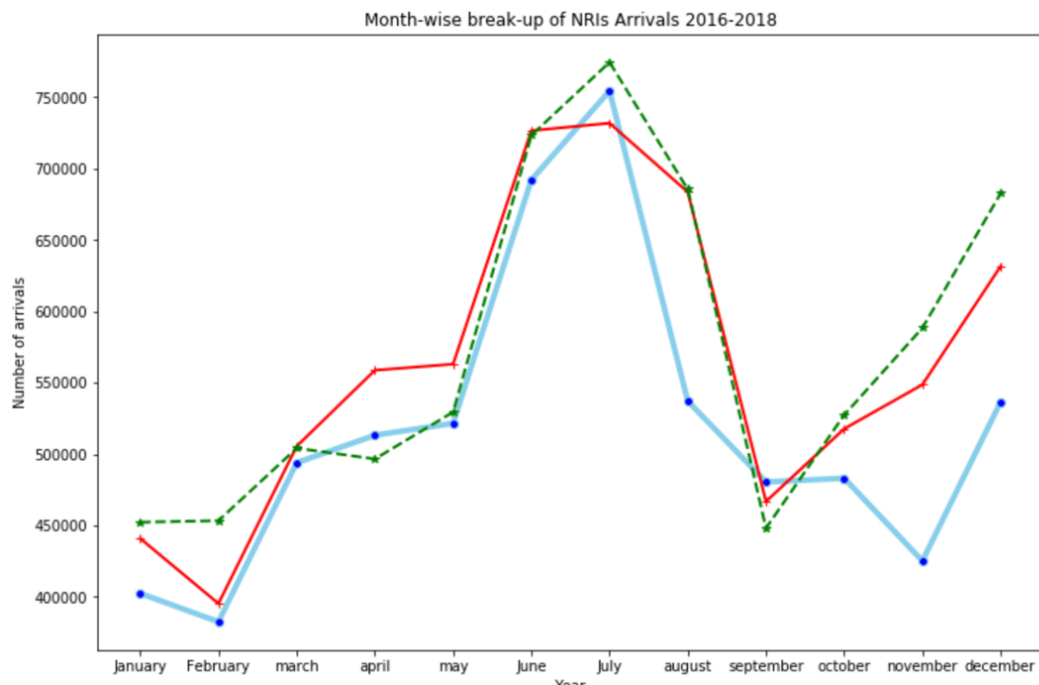
Data Collection:

- There is no direct public dataset available regarding statistics on Tourism (Domestic and Foreign)
- Scrapped data from official “Ministry of Tourism – Government of India” website.
- Link for the data source :
<http://tourism.gov.in/sites/default/files/Other/India%20Tourism%20Statistics%202019.pdf>
- This pdf contains different tables regarding the source of travel, places visited by tourists, preference of their stay etc.
- Fetched required tables using ‘*tabula*’ python package.

Data Cleaning:

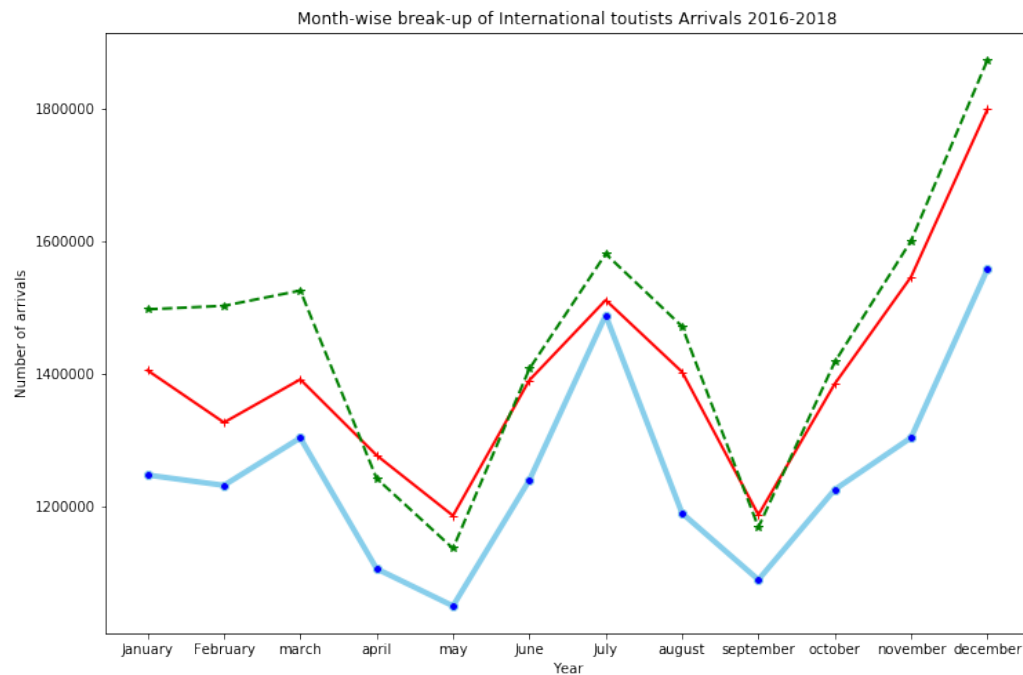
- Tables fetched using tabula returned data frames of improper structure.
- This is due to tables spanning multiple pages in the pdf and presence of two or more tables in same page.
- Changed the data type of columns to its appropriate type.

Data Exploration:



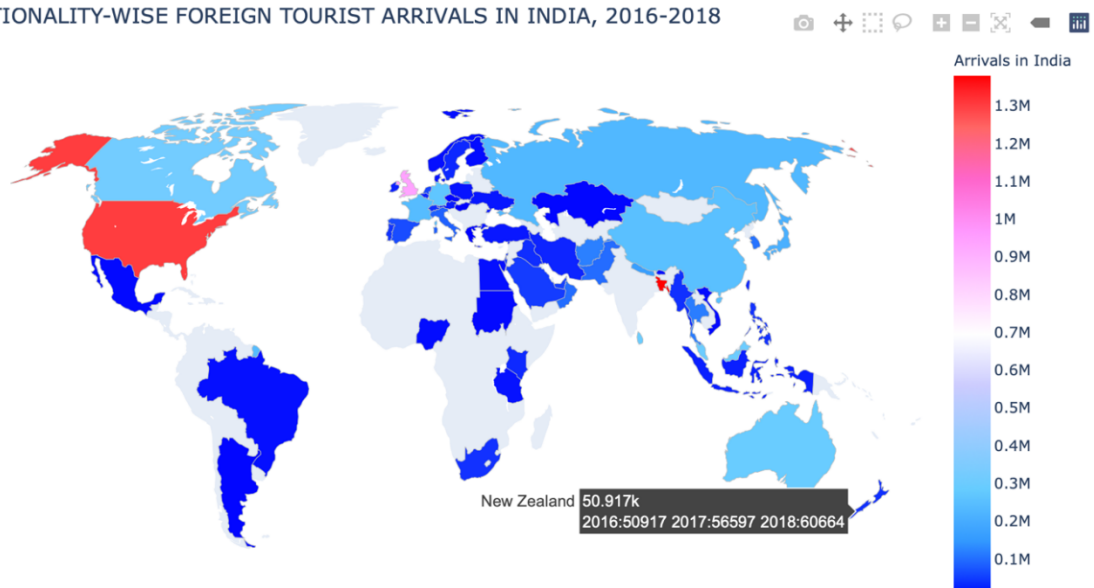
- Month-wise trend of NRI's arrival during 2016-2018 is shown in the plot above.
- NRI arrivals have registered 1.4 % growth in 2018 over 2017.
- Since the financial closing is usually done by March, we can observe the lowest numbers in January and February.

- June and July seem to be most busy months since people like to go on vacation in summer and most Indians would like to visit India to meet their families.
- Similar trend is not observed in the below plot which shows month wise trend of International tourists to India during 2016-2018.
- International Tourist Arrivals in India had registered growth of 11.8% in 2017 and 3.7% in 2018.

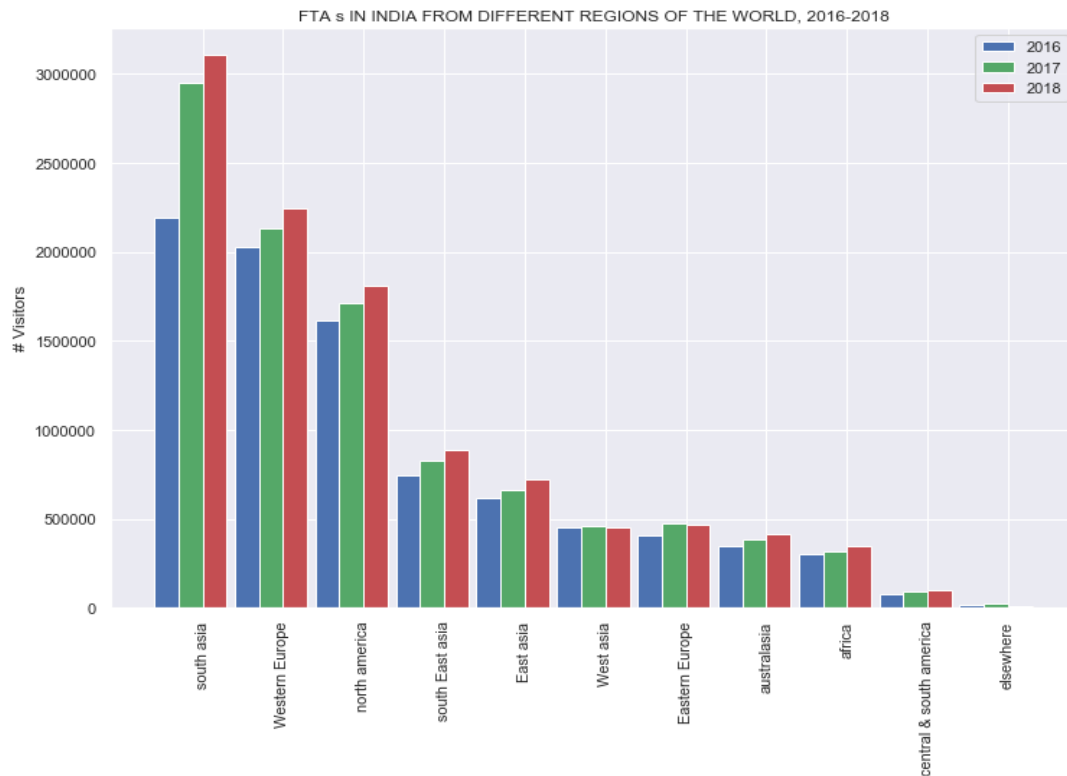


- Let's analyze the country-wise details of FTAs in India during 2016 to 2018

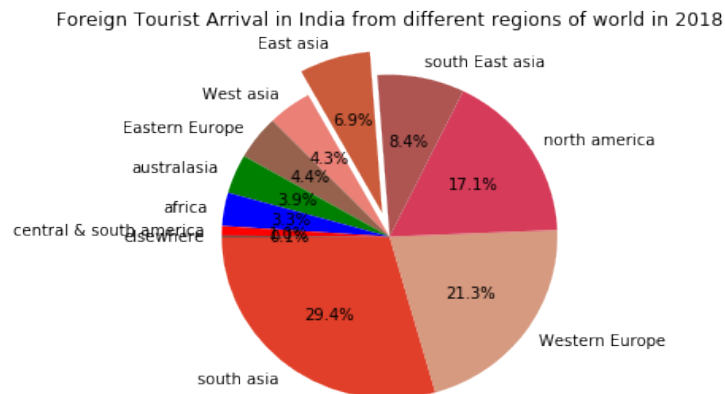
NATIONALITY-WISE FOREIGN TOURIST ARRIVALS IN INDIA, 2016-2018



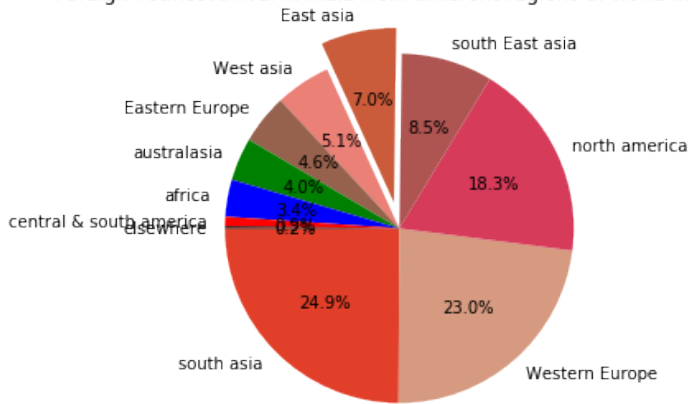
- The above choropleth plot shows the heatmap of number of tourists visiting India from all over world.
- USA has highest share of tourists visiting India in 2016.
- Similar plots can be generated for 2017 and 2018.
- Below plot stats tourist's arrival to India from different regions of the world.



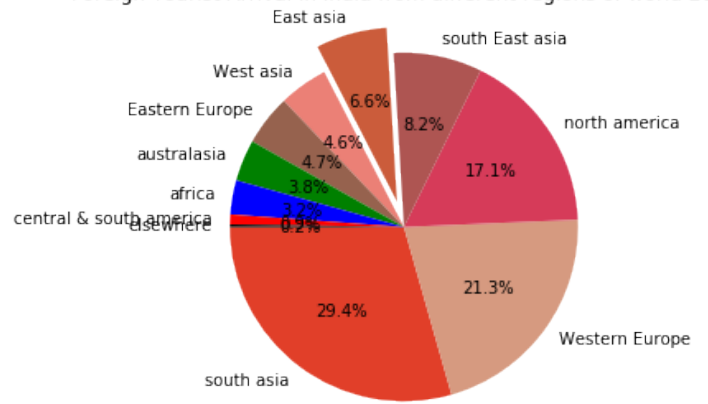
- It can be observed clearly that the Foreign Tourist Arrivals (FTA) in India have been increasing from all regions.
- The percentage share of FTAs is highest for South Asia for all the years. This can be observed from above chart.
- Growth was maximum from South Asia over the years which substitutes for highest percentage.



Foreign Tourist Arrival in India from different regions of world in 2016

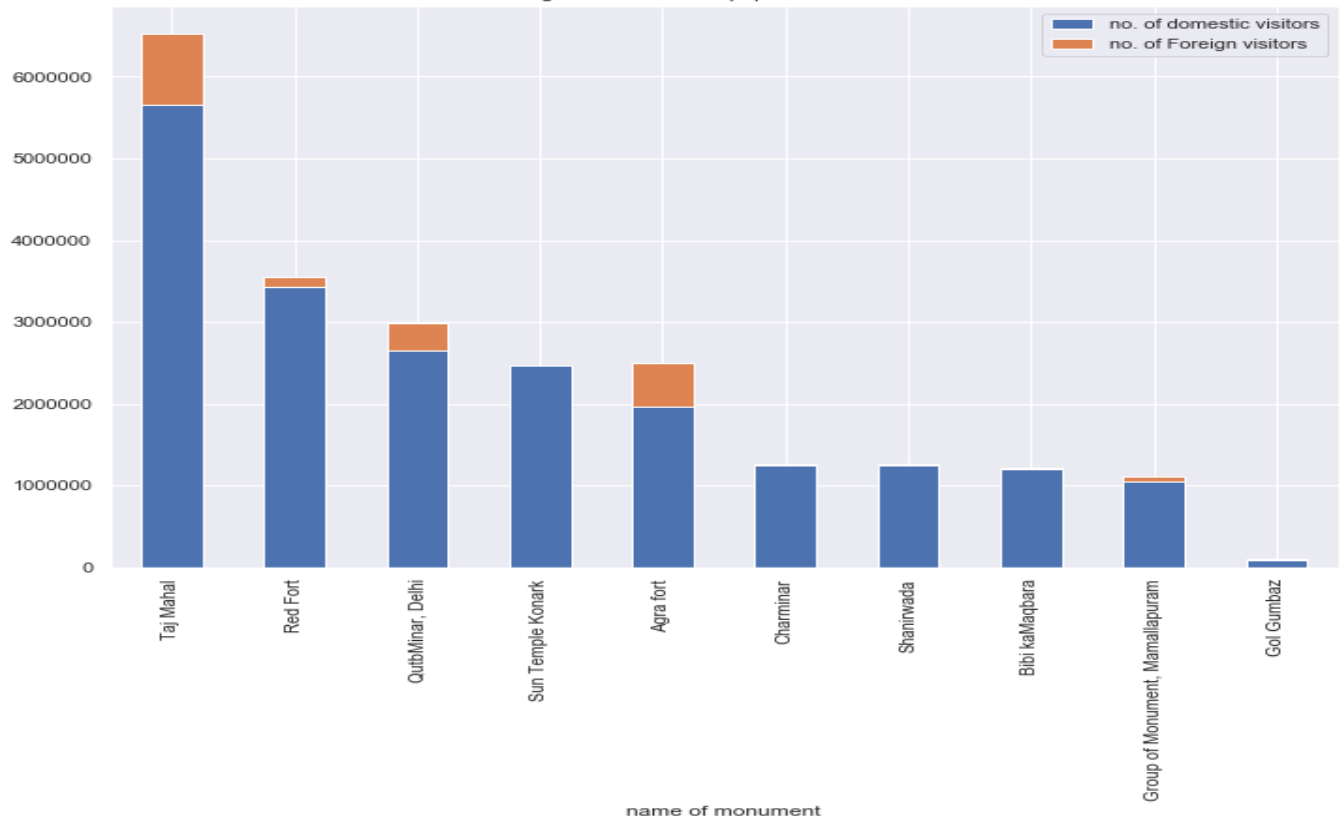


Foreign Tourist Arrival in India from different regions of world 2017

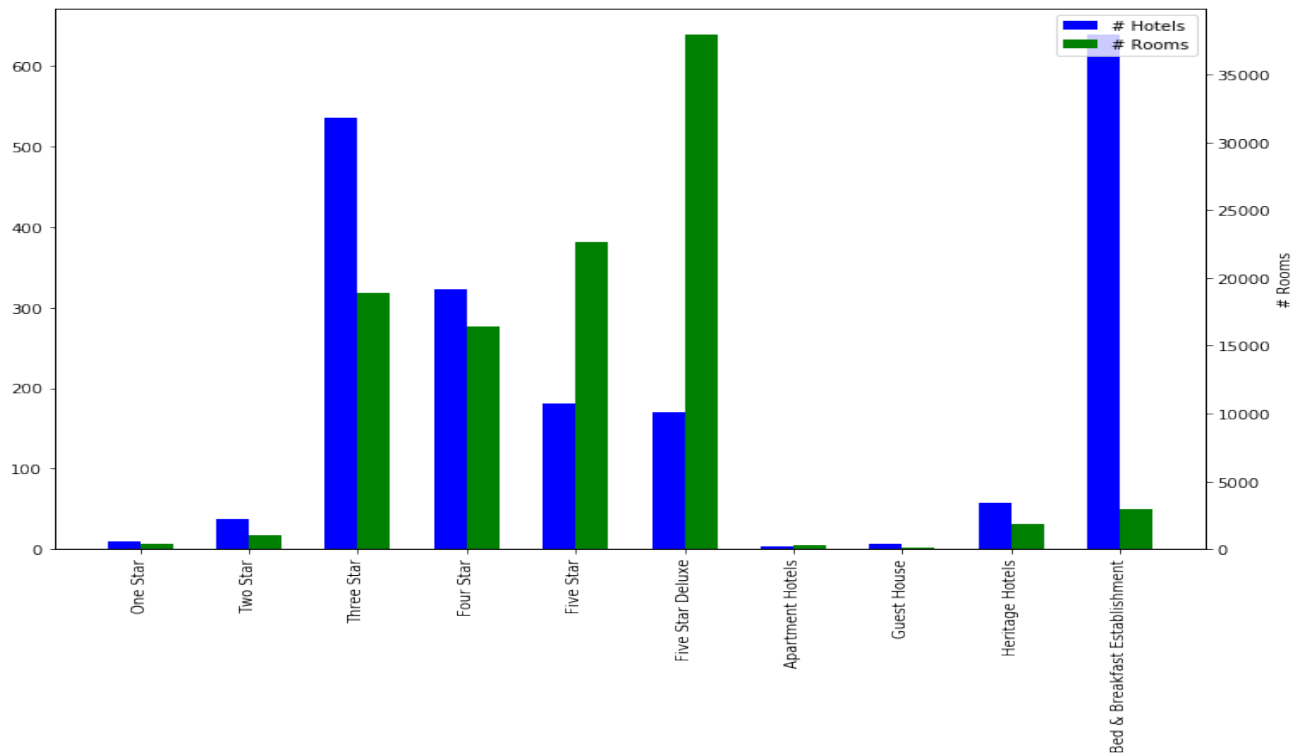


- Above Pie Charts are FTA s in India from different Regions of the world.
- Foreign tourists are most likely to visit famous and popular locations in India. Let's see if we can find top 10 locations that are most visited by both foreign tourist and domestic travelers.
- The below plot shows the no of domestic and foreign visitors arrival for top 10 locations.

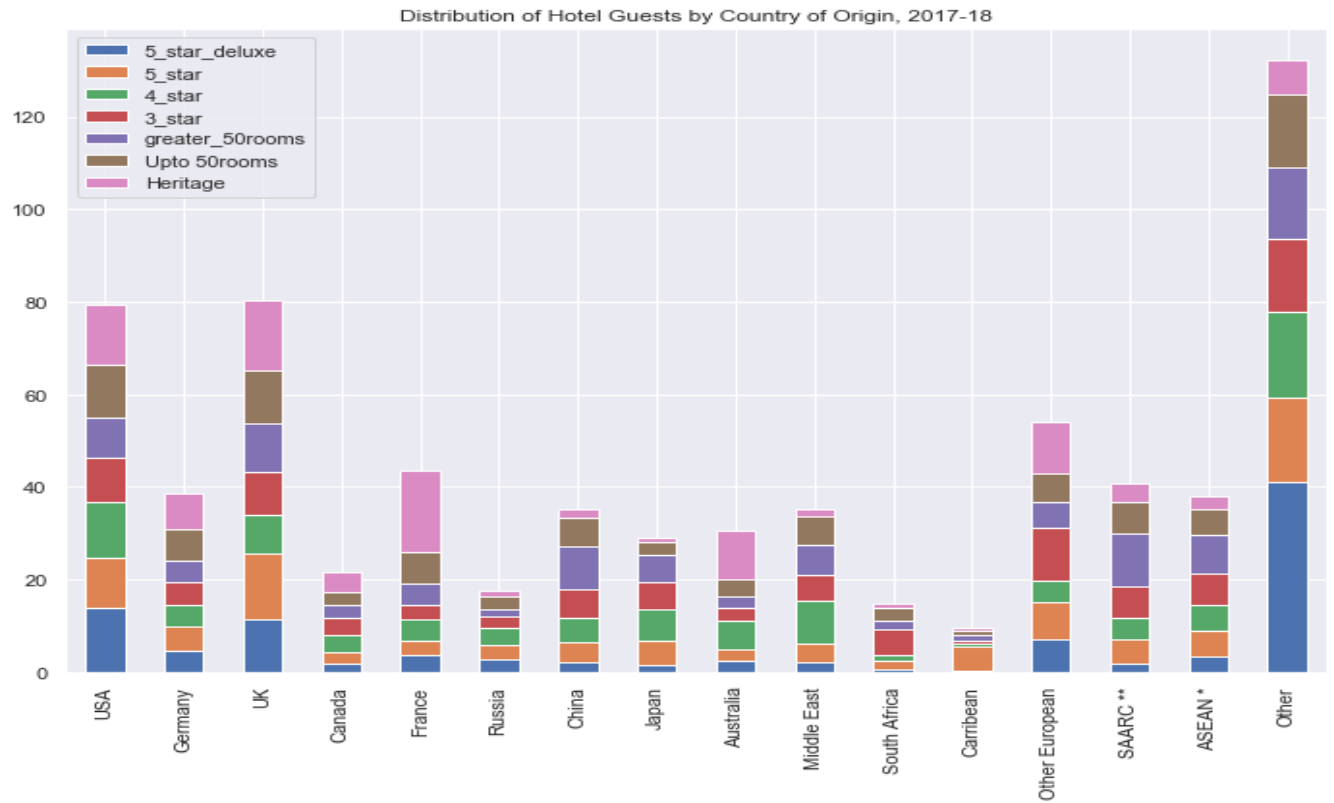
Domestic and Foreign visitors to most popular locations in india FY 2016-18



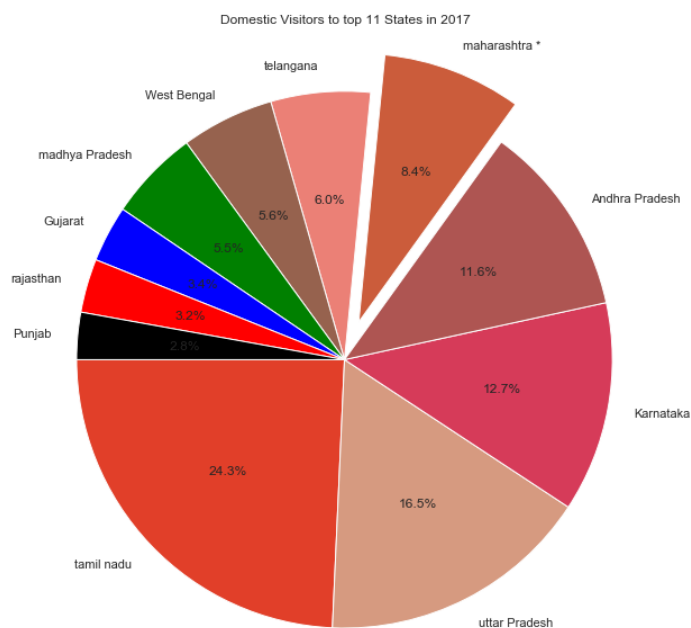
- Taj Mahal is one the seven wonders in the world and it is expected to have most visitors followed by Red Fort and Qutb Minar. The same can be observed from above plot
- Now, we analyze the stay of tourists visited India in different type of hotels.
- Below is the bar plot of total number of approved hotel and its rooms available in India as per records.



- Government had approved for majority of five-star deluxe rooms and five-star rooms for the visitors to match their comfort levels.
- Many three-star hotels had been approved than the available rooms by the government of India.
- Below is the plot of distribution of hotel guests by country of Origin for 2017 and 2018.
- Majority of the Domestic guests prefer to stay in Top star hotels while foreign guests prefer to stay in heritages.
- Heritages are certain architecturally distinctive properties such as palaces and forts built prior to 1950, have been converted into hotels. The Ministry of Tourism, Government of India has classified these hotels as Heritage hotels.
- Heritage Hotels offers display of traditional performing arts as entertainment and culture.

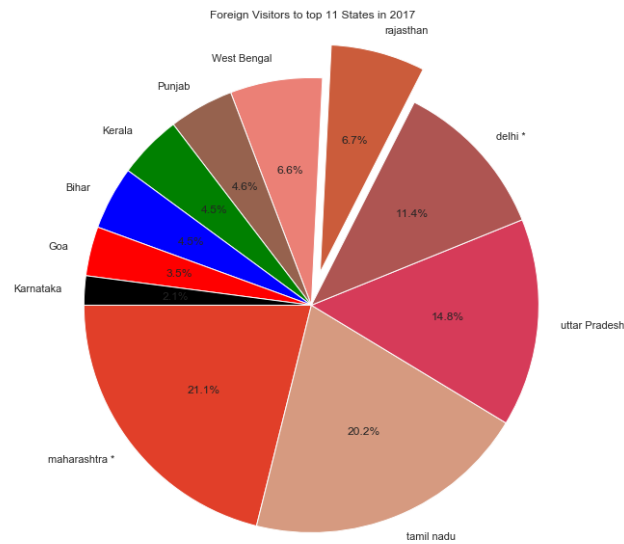


- Below is the pie chart for various Domestic Visitors to top 11 states in India.

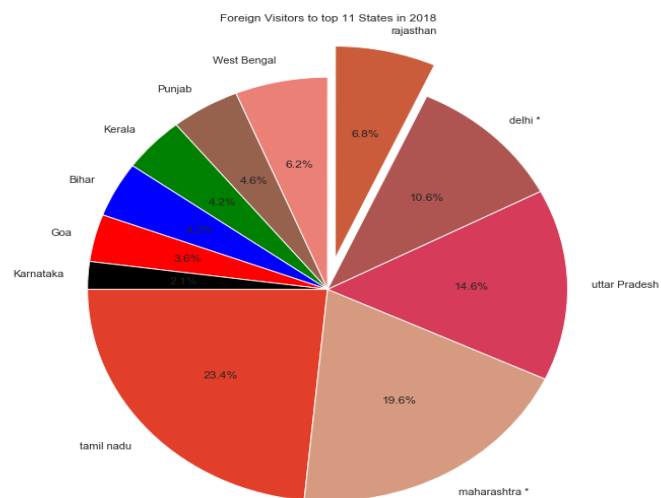


- Top 5 States in domestic tourist visits in 2017 were Tamil Nadu, Uttar Pradesh, Karnataka, Andhra Pradesh and Maharashtra .

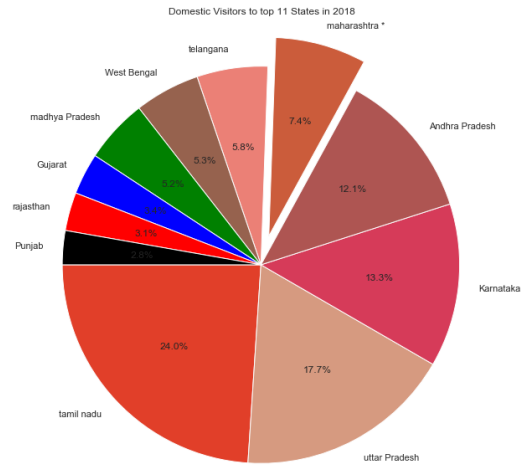
- It is observed that most of the States/UTs have generally shown increase in the number of domestic and foreign tourist visits, during 2018.



- Top 5 States in foreign tourist visits in 2017 were Tamil Nadu, Uttar Pradesh, Delhi, Rajasthan and Maharashtra .
- Top 5 States in domestic tourist visits in 2018 were Tamil Nadu, Uttar Pradesh, Karnataka, Delhi and Maharashtra .



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