

INDIAN TOURISM



India is one of the popular tourist destination in Asia. Bounded by the Himalayan ranges in the north and surrounded, on three sides by water (Arabian sea, Bay of Bengal and Indian Ocean), India offers a wide array of places to see and things to do. The enchanting backwaters, hill stations and landscapes make India a beautiful country. Historical monuments, forts etc. add to the grandeur of the country.

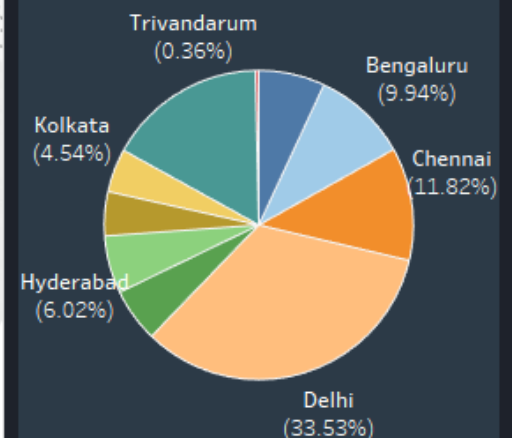
Reasons for Visit

- Film Wellness Eco-Tourism
- Adventure Exhibitions
- Meetings & Conferences
- Leisure Medical Reason
- Golf Cruise Polo Tourism

Top 10 State wise FTA in 2016

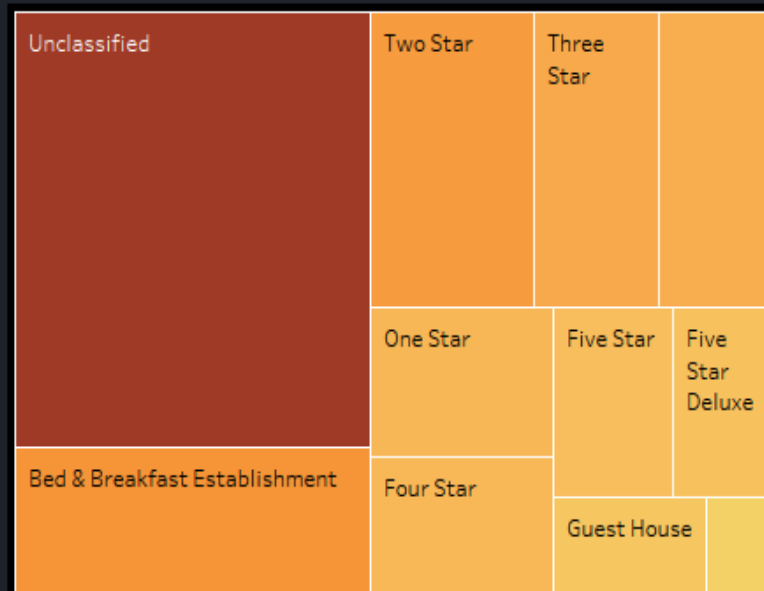


International Check Posts

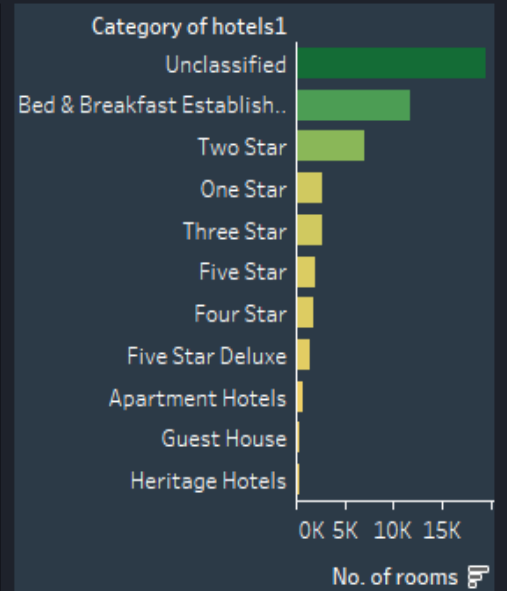


Total Guests	(US \$ Million)		
Year of Da..	FTA	ITA	NRIs Ar..
2014	7,680	13,110	5,430
2015	8,030	13,290	5,260
2016	8,800	14,570	5,770

Category wise hotels



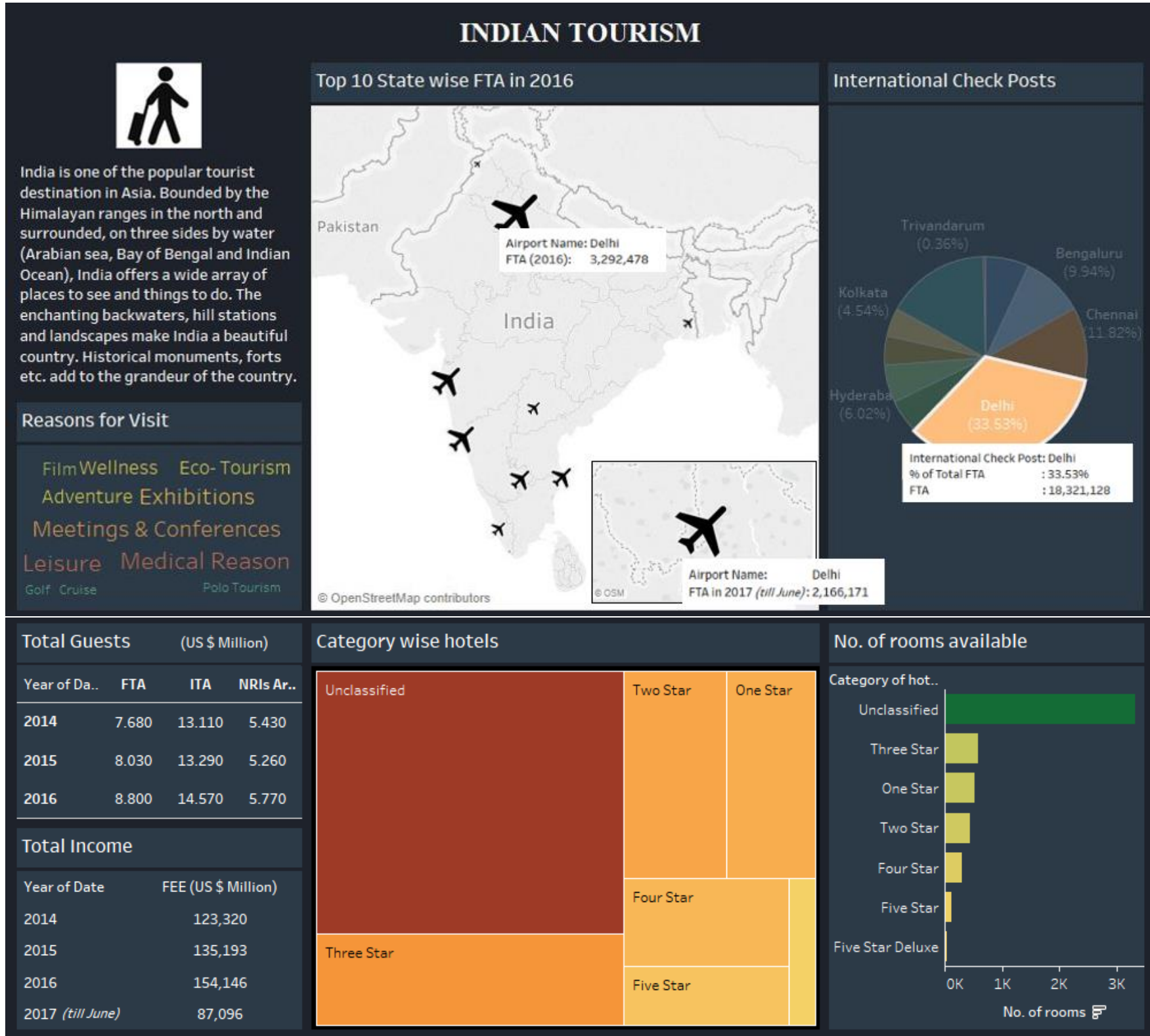
No. of rooms available



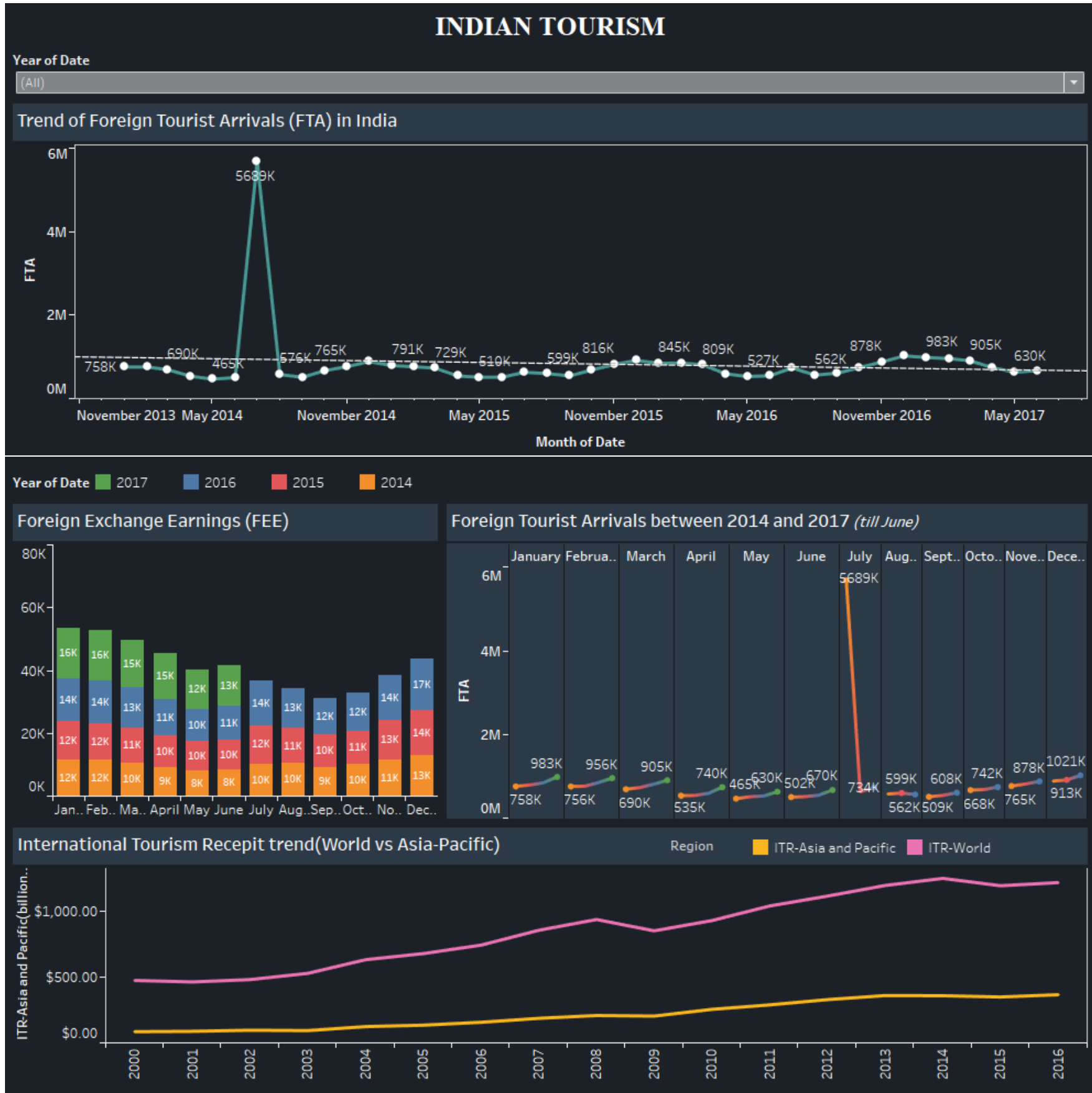
Total Income	
Year of Date	FEE (US \$ Million)
2014	123,320
2015	135,193
2016	154,146
2017 (till June)	87,096

This visualization helps in identifying and tracking the numbers of Foreign Tourist Arrivals (FTA) in different states of India and the comparison between Year 2016 and Year 2017 (*till June*) with respect to Inbound tourism of Foreign Tourist Arrivals (FTA), Arrivals of Non-Resident Indians (NRI's) and International Tourist Arrivals (ITA's), along with the reason to visit and the total income earned in form of Foreign Exchange Earnings (FEE).

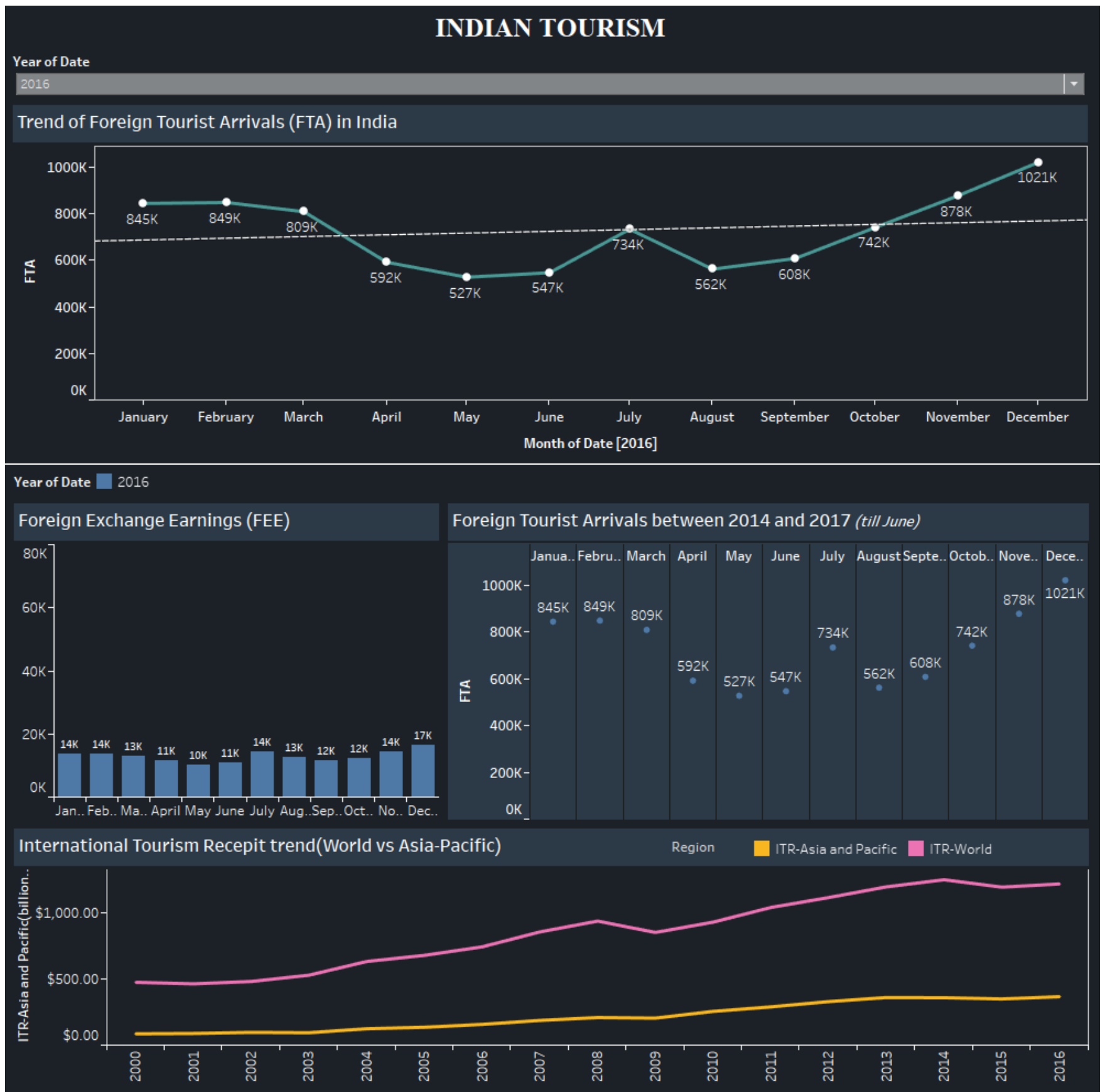
Clicking a particular State will highlight the number of FTA in year 2016 along with the FTA in year 2017 (*till June*). It will further highlight the State contribution to total FTA along with the hotels and the room availability in that particular state.



Further drilling down, we will see the trend of FTA from year 2013 to year 2017 (*till June*) along with the Foreign Exchange Earnings (FEE) in respective month and year and the share of India in International Tourist Arrivals (ITA's) in World and Asia & the Pacific Region.



Further selecting a particular year, will provide the information about the trend of FTA in that year along with the Foreign Exchange Earnings (FEE) earned in respective month and year and the share of India in International Tourist Arrivals (ITA's) in World and Asia & the Pacific Region.






WORD CLOUD CHART

Word Cloud is a visual representation for text data typically used to depict keyword metadata on websites, or to visualize free form text.

A visualization method that displays how frequently words appear in a given body of text, by making the size of each word proportional to its frequency. All the words are then arranged in a cluster or cloud of words. Alternatively, the words can also be arranged in any format: horizontal lines, columns or within a shape.



Source for Dataset:

Ministry of Tourism, Government of India: <http://tourism.gov.in/market-research-and-statistics>

Learn how to make a World Cloud Chart in Tableau:

<http://kb.tableau.com/articles/howto/creating-a-word-cloud>

Learn how to make a Dual Axes Chart in Tableau:

<http://kb.tableau.com/articles/howto/dual-axis-bar-chart-multiple-measures>

Learn how to apply Action Filters in Tableau:

http://onlinehelp.tableau.com/current/pro/desktop/en-us/actions_filter.html