



## Foreign Women Tourists Visiting India

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**Abstract:**

*India's attractiveness as tourists' destination for women has barely wavered. Infact, the number of women tourists arriving in as a proportion of total tourists has been increasing overall. Women tourists to India have been increased from 34.7 in the year 1996 to 41.2 in the year 2013. Means the number of female foreign tourists visiting India increased from around 7.9 lakh in 1996 to 28.7 lakh in 2013. There was a fall in foreign tourists after the December 2012 rape incident. Again it seems to have begun to move forward with the present Prime Minister Narendra Modi's government as it giving special emphasis to the tourism sector. At present, it has witnessed a rise in tourists but it is not as expected. The number of foreign tourists increased 10% in 2014 over the previous year while foreign female tourists slipped to 40.8% from 41.2% in the same period.*

**Keywords:** Women, Tourists, Government

### Introduction

Tourism is the World's largest industry and creator of jobs across national and regional economies. According to the recent statistics from the W T O, tourism provides almost 10% of the world income and employs almost one tenth of the world's work force. W T T C, s forecast reveals that in 2010 tourism will generate indirectly and directly, 11.7%of G D P and nearly 255 million jobs in the world wide economy

### Review of literature:

Lanfant and Allock (1995) the positive aspect of tourism is emphases mainly as a source of foreign exchange a way to balance foreign trade. Besides the economic benefits, tourism can provides social benefits for local communities. Increased tourism pushes governments to accommodate visitors as aptly as possible. However tourism development can cost the local government and local tax payers a great deal of money.

According to Hall (2000) Government has realized that the long-term potential tourism is not only for generating revenue but also as a promoter of International peace and goodwill. Consequently many countries are busy capitalizing on the comparative advantage that they may have in the tourism area. The comparative advantage for tourism can often aid developing nations in earning foreign exchange more rapidly and with less difficulty than would be true for other products.

Tei vin Singh (2001) Says that despite the negative impact, tourism provides a powerful stimulus to development. Hence developed and developing countries are desperately trying to promote tourism. But mass tourism has been linked to negative environmental impacts. He supports community based and human centered tourism might protect local culture and ensure sustainability by ensuring environmentally- friendly activities.



According to World Tourism Organization (WTO) (2001) the number of international tourists increased from a mere 25millions international arrivals in 1950 to 699million in 2000. Correspondingly to an average annual growth rate of 7 percent. In the same period, international tourists' receipts at current prices and excluding international transport costs had an average growth rate of 11percent.

#### Objective:

The main objective of this research is to highlight the foreign women tourists visiting India by identifying the Tourism locations that promote good market opportunities and to know the factors those results on Tour to be more delighted of tourists.

#### Database and methodology:

Table -1. Foreign tourists arrived and the percentage of women tourists

YEAR	FOREIGN TOURISTS ARRIVED(MILLIONS)	WOMEN % IN TOTAL TOURISTS
1996	2.3	34.7
1997	2.4	38.5
1998	2.35	34.6
1999	2.5	30.5
2000	2.6	38.1
2001	2.5	24.5
2002	2.4	27.5
2003	2.7	32.1
2004	3.45	33.9
2005	3.9	33.1
2006	4.4	36.2
2007	5.1	39.6
2008	5.3	39.4
2009	5.2	40.4
2010	5.8	40.7
2011	6.3	40.6
2012	6.6	41.3
2013	7.0	41.2
2014		41.2

Source: Data compiled by the Ministry of Tourism

The study is purely based on secondary data the sample observations are 19 years. The reference period of the study is from 1996 to 2013. The required information was obtained from records of Ministry of Tourism Govt.of India.

#### Findings:

The number of women tourists arriving in as a proportion of total tourists has been increasing overall. Women tourists to India have been increased from 34.7 in the year 1996 to 41.2 in the year 2013. - Means the number of female foreign tourists visiting India increased from around 7.9 lakh in 1996 to 28.7 lakh in 2013. The number of foreign tourists increased 10% in 2014 over the previous year while foreign female tourists slipped to 40.8% from 41.2% in the same period.



According to the latest data of Ministry of Tourism the proportion of foreign women tourists to India have been increasing. This was increased from 34.7 in the year 1996 to 41.2 in the year 2013. In absolute terms this increasing proportion of women tourists coupled with a huge increase in the number of tourists arriving in India overall, means the number of female foreign tourists visiting India increased from around 7.9 lakh in 1996 to 28.7 lakh in 2013. India's total foreign tourist arrivals jumped last year but the number of foreign women travelling to the country slipped during the same period amid concerns about safety of women following the December 2012 gang rape.

Tourism ministry statistics show the main countries that logged a decline in female foreign tourists were Germany, Bangladesh and the Russian Federation while the number of women from Sri Lanka, the US, Canada, UK and Malaysia increased during this period.

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India's tourism industry took a hit after the 2012 gang rape made international headlines, prompting the government to introduce a host of security measures such as a travel advisory with tips for foreign tourists, including suggestions on dressing in line with the country's traditional culture.

The country's global image as a safe destination suffered following a series of sexual attacks on foreign women in recent years.

"Some parts of India, particularly the smaller towns and villages, still have

traditional dressing. Dress codes for some religious places can include covering your head, being barefoot," says a 13-page booklet given to foreign tourists at the immigration counter.

According to sources, the tourism ministry is also working on a plan to hand a GPS-enabled SIMs to foreign travellers when they land in India.

"Safety of women foreign travellers is a matter of serious concern for us. We are taking several steps. We have started helpline numbers in two languages which we propose to make multilingual," tourism minister Mahesh Sharma said.

#### **Decline of foreign women tourists in india:**

There was a fall in foreign tourists after the December 2012 rape incident. Again it seems to have begun to move forward with the present Prime Minister Narendra Modi's government as it giving special emphasis to the tourism sector. At present, it has witnessed a rise in tourists but it is not as expected. The number of foreign tourists increased 10% in 2014 over the previous year while foreign female tourists slipped to 40.8% from 41.2% in the same period.

#### **Causes for decline of foreign women tourists:**

Number of sexual assault and rape cases of foreign lady tourist is making female tourists wary of visiting India

The Taj Mahal of Agra is another favourite and most popular Indian attraction among foreign tourists but recent incident of attempted rape of foreign women at hotel room is another major embarrassment over safety of foreign nationals in India.



A Swiss women tourist was robbed and gang-raped in the central Indian state of Madhya Pradesh. Sharp fall in the numbers of foreign tourists, especially foreign female tourist is recorded in India due to these cases of rapes and sexual assault. A Korean tourist rape case at Bandhavgarh in Umariya in Madhya Pradesh.

The rape cases involving German woman tourists in Alwar may or may not hit tourism in Rajasthan but these rape cases are making foreign lady tourists wary of visiting India. Rajasthan is one of the most famous tourist destinations in India, its grand forts and palaces attract the foreign women tourists.

An American female tourist gang-raped in Manali by a truck driver and two other men. Manali is a famous tourist region of northern India of Himachal Pradesh. All three men arrested and sent to prison but it's not enough, they have ruined the life of a young American women and damage the image of nation.

Rape of foreigners in Goa has left a permanent scar in India; Goa gets approximately five lakh foreign tourists a year. Incidents of sexual assaults, rape and murder of Russian foreign tourists in Goa. The exotic beaches of Goa are home to many foreign tourists who visit frequently for a break.

Indian women are facing one of the biggest challenges of women safety in the country, especially in the all metro Indian

cities. Every day there is news of sexual assault and violence against women, cases of rape and murder around these cities. Apart from the above listed cities, in the last few years Jaipur, Kolkata, Meerut, Kerala and Jammu and Kashmir has also reported similar incidents, there has been substantial fall in the tourist traffic in India. India's reputation was damaged and significant numbers of cancellations of female tourist are reported.

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