

**REGIONAL TOURISM COMPETITIVENESS: A
COMPARATIVE STUDY BETWEEN DOMESTIC
AND INTERNATIONAL TOURISTS**

**क्षेत्रीय पर्यटन प्रतिस्पर्धात्मकता: घरेलू और अंतर्राष्ट्रीय
पर्यटकों के मध्य तुलनात्मक अध्ययन**

An

Abstract

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ABSTRACT

India's tourism industry is on track to reach USD 1 trillion by 2047, with data-led tourism set to be a key driver of growth. It highlighted that international tourists in India spend 26x more than domestic, hence attracting global visitors is key.

After the COVID-19 pandemic, many reforms were implemented in India to promote tourism; these policies have significantly boosted the sector. The Government of India has taken several infrastructural measures to promote tourism in the country; this trend is likely to continue. According to the FICCI, India's travel market is projected to expand to US\$ 125 billion by 2027.

With rapid technological advancements in every sphere of life, transformation has taken place due to changing needs and dynamics of population demography. The tourism sector is also experiencing a transformation in terms of changing technology, competition, preferences and so on.

The study mainly focuses on regional competitiveness in the tourism sector. The study also examines the perception of tourists both domestic and international; with reference to the attributes and tourist services and products.

The thesis comprises five chapters namely Introduction, Review of Literature, Research Methodology, Data Analysis and Interpretation and Findings, conclusion and suggestions.

The introduction chapter gives an overview of the tourism sector and competitiveness at global and regional levels along with theories, models and conceptual framework

The Chapter on the Review of Literature provides an extensive review of work already done on competitiveness and changing trends in the tourism sector. Review is done basically to identify gaps in the research chosen and to fill some of these gaps by framing objectives, and hypotheses and testing them statistically to draw some inferences for the population of the research study.

The Chapter on Research Methodology clarifies the objectives of study, research design, sample framework, tools and methods of data collection and explains the significance, scope and limitations of the study.

The Chapter on Data Analysis and interpretation is aimed at the tabulation and analysis of data collected and testing of the hypothesis by applying various statistical tools, Factor analysis, ANOVA test and chi-square test to statistically justify the research work undertaken

The last chapter briefs up the current study with major findings related to the sampled population and conclusions for the population. It also provides suggestions for enhancing the regional competitiveness of the selected research area.