

## An Insight on Foreign Tourists Arrivals in India from 2001-2018



# Tableau DataViz Challenge - 2021

In Collaboration with

tableau



**An Insight on Foreign Tourists Arrivals in India from 2001-2018**

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**STUDENT DESIGN PROJECT REPORT**

*Submitted by*

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**Tableau DataViz Challenge - 2021**



**Tableau DataViz Challenge - 2021, Smartinternz Challenge**

## **An Insight on Foreign Tourists Arrivals in India from 2001-2018**

### **BONAFIDE CERTIFICATE**

Certified that this project report “**AN INSIGHT ON FOREIGN TOURISTS ARRIVALS IN INDIA FROM 2001-2018**” is the bonafide work of “**SUSHANTH ARUNACHALAM** , who carried out the project work under my supervision.

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# **An Insight on Foreign Tourists Arrivals in India from 2001-2018**

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# **An Insight on Foreign Tourists Arrivals in India from 2001-2018**

## **CHAPTER 1**

### **INTRODUCTION**

Tourism is considered to be the most important part when it comes to our country's heritage, ancient history as well as country's income. India is said to be the most popular and famous country for tourist places. Many foreign people from various countries visit our country to take a look at the beautiful tourist spots and monuments. The government has initiated various schemes and allocated projects to maintain and develop tourist spots. Each individual projects are focussed on mainly maintaining as well as making the place beautiful by applying modern technologies. It allocates separate budget for these projects and schemes. There are various tourist spots in our country which are distributed in various states. Taj Mahal, Red Fort, Tanjore temple, India gate , etc are some of the temples, monuments which are considered to be the tourist spots. Many people from foreign countries visit our country for these tourist spots. By visiting these tourist spots, our country earns foreign exchange earnings for both domestic visits and foreign visits by which our country's revenue value will increase. In a year, there are more than 1 million visits recorded in each tourist spots. Each tourist spot will receive foreign exchange earnings and provide it to the government as revenue. Due to pandemic situation as of now, the tourist visits are not allowed and our country's revenue contribution by tourist spots will drastically get reduced. There wont be any revenue earnings from tourist spots. In order to analyse the number of tourist visits in a year, a survey analysis can be made by collecting required data from the respective tourist spots. Whenever a tourist visits a tourist spot, there details will be recorded for future purpose. Those datas will be consolidated by the authority officials who are involved in analyzing visits to those spots. The data consolidated will be recorded in excel database or some other database. The database can be of any type. It can be consolidated based on year, month, nationality, age , gender, receipts, foreign exchange earings, annual growth rate etc. These are some of the categories under which data can be consolidated into a database.

Based on year, required datas can be analysed based on these categories such as age, gender, foreign arrivals, departures, port wise arrivals, foreign exchange earnings, mode of arrival. These datas are consolidated into a single dataset. Here the proposed solution is going to analyse this dataset based on

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year starting from 2001-2018. In order to analyse this dataset, the solution uses Tableau Desktop tool for visualizing and studying the pattern of arrivals. There are individual visualizations created based on the categories and are consolidated into one or two dashboards where anyone can see the year wise arrivals with gender, age distribution etc in a clear and simple manner. All the visualizations and dashboards are consolidated into a story which gives insights about the respective visualizations which have been carried out for the respective problem.

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## CHAPTER 2

### LITERATURE SURVEY

There are many research papers based on analysis of foreign tourism arrivals. Many research people have analysed the number of foreign tourists arrivals in a particular state, country. The study involves representation of arrivals in the form of graphs, charts and analysis tables. Some researchers have analysed year wise arrivals, month wise arrivals etc.

Arvind Singh Yadav [1] have made an analysis on foreign tourists arrival from 2000 to 2014. Based on the research and findings, it clearly states that the number of foreign tourists arrival has been increasing with positive growth of arrivals in each year.

Tiwari [2] have made a case study on International tourist arrivals and receipts worldwide by regions from the year 1997 to 2014. The study has also made analysis on percentage share of top 10 countries for foreign tourist arrivals in the year 2013. The study has made these findings based on the table analysis and graphical representations.

Dr. Shekhar Upadhyay [3] has researched about foreign tourist arrival in India. Their present analysis work states that foreign tourist arrivals provides revenue to both domestic as well as local areas. It has studied about arrivals from 2013 to 2016 which is of 4 years. The paper has also studied about the foreign exchange earnings due to foreign arrival. After analysing it suggests some policy measures to increase the number of foreign tourist arrivals.

Ajith Kumar Singh [4] have made a research paper to analyse tourist footprint in Bihar from 2001 to 2018. The paper's findings states that there is a significant increase in the foreign tourist arrival as well as domestic arrivals. The paper helps in providing a clear insight on tourism arrivals in Bihar which helps government in creating new policies, measures and strategies for bringing more number of foreign tourists to Bihar.

These are some of the survey papers, research papers and case studies based on foreign tourist arrivals and their variations from year to year have been identified by these research papers.

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## CHAPTER 3

### THEORETICAL ANALYSIS

The proposed solution makes an analysis on foreign tourist arrival from the period of 2001 to 2018. The dataset is being downloaded from data.gov.in website. According to the problem statement, the dataset has been chosen. For this analysis, year-wise data has been chosen. The proposed solution uses Tableau Desktop visualization tool for analysing the dataset.

The dataset has various categories with data based on years 2001 to 2018. The categories are

- Age Wise Distribution of FTAS from 2001-2018
- Gender Wise Distribution of FTAS from 2001-2018
- Port Wise Distribution from 2001-2018
- Preferred Mode of Travel from 2001-2018
- Domestic and Foreign Tourists Visits from 2001-2018
- Quarter Wise Distribution from 2001-2018
- FTAS Arrivals to top 15 Source Countries from 2001-2018
- World Tourism Receipts and its growth rate from 2001-2018
- Domestic and Foreign visitors to monuments from 2001-2018

Based on the above categories, each category has respective data year wise , if data is not available its represented as null value.

The proposed solution uses tableau desktop tool for visualising these categories in a graphical representation which provides a clear idea about foreign tourists arrivals from the year 2001-2018.

Based on the categories, year is considered to be a dimension and can either be used as continuous or discrete value based on the visualisation built. Rest of other categories such as age, gender, mode of travel, quarter wise arrivals etc are considered to be measure values. Based on the dataset, the solution has built around 11 sheets of visualisation in various graphical representations

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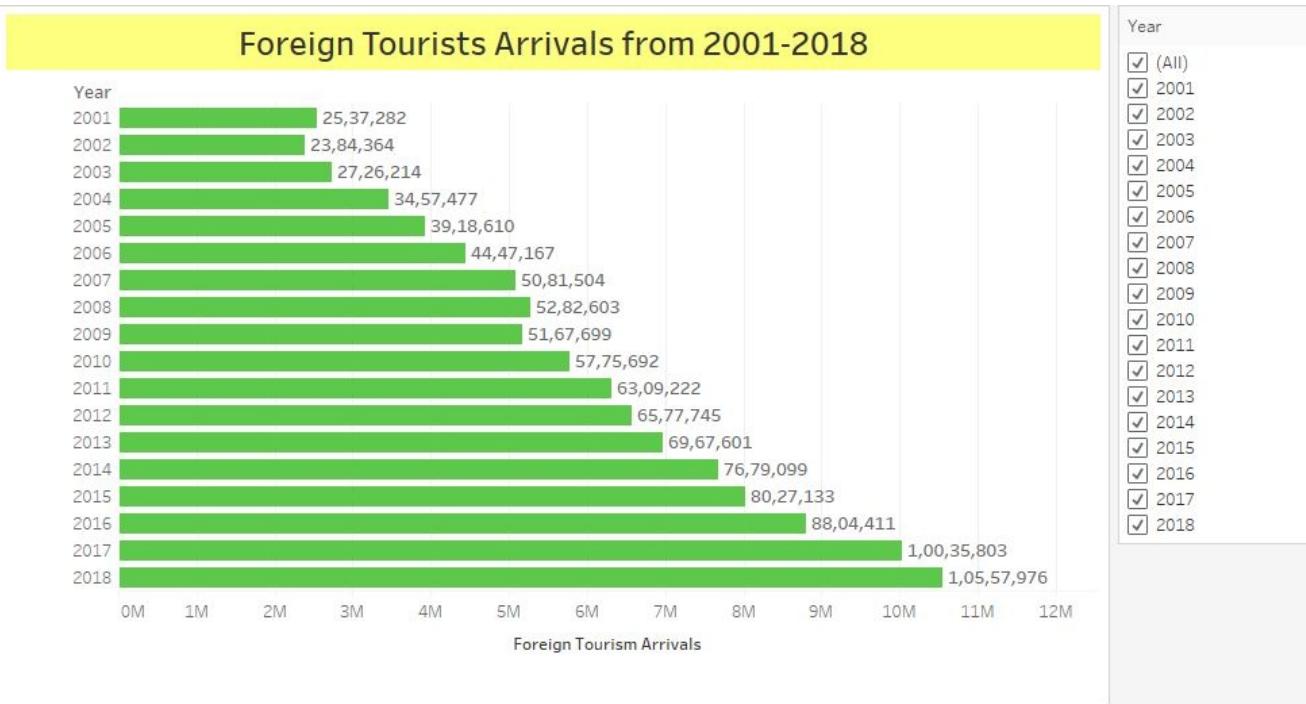
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## CHAPTER 4

### EXPERIMENTAL INVESTIGATIONS

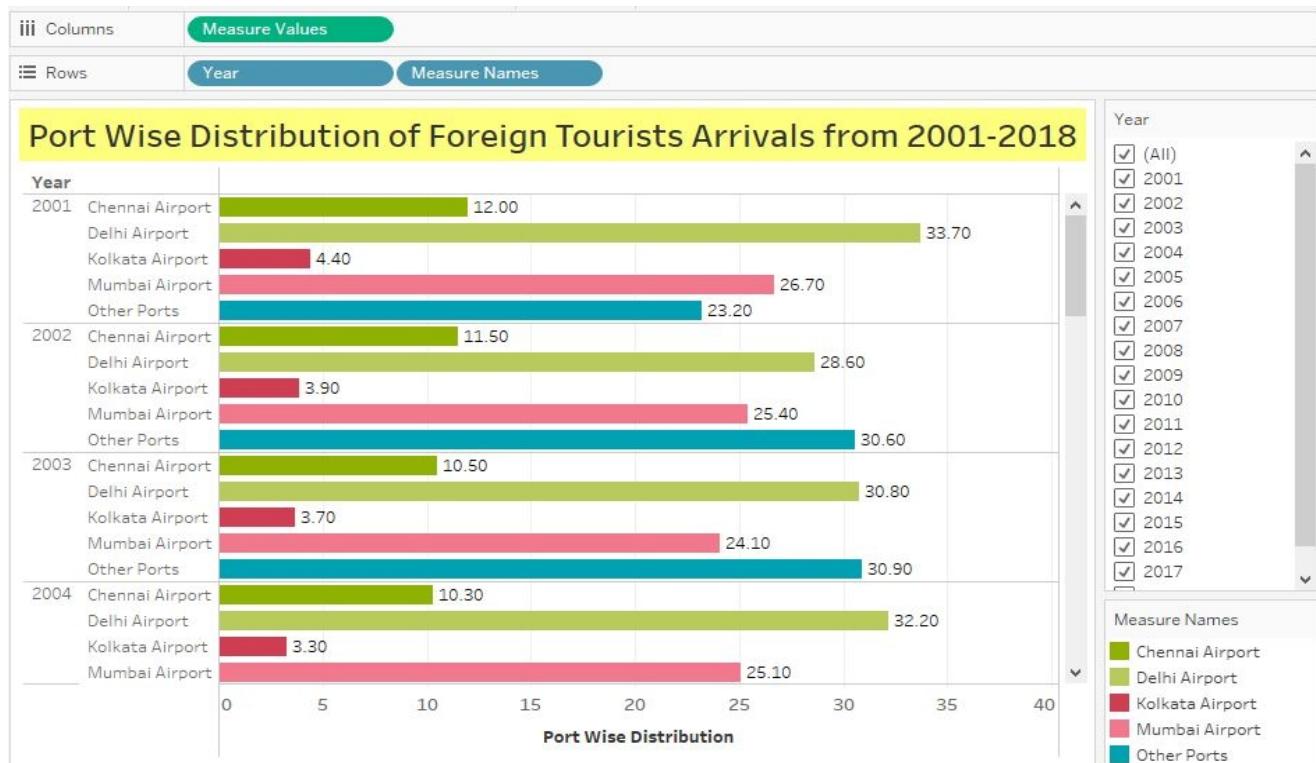


**Fig 4.1 Foreign Tourists Arrivals from 2001-2018**

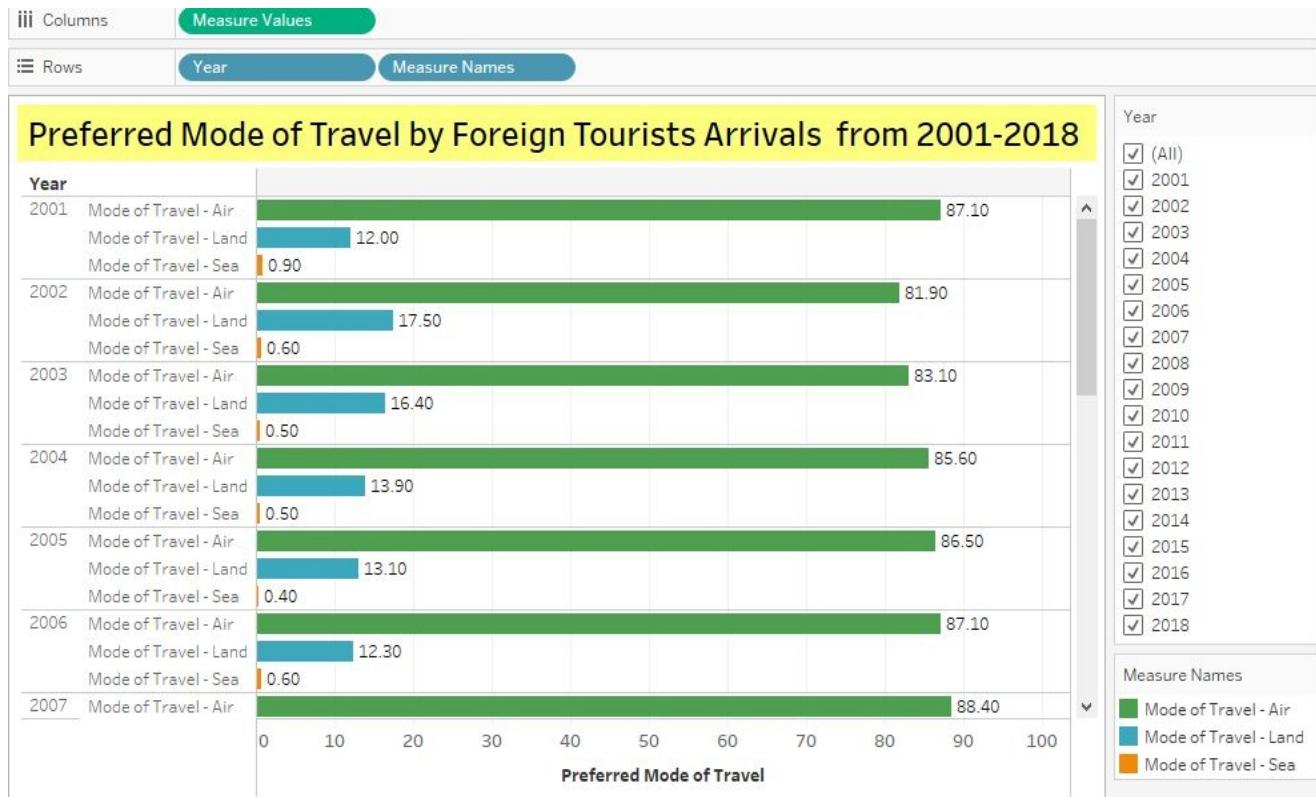


**Fig 4.2 Age Wise Distribution of Foreign Tourists Arrivals from 2001-2018**

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**Fig 4.3 Port Wise Distribution of Foreign Tourists Arrivals from 2001-2018**

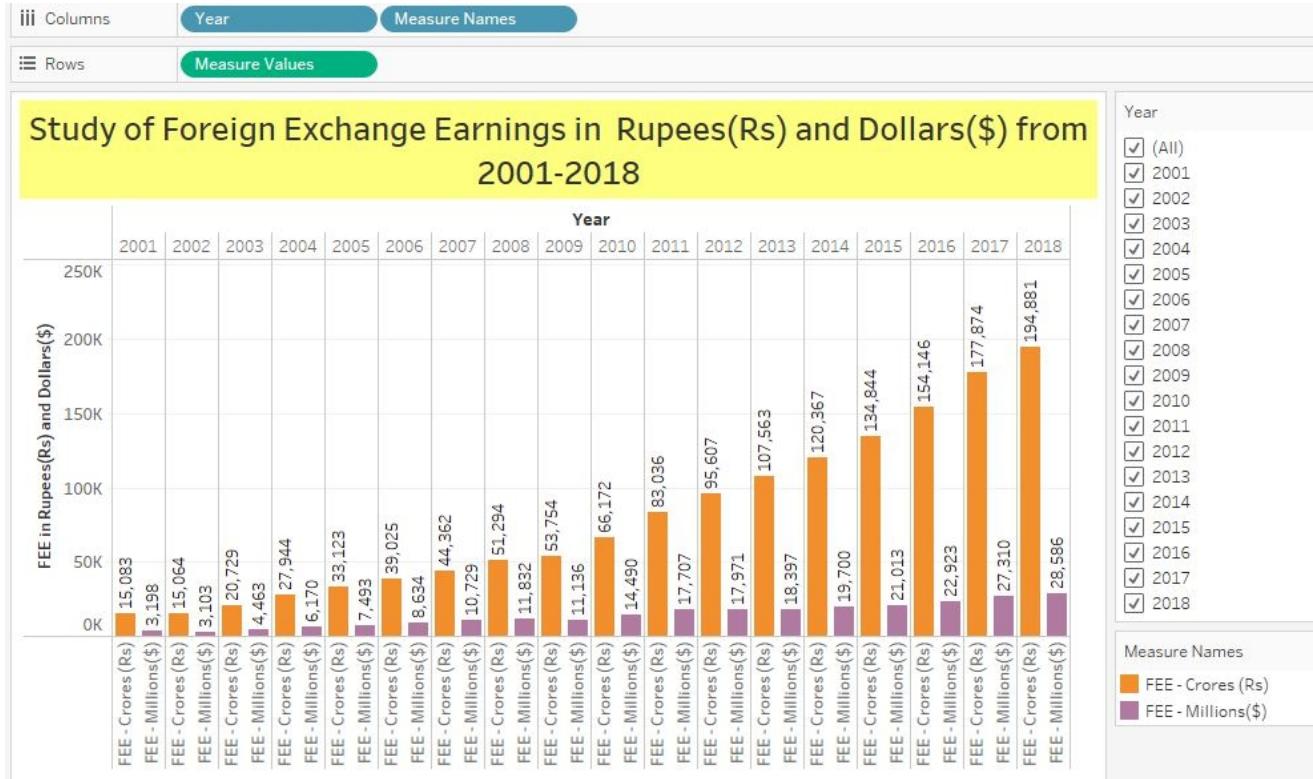


**Fig 4.4 Preferred Mode of Travel by Foreign Tourists Arrivals from 2001-2018**

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**Fig 4.5 Study of Distribution of Tourist Visits (Domestic(INDIA) & Foreign) from 2001-2018**



**Fig 4.6 Study of Foreign Exchange Earnings in Rupees(Rs) and Dollars(\$) from 2001-2018**

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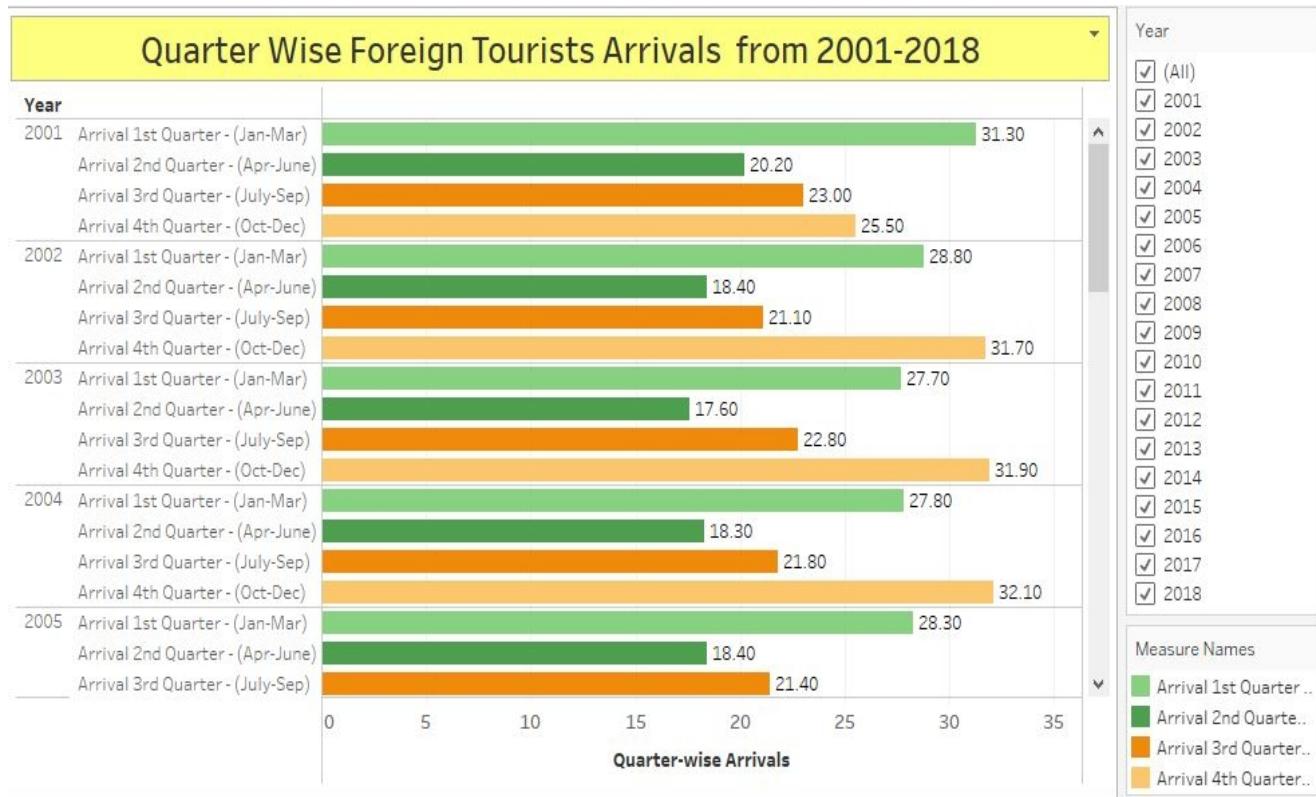


Fig 4.7 Quarter Wise Foreign Tourists Arrivals from 2001-2018

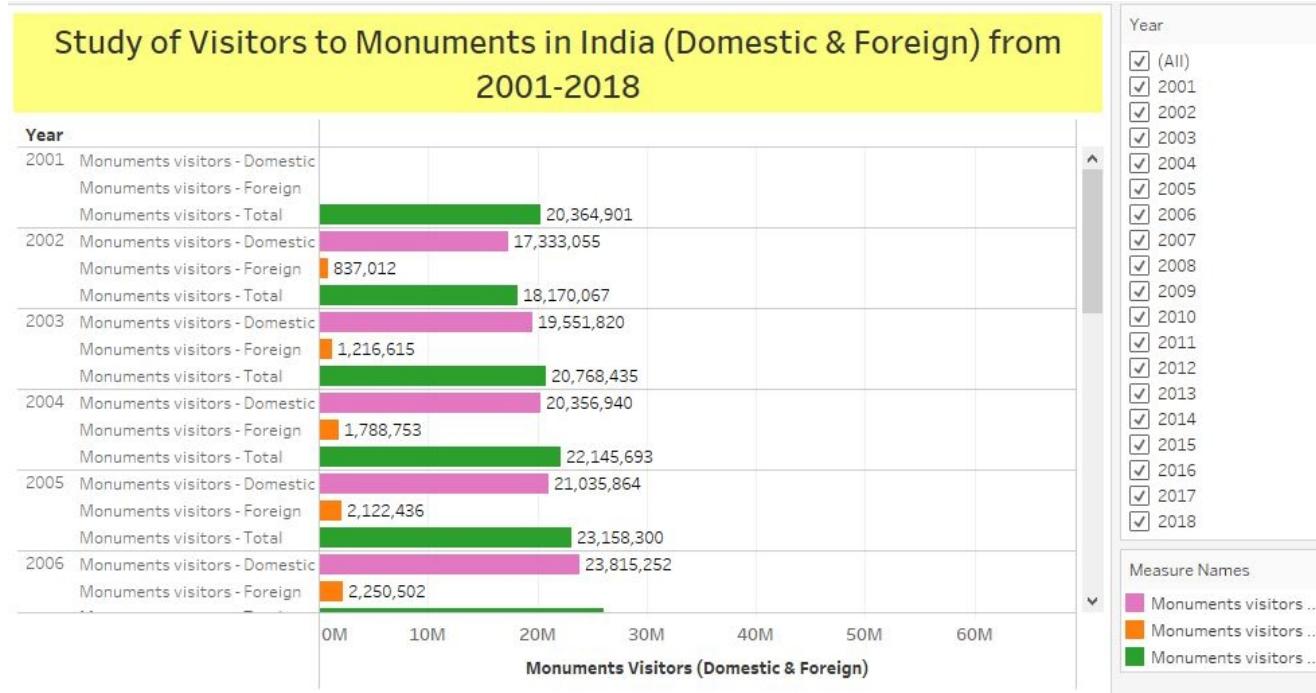


Fig 4.8 Study of Visitors to Monuments in India (Domestic & Foreign) from 2001-2018

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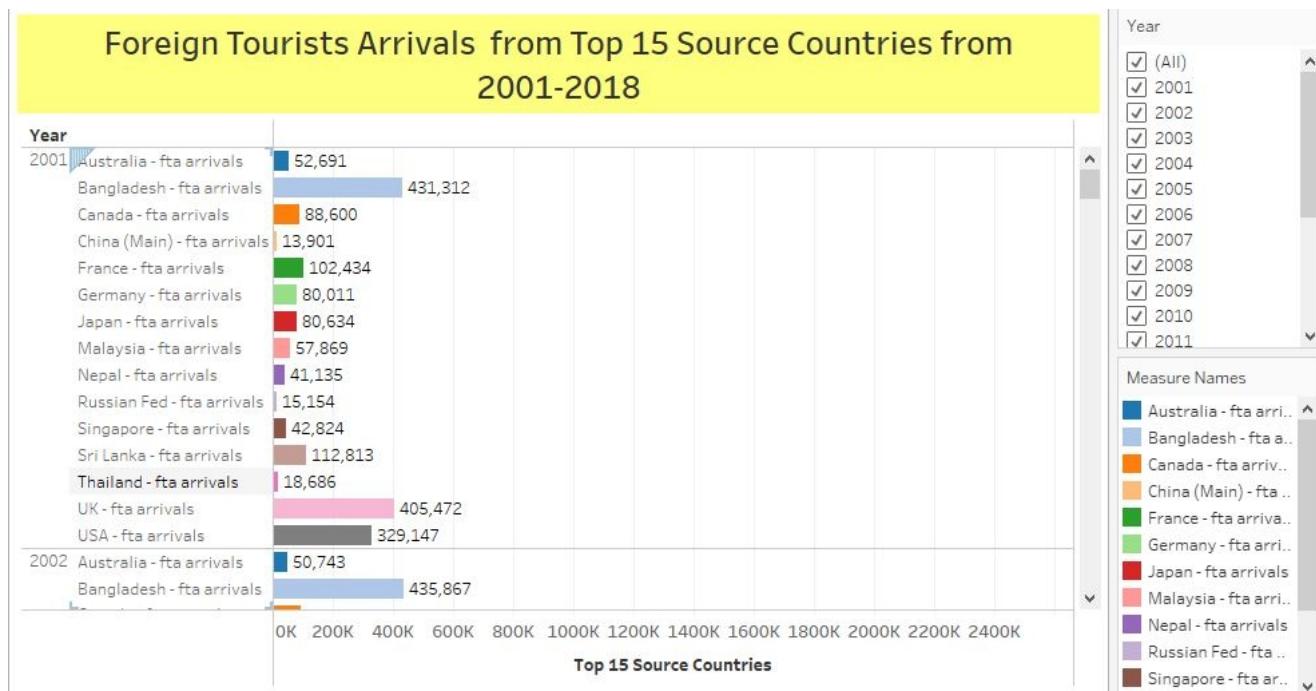


Fig 4.9 Foreign Tourists Arrivals from Top 15 Source Countries from 2001-2018

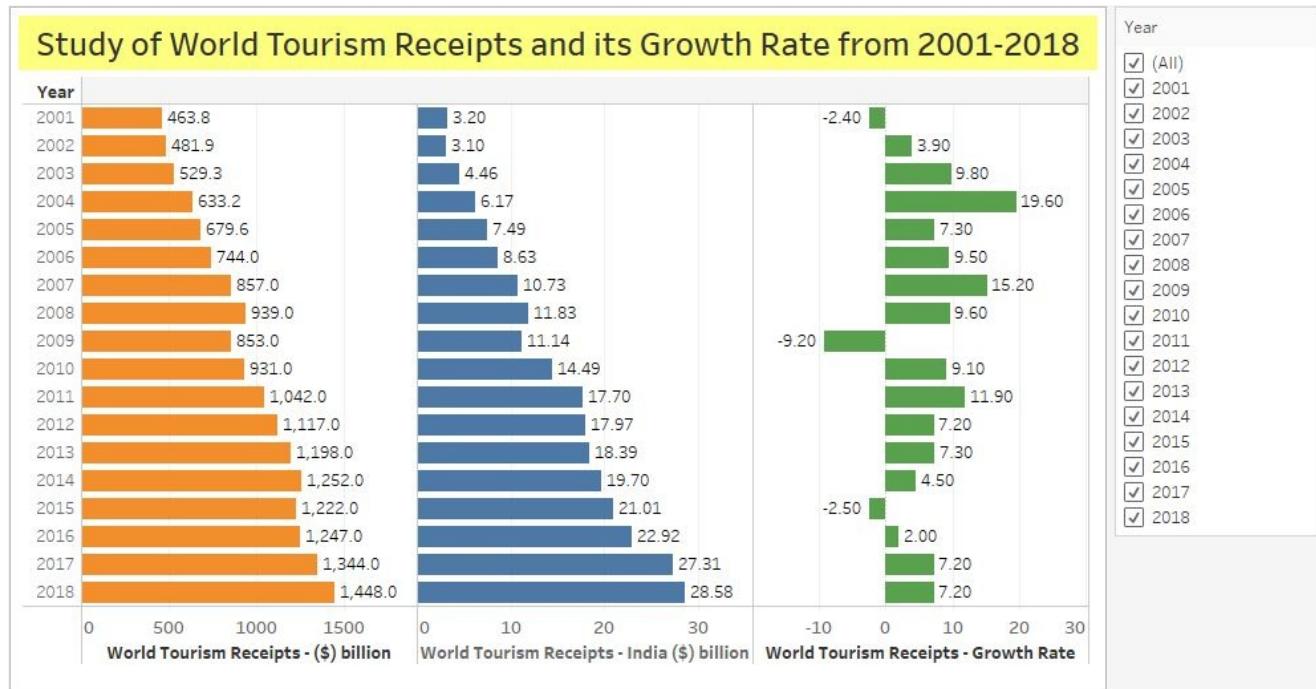
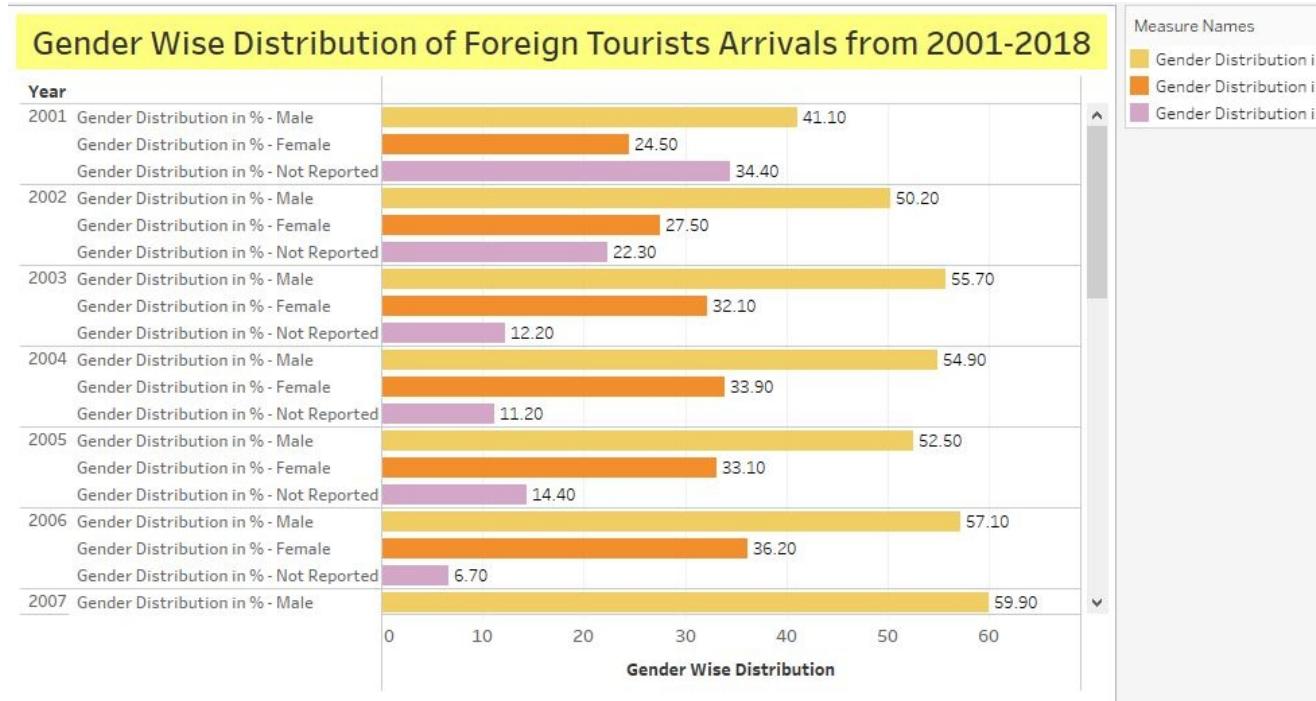


Fig 4.10 Study of World Tourism Receipts and its Growth Rate from 2001-2018

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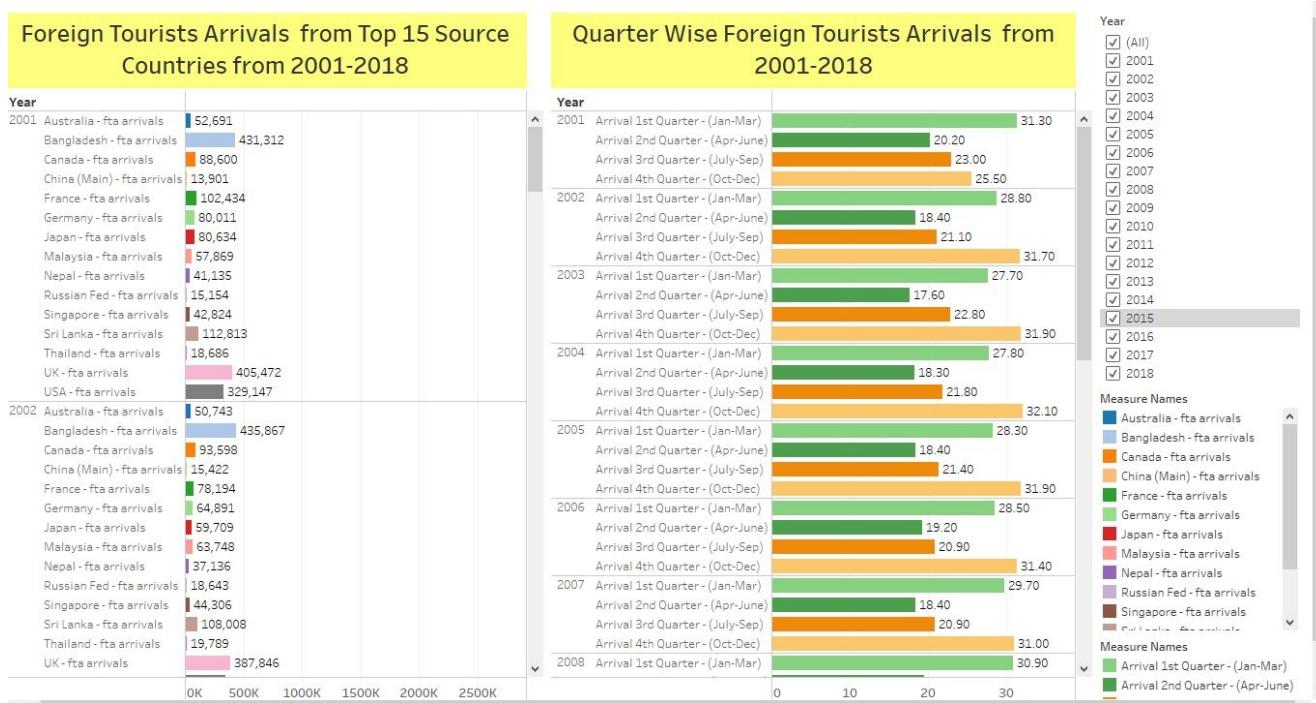
**Fig 4.11 Gender Wise Distribution of Foreign Tourists Arrivals from 2001-2018**

In all the above figures, Year is the measure value which is taken in a discrete value and other measures such as age, gender, port wise & mode of travel, foreign exchange earnings, tourist visits to monuments are other measure values taken in both columns and rows and its graphical representation is represented in the above figures. These figures are the experimental investigations of the tourism dataset from the year 2001 to 2018.





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**Fig 5.5 Tourist Visits Analysis Dashboard**

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## CHAPTER 5

### RESULTS

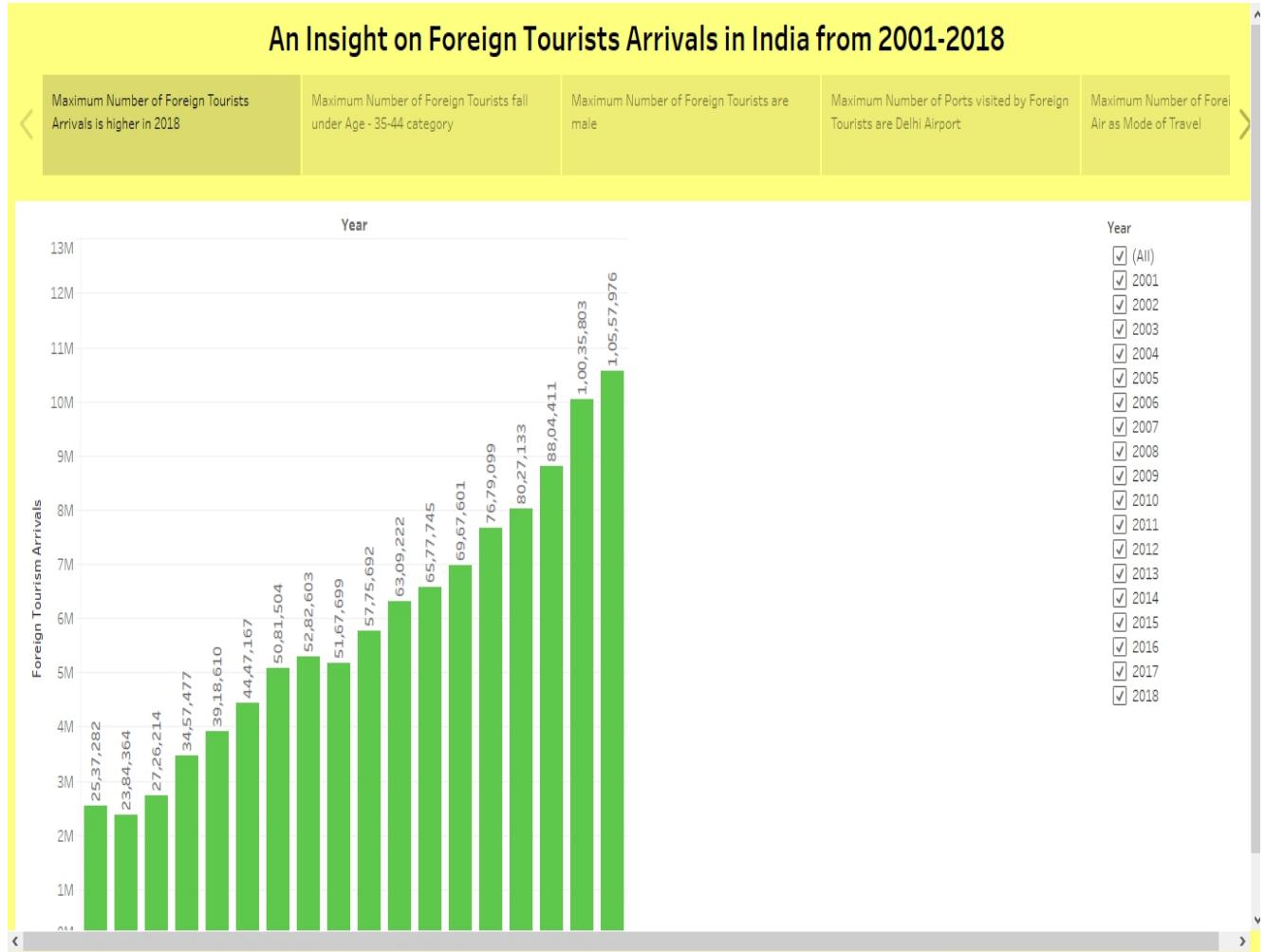


Fig 5.1 Foreign Tourists Arrivals from 2001-2018 Story

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## CHAPTER 6

### CONCLUSION

From the above story results, the proposed solution comes with a conclusion by analyzing above story telling dashboard

- Maximum Number of Foreign Tourists Arrivals is higher in 2018
- Maximum Number of Foreign Tourists fall under Age - 35-44 category
- Maximum Number of Foreign Tourists are male
- Maximum Number of Ports visited by Foreign Tourists are Delhi Airport
- Maximum Number of Foreign Tourists prefer Air as Mode of Travel
- Maximum Number of Foreign Tourists Arrivals occurs in 4th Quarter(Oct-Dec)
- Maximum Number of Foreign Tourists visit were from Bangladesh. UK & USA arrivals increased in upcoming years
- Maximum Number of Foreign Exchange Earnings in Rupees as well as dollars take place in the year 2018
- Maximum Number of Foreign Tourists Visits both domestic as well as Foreign is higher in 2018
- Maximum Growth Rate of World Tourism Receipts is higher in 2004 when compared to other years
- Maximum Number of Monumnets Visitors are Domestic Visitors

These are the conclusions derived from the story telling dashboard.

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## CHAPTER 7

### REFERENCES

- [1] Arvind Singh Yadav, D. C. Pandey "Analysis and Appraisal of Foreign Tourist Arrivals and Economic Growth of Indian Tourism Industry", Global Journal of Multidisciplinary Studies, Vol.no 5, Issue 2, January 2016.
- [2] Tiwari, A. K., Dash, A. K., & Narayanan, B. G. "*Foreign tourist arrivals in India from major source countries: an empirical analysis*" Current Issues in Tourism, 21(10), 1137–1156. doi:10.1080/13683500.2017.1296415, March 2017.
- [3] Dr. Shekhar Upadhyay, Dr. Alka Awasthi, Dr. Priyanka Rawal "A Comparative Study on Foreign Tourist Arrivals in India", International Journal of Application or Innovation in Engineering & Management (IJAIE), Vol.no 6, Issue 4, April 2017.
- [4] Ajit Kumar Singh, Dr. Pankaj Kumar Tyagi, Dr. Parikshit Sharma, Ms. Priya Sharma "An Empirical Evaluation of Tourist Arrival in the state of Bihar, India" Journal of critical reviews, ISSN- 2394-5125, Vol 7, Issue 5, March 2020.