

## **TABLEAU CHALLENGE**

### **TOPIC:TOURISM STATISTICS OF INDIA 2018**

#### **ACKNOWLEDGEMENT**

I **HARSHITHA KARNATAKAM** Would like to express my special thanks of gratitude to the **Smartinternz** who gave us the golden opportunity to do this wonderful challenge on tableau which helped me improve my visualization skills and I got a chance to learn new thing as well

It helped me increase my knowledge and skills

#### **THANK YOU**

#### **OVERVIEW OF THE PROJECT**

Tourism industry is important for the benefits it brings and due to its role as a commercial activity that creates demand and growth for many more industries. Tourism not only contributes towards more economic activities but also generates more employment, revenues and

play a significant role in development

So based on the above considerations we are going to visualize the statistics of tourism in india during the year 2018.

## **PURPOSE OF THE PROJECT**

Total contribution of travel and tourism to GDP in India 2013-2029. In 2018, the travel and tourism industry in India contributed around 247 billion U.S. dollars to the country's GDP.

Based on the visualizations we are doing to focus on the ways and solutions to improvise the tourism sector in india which leads to the growth of countries' GDP and economy

### **objectives**

To identify the major challenges associated with the tourism and hospitality industry of India;

- To explore and develop potential solutions to mitigate the issues associated with the successful development of the tourism and hospitality industry in

India.

## **PROBLEMS FACED BY TOURISM SECTOR INDIA**

- 1.Lack of infrastructure
- 2.Safety
- 3.Lack of ecological tourism
- 4.environmental damage
- 5.lack of overseas marketing and engagement

## **PROPOSED SOLUTION**

India is a country that is very famous for its culture, traditions and religious activities.

Every region in India is identified with its unique folk dances, food, music, attire, handicraft, and, which reflect its harmonious blend of art, culture and religion.

The reason why foreigners get attracted to india is due to our culture and traditions

many foreigners want to experience life in Indian villages, but India's villages are not open to tourism.

Development of selected tourist circuits and centers which are popular with the tourists I instead of spreading limited resources over a large number of

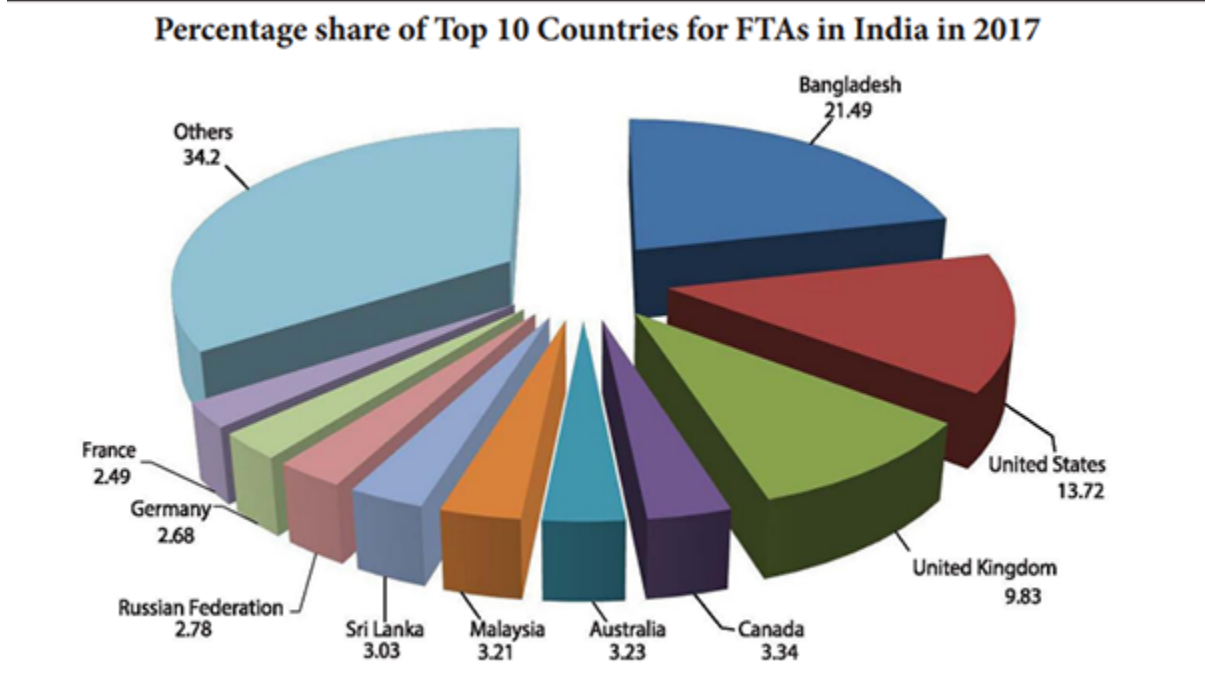
circuits centers.

Development of non-traditional areas such as

- a) trekking
- b) winter sports
- c) wildlife tourism and
- d) beach resort tourism to exploit the tourism resource of the Himalayas, the vast coastline with sandy beaches and abundant sunshine and wildlife to attract more tourists and to lengthen their period of stay in the country.

## **THEORETICAL ANALYSIS**

In India the tourism industry has been showing a tremendous growth over the decade or so. The crucial indicators of tourism such as domestic tourist arrivals, foreign tourist arrivals, foreign exchange earnings, total contribution of travel and tourism to GDP, and total contribution of travel and tourism to employment have been performing well. We see that the foreign exchange and foreign tourist arrivals are increasing over the decade

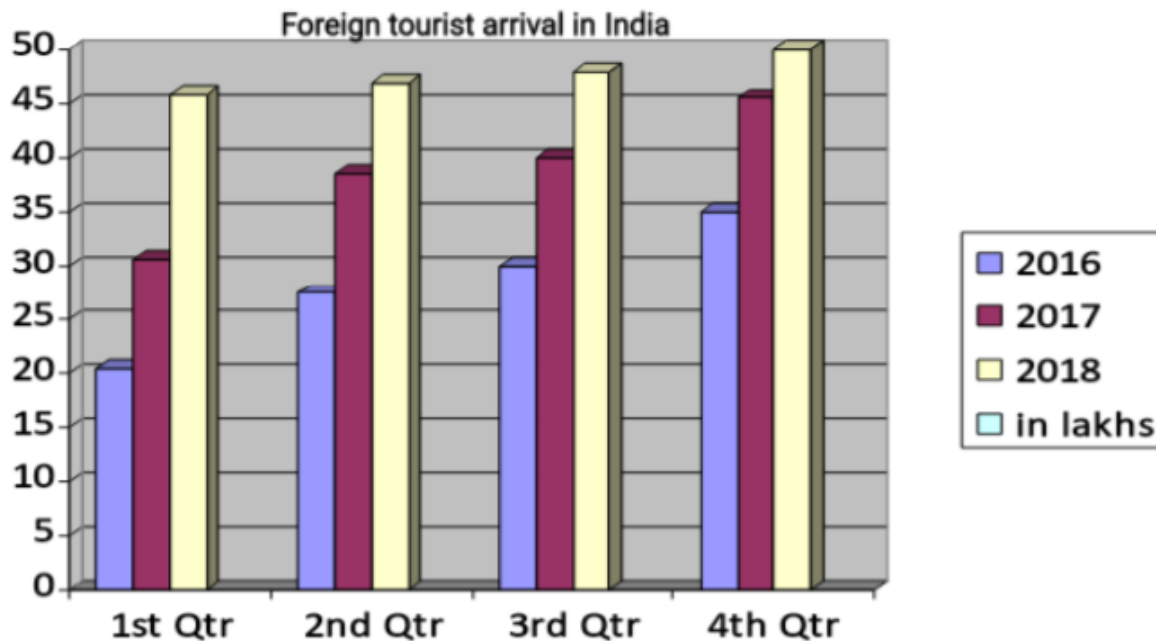


## HARDWARE AND SOFTWARE REQUIREMENTS FOR THE PROJECT

The main software used for this project is tableau for visualizations

And the hardware product is a PC or a laptop

## EXPERIMENTAL INVESTIGATIONS



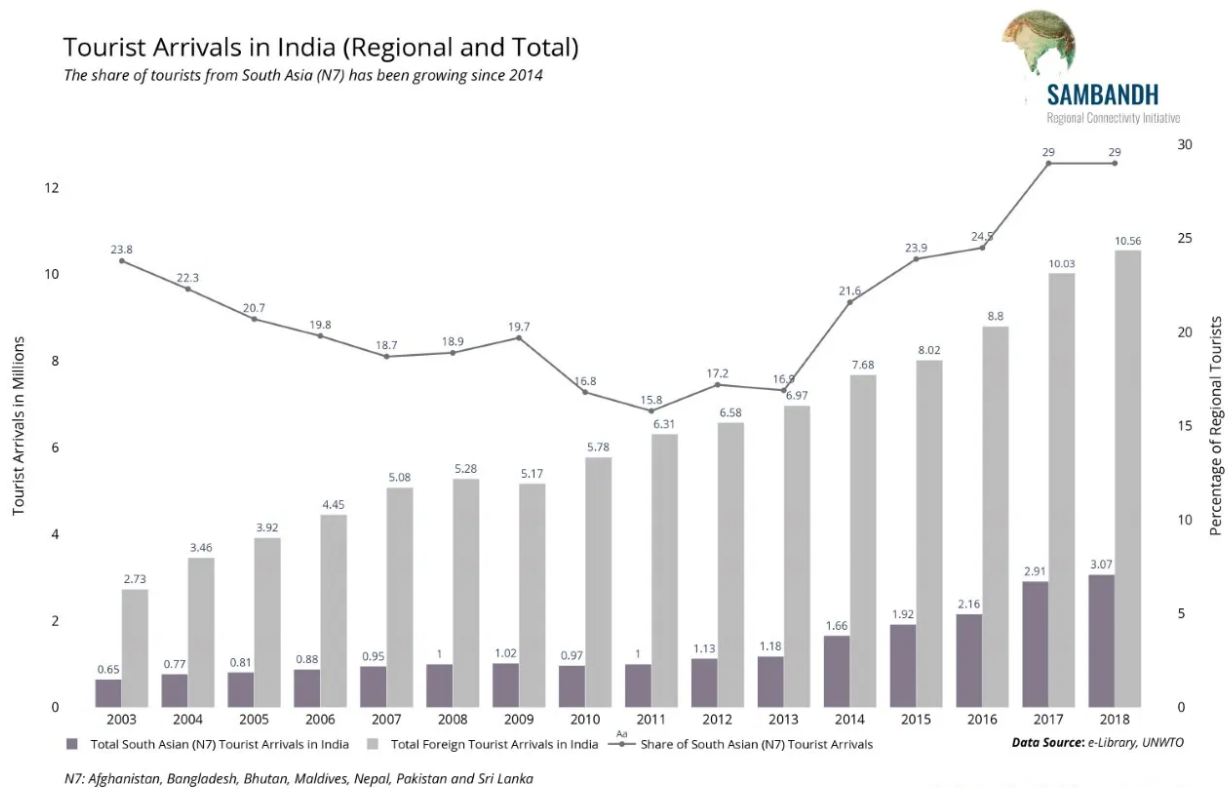
It has been well analyzed that there has been significant growth in the tourism and hospitality industry of India. The country also has potential aspects that are needed to further influence the growth of the local economy. However, there are several factors that are degrading the growth of the industry, such as the crash in the global economy. Hence, there is a huge need for the tourism and hospitality industry to analyze and comprehend the challenges associated with the

tourism and hospitality industry and implement as a matter of urgency, a number of remedial measures to mitigate the negative aspects and issues

## FLOWCHART



## RESULT



As emerging countries like India are concerned, the research is very few.

Hence, any new study will add to the review of literature. We found tourists have a positive impact on the economic growth of India in both short-run and long-run. However, Physical capital investments have a positive impact on economic growth. Investments in human capital have a positive impact on GDP with a two year lag.



## ADVANTAGES AND DISADVANTAGES

**Economic.** It brings in money. This is probably the main advantage of tourism and the reason why it has been promoted so much, especially in developing countries. The income generated can make up a significant proportion of both private, local, and national incomes.

**Opportunistic.** It provides jobs. Hotels, bars, transport, activities, shops, and restaurants all need staffing. Tourism can provide much-needed employment for people.

**Infrastructural** It provides a means and an incentive for investment in infrastructure such as roads, rail networks, and local medical and education facilities.

**Environmental.** It can provide economic incentives for a place to preserve, maintain, and regenerate

the environment in both urban and rural settings.

## **DISADVANTAGES**

- **Environmental.** Tourism can often cause environmental damage with risks like erosion, pollution, the loss of natural habitats, and forest fires. Even if tourists behave responsibly, the sheer number of them can cause damage. Ancient buildings, monuments, and temples often struggle to cope with increased traffic and suffer inevitable wear-and-tear. Reefs and other natural tourist attractions can suffer permanent damage.
- **Cultural.** The commercialization of culture can undermine the soul of a tourist destination. Local traditions that have a rich cultural heritage are reduced to wearing costumes and putting on acts for the tourists in return for money.

- Culture Clashes. Tourists often lack respect for local traditions and culture, refuse to follow local dress standards, get drunk in public, or behave rudely or inappropriately towards locals.
- Service Economy. Although jobs are created by tourism, most are relatively low-level such as bar work, hotel service, restaurant serving, and so forth. These low-wage, low-skill workers have little prospect for advancement or promotion.

## **CONCLUSION**

It has been found that financial issues are the major challenge that is holding back the development of the tourism and hospitality industry in India. In addition, issues including high financing costs, working capital issues, branding and multiplicity of taxes charged are the major financial issues associated with the particular

sector that needs to be mitigated at almost immediately for development to occur. On the other hand, other strategic issues including global uncertainty, branding issues, human resources, financial viability, and customer issues, operating cost creep, supply, safety, and security are also significant challenges associated with the development of the tourism sector in India.

## **FUTURE SCOPE**

The Indian government took efforts to encourage different kinds of tourism in India. India shows an exponential growth in the tourism industry because of the support given by the government.

The tourists can enjoy different kinds of tourism. They are:

- Eco Tourism

- Health Tourism
- Adventure Tourism
- Cultural Tourism
- Heritage Tourism
- Wildlife Tourism

Only in India the tourists can enjoy all these kinds of tourism together. The survey according to FICCI (Federation of Indian Chambers of Commerce and Industry) states that there is a very bright future for the tourism industry in India.

India has always been known for its diverse climate, hospitality, uniqueness etc this is the reason why India has been doing well in all types of tourism in India.

## **REFERENCES**

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