

# Tourism Industry in India and ASEAN Countries – A Comparative Study

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## Abstract

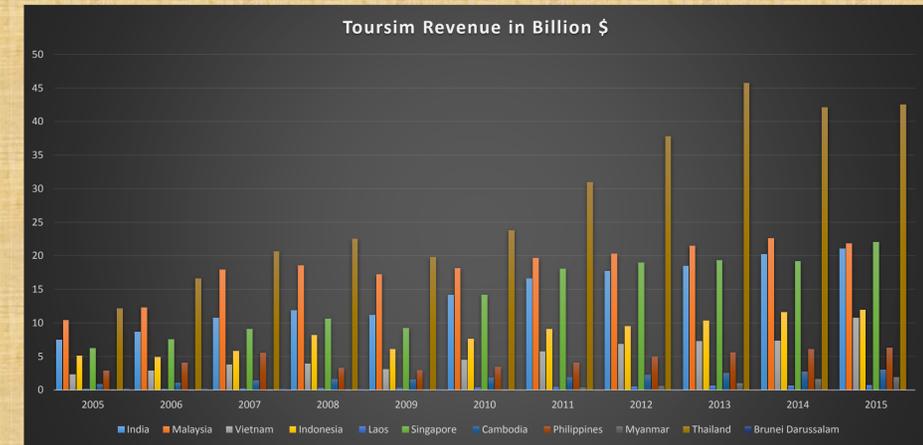
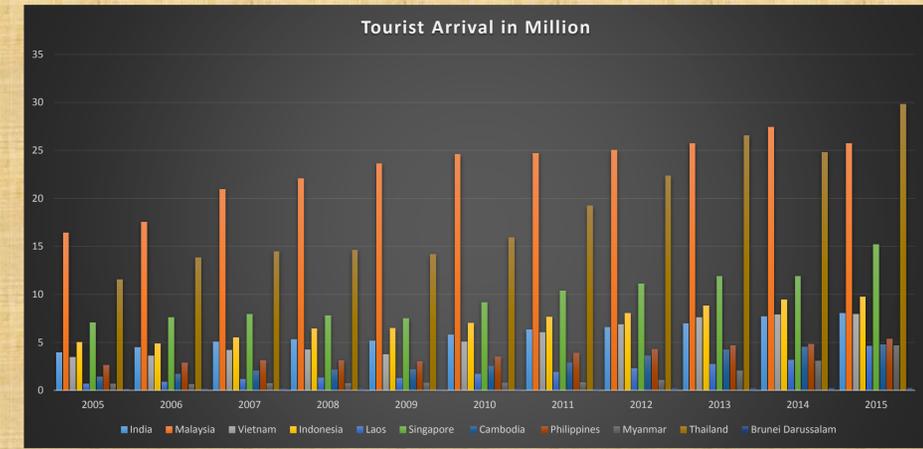
- Tourism is one of the most important industries for any country and if it is well planned and well executed leads to development of the country.
- This paper gives the comparative study of tourism industry of India and ASEAN nations by comparing the data like number of tourist arrivals in a particular country, revenue generated from the industry and percentage contribution of tourism industry towards the country's GDP.
- The data has been collected from 2005 to 2015 and ASEAN nations have been compared with India.
- Author has considered both the successes and failures of ASEAN nations in tourism industry.
- Paper also suggests few steps which have to be taken by Indian government in order to increase the number of tourist arrivals and improve the GDP of India.
- The suggestions have been done based on the model of nations like Thailand, Singapore and Malaysia which have succeeded in attracting huge number of tourists in last decade.

## Introduction

- Tourism is meant for relaxation, pleasure, experience and improved health.
- There are different reasons for visiting different places and these reasons have led to classify tourism into several types.
- They are cultural tourism, medical tourism, adventure tourism, wildlife tourism, pilgrimage tourism, ecotourism etc.
- Tourism has generated Rs8.31 lakh crore (US\$120 billion) or 6.3% of India's GDP in 2015 and helped in generating 37.315 million jobs, which is around 8.7% of the total employment.
- The number of tourist arrival has gone up from 3.92 million in 2005 to 8.03 million in 2015 with growth in tourism receipts from \$7.43bn in 2005 to \$21.07bn in 2015.
- Author has found the gap that there is comparative study between the ASEAN nations and India.
- This paper seeks to provide insights of Indian tourism industry by comparing it with various ASEAN nations which includes Singapore, Malaysia, Thailand, Cambodia, Vietnam, Brunei Darussalam, Laos, Philippines, Indonesia and Myanmar.
- This paper also tries to bring up the type of tourism that India should focus on in order to increase its overall contribution towards the GDP.
- Author has tried to go through various papers based on ASEAN tourism and studied the policies and government norms for tourism industry for those nations.
- The study has been done based on last decade's data that is from 2005 to 2015.

## Literature Review

- 1) India has been rated highly for rich heritage, culture and art forms. Few of the reasons behind the poor number of tourist arrival are poverty, cheating, safety issue, unhygienic conditions and begging. (Manjula Chaudhary )
- 2) Foreigners perceive India in different way and they relate India with poverty, political instability, terrorism, communal riots, unemployment, illiteracy and corruption. (Matthieu Chemin, Flaubert Mbiekop)
- 3) India has recently joined the medical tourism race and due to less cost of treatment, English speaking doctors and personalised service India is doing pretty well in this field. (C.B Venkata Krishna Prasad )
- 4) Hospital websites play important role in promoting medical tourism in countries like India, Malaysia and Thailand. (Sedigheh Moghavvemi, Meghann Ormond, Ghazali Musa, Che Ruhana Mohamed Isa, Thinaranjey Thirumoorthi, Mohd Zulkhairi Bin Mustapha, Kanagi A./P. Kanapathy, Jacob John Chiremel Chandy )
- 5) Conservation, planning and focusing on commercial activities like retail and recreation/leisure has helped Singapore to attract many tourists [3].
- 6) We have seen tag lines for products or companies but Malaysia has been doing extremely good in promoting its tourism industry by differentiating it with other countries with different tag lines. (Amran Hamzah )
- 7) Political instability in Philippines and government policies impacts highly in the development of tourism industry. (Joan C. Henderson )
- 8) Improvement in private sector and local development directly impacts the number of tourist arrival in Laos. (Suntikul, Bauer and Song )
- 9) Vietnam being geographically located in the central part of south east Asia, it should take advantage of that by framing sustainable tourism development plan. (Myriam Jansen-Verbeke )



## Suggestions

- 1) India should project itself as an exotic destination globally so that tourists will have an image of India as Malaysia does very well in projecting itself by giving taglines like 'Malaysia Truly Asia'.
- 2) India has to take necessary measures towards poverty, illiteracy and corruption by changing the current government policies and of course mindset of people
- 3) India has to have cohesiveness among the local bodies and state corporation (wildlife, agriculture, cultural, fisheries, antiquities etc) like Malaysia.
- 4) India must focus more on medical tourism as the demand for medical tourism is increasing in Asia because of low priced and high quality services offered by these nations.

## Conclusion

Tourism industry of India when compared to ASEAN nations is lacking behind in many aspects. Indian government needs to revamp its tourism policies and norms in order to increase the number of tourist arrival. Medical tourism is an evolving sector of tourism in India. Medical tourism has good future in India. Most of the ASEAN nations are dependent on tourism industry because of less scope in other industries unlike India.

## Data

Year	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Growth Rate in %
India	7.2	6.9	7.4	7.3	6.6	6.3	6.2	6.2	6.2	6.2	6.3	-12.5
Malaysia	13.2	13.7	16.5	12.8	14.1	13.8	13.5	13.7	14.4	15	13.1	-0.75
Vietnam	11	13.2	9.6	11.7	9.8	9.3	9.7	12.4	11.5	12.7	13.9	26.3
Indonesia	9.6	9	9.1	9.4	9.5	8.8	8.7	8.9	8.9	9.4	9.6	0
Laos	12.4	12.1	12.8	13.7	14.5	15	14.6	15.1	14.2	14.1	14	12.9
Singapore	8.9	8.3	9.1	8.9	8.9	9.7	9.9	10.2	9.8	10.1	10	12.3
Cambodia	24.6	24.6	24.1	22.7	24.9	25.4	27.9	29.3	29.3	29.5	29.9	21.5
Philippines	11.4	12	13.6	9	9.8	8.8	10	10.6	10.5	10.3	10.6	7.0
Myanmar	3.8	3.6	3.6	3.6	3.2	3	3.3	3.3	4.6	5.5	5.9	55.2
Thailand	15.8	16.7	17.5	16.8	15.7	14.1	15.6	17.1	18.4	18.1	20.8	31.6
Brunei Darussalam	7.3	6	6.3	6	7.2	7.3	6.8	7.1	7.3	7.4	7.4	1.3