











**Table 6: Volatility**

	Foreign Tourist Arrivals	Indian National Departures	Domestic Tourist Visits
Mean	5.44	11.99	766.50
Standard Deviation	2.29	6.27	483.91
Coefficient of Variation	42.10	52.34	63.13

Source: Ministry of Tourism, 2019

From Table 6, the coefficient of variation of Foreign Tourism Arrivals is the least at 42.1%. Therefore, this segment is fairly stable. However, the Domestic Tourist Visits, with a coefficient of variation of 63.13%, are comparatively more susceptible to fluctuations.

### Findings

The following are the findings:

1. The number of tourists, both domestic and international, has been increasing each year.
2. There is a consistent increase in Domestic Tourist Visits despite an increase in Indian National Departures.
3. Regarding volatility, Foreign Tourist Arrivals are the least while Domestic Tourist Visits are the most.

### Suggestions

The following are the suggestions:

1. Organize fairs and melas at various existing locations with the sole intention of attracting tourists.
2. Promote lesser known locations as popular tourist destinations through innovative means.
3. The focus can be shifted towards eco-friendly and sustainable tourism.

### Conclusion

Tourism in India has been performing consistently well over the last few decades. It has witnessed an increase in domestic tourists

flocking various destinations as much as international tourists. This industry is poised to witness a larger growth due to aggressive promotion schemes like "Incredible India".

### Acknowledgements

The authors sincerely thank the anonymous reviewers for critical comments and constructive suggestions that have significantly improved this manuscript.

### Conflict of Interest:

VEL University, Lincoln University College.

### References

- Ahamed, M. (2018). Indian Tourism-The Government Endeavours Resulting into Tourism Growth and Development. *International Journal on Recent Trends in Business and Tourism (IJRTBT)*, 2(1), 7-15.
- Ghatage, L. N., & Kumbhar, V. M. (2005). Growth and performance of tourism industry in India. In *International Conference on Recent Trends in Commerce, Economics and Management*.
- Ministry of Tourism. (2019). India tourism statistics, 2019.
- Mir, L. A. (2014). An economic evaluation of Indian tourism industry. *International Journal of Scientific and Research Publications*, 4(12), 1-7.
- Subash, T. (2015). Tourism in India: Potentials, Challenges and Opportunities. *IJRAR-International Journal of Research and Analytical Reviews*, 2(4), 8-18.