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An Analysis of the Status and Potential of the Delhi Tourism Industry

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ABSTRACT: This paper aims to analyze and evaluate the status and potential of tourism industry in Delhi and identify the bottlenecks ahead. Tourism boosts the earnings of people in the hotel industry as well as the tax collection. The hotel industry's receipts are re-spent in other linked industries and augment further growth. If India utilizes its great untapped potential of developing tourism in strategic places like Delhi, substantial amount of revenue can be generated which will contribute significantly to GDP growth.

KEYWORDS: Tourism, foreign visitors, domestic tourists, consumer satisfaction

1. INTRODUCTION

The aim of this study is to evaluate the status and potential of tourism industry in Delhi and identifying the challenges ahead. Delhi, the capital city of India has a rich and fascinating history. Alongside being a centre of business and commerce, it is also a major tourist hub with numerous tourist attractions like Qutub Minar, India Gate, Red Fort, Jantar Mantar, Humayun's Tomb and Lodhi Garden, to name a few. Further, Delhi has a considerable scope to develop its medical tourism. Tourism in India can turn over the game by fetching foreign exchange and augmenting employment.

Theoretically, tourism affects the economy of a country in a number of ways. The spending made by tourists directly increases the earnings of people in the hotel industry and the tax collections increase; these constitute direct effects. The indirect effects comprise the production changes resulting from re-spending of receipts of the hotel industry in related industries. The changes in the economic activity resulting from the spending are called induced effects. Tourism also increases region-specific employment which can significantly contribute to the growth of a country.

Despite the growth in tourism industry in Delhi there remain some untapped potential and hurdles.

2. LITERATURE REVIEW

MasterCard Global Destination Cities Index (2014) identified London as the top tourist destination overtaking Bangkok and Paris. According to a report by Oxford Economics (2013), direct value added to the economy from tourism was about £15.9 billion which was about 27.6% of U.K.'s GDP. Tourism industry supported 304,000 jobs in London in 2013, about 5.9% of total employment. London Tourism Report (2012/13) claims that tourism economy would contribute 14.8% of London's GDP in 2025 and support 852,000 jobs in the city. Similarly, Delhi can also realise the huge untapped potential in the tourism industry.

According to a Report 'Travel and tourism sector: Potential, opportunities and enabling framework for sustainable growth', published in 2013, India's demographic dividend has more younger population and so they spend more on leisurely services. During 2013-2023 travel and tourism is expected to contribute around 6.5% to the capital investment which is above the 5% global average, and is expected to contribute 12% more to the GDP. It is projected to contribute to the GDP INR 7416 billion along with a growth rate of 12% during 2013-2023. According to a report by Confederation of Indian Industry ('Travel and tourism sector: potential, opportunities and enabling framework for sustainable growth', December 2013), international tourist arrivals in India are expected to grow at 6.2% annually during this decade. This report also revealed

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that tourist visits in states like Delhi, Punjab, Karnataka, Jammu and Kashmir improved in 2012 as compared to 2008 (10-15).

According to Dawn and Pal (2011), India has distinct advantages as far as medical tourism is concerned including low cost advantage and surgery is done at one-tenth costs as compared to the developed countries, air-fares are affordable, along with the state-of-art technology, and specialist doctors.

3. DESIGN OF THE STUDY

3.1 Coverage

The study concentrates on and analyses the tourism industry of Delhi covering areas like old Delhi and South Delhi. In old Delhi specifically the research was carried out in the Red Fort complex. And in South Delhi Dilli Haat was the chosen spot.

3.2 Methodology

For accomplishing the objectives of the study, multistage sampling was used for selecting tourists.

3.3 Selection of study area and sample units

I followed multistage sampling for selecting two areas which experience largest visits by tourists according to Incredible India Report, namely, old Delhi and South Delhi. Then from these regions I selected two tourist places having eating joints and shopping centres—the Red Fort which has Meena Bazaar within its complex and Chandni Chowk nearby from the old Delhi and Dilli Haat from South Delhi. Then a sample of 30 tourists was selected from the Red Fort and 30 tourists from Dilli Haat randomly.

3.4 Sampling Frame of the study

Table 1: Sampling Frame of the study

Category 1	Selected places	Category 2	Selected spots	Tourists Selected
Maximum number of tourist visits		Eating and Shopping centres nearby		
	Old Delhi		Red Fort	30
	South Delhi		Dilli Haat	30

3.5 Major Variables for Data Collection

Data was collected on variables including their personal details like name, gender, nationality, resident state, income, age, employment status and education. They were asked their reason for visiting Delhi, their total number of visits to Delhi, and the mode of transport they used for reaching Delhi. Then they were asked questions regarding their satisfaction with transportation services, quality of accommodation, quality of food and security arrangements by the government.

3.6 Sources of Data

Primary data was collected from the tourists. Schedules were used as a tool for data collection. Both quantitative and qualitative data on consumer satisfaction was collected.

4. DATA ANALYSIS

As far as quantitative data is concerned, measures of central tendency like mean were used. The analysis was carried in the form of tables, pie charts, bar graphs, scatter plots, correlation matrix and line diagrams. ANOVA methods, Independent t tests, Tukey's Test and correlations were used for testing of the hypothesis. SPSS was used for data processing.

4.1 Presentation and Analysis of Data

Profile of tourists visiting Delhi

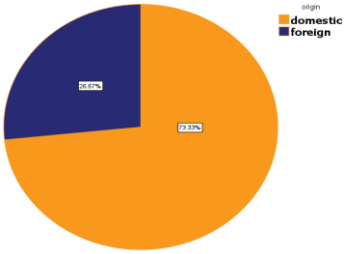

Figure 1: Percentage of foreign and domestic tourists visiting Delhi

I began my analysis by exploring the profile of tourists visiting Delhi. In figure 1 it is observed that about 73.33% of the tourists visiting Delhi are domestic tourists and 26.67% tourists are foreign tourists.

Profile of tourists travelling to Delhi for the purpose of visit

40% of tourists coming to Delhi are leisure tourists. 21.67% of the tourists come for education. So this is a good sign, some of the Universities in Delhi like Delhi University, JNU, Jamia Millia Islamia University and Ambedkar University constitute the best universities of India. So the government can promote policies for students travelling to Delhi including better housing facilities with more government run hostels. 13.33% of tourists come for business motives as Delhi is one of the biggest business hubs in India. Also the same percentage is for medical tourists. Medical tourism is one of the emerging fields in Delhi tourism. So the government needs to develop the medical facilities to a world class level so that it can make use of this untapped potential.

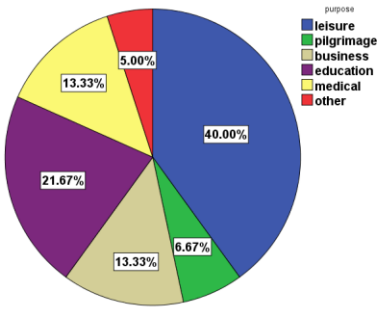

Figure 2: Purpose of visit (domestic tourists)

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Purpose of foreign visitors

The figure shows the purpose of visit of foreign tourists. Figure 3 reveals that 75% of the foreign tourists come to Delhi for leisure purpose. It means that they enjoy the rich cultural heritage and imposing historical monuments of Delhi. So it is very important for the government to ensure proper cleanliness at tourist places and impart proper training to guides who can help foreigners to tackle the language problem. Also government needs to campaign aggressively about historical monuments in Delhi world-wide. Only 6.25% of tourists come for medical purposes. So the government can build proper infrastructural facilities like good hospitals along with trained doctors so that medical tourism could be boosted in Delhi. In foreign countries the cost of operations is very high, so foreign tourists would prefer Delhi if we could provide good medical services at low costs.

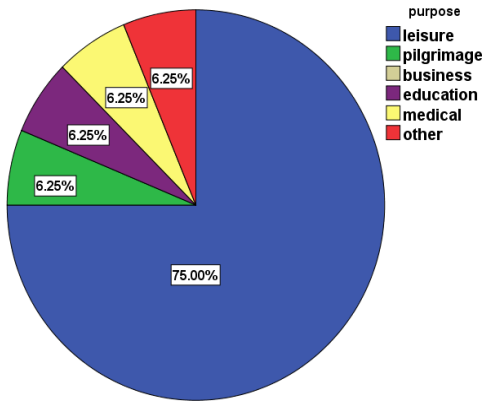

Figure 3: Purpose of visit (foreign tourists)

Profile of domestic tourists

Maximum number of tourists visiting Delhi are from Uttar Pradesh (22.73%), followed by North- East. North-Eastern tourists constitute about 20.45% of the overall number of tourists visiting Delhi. 15.91% of the tourists are from Haryana and Bihar. 9.09% of the tourists are from South India and Punjab. 6.82% of the visitors are from hilly areas which include Jammu and Kashmir, Himachal Pradesh and Uttaranchal.

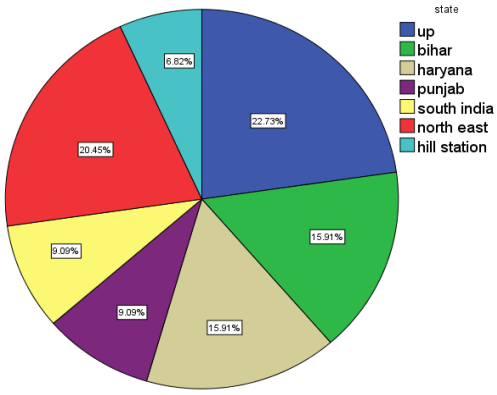

Figure 4: Profile of domestic tourists

Demographic profile of tourists

Table 2: Demographic profile of tourists

		origin		Total
		domestic	foreign	
Age	0-17	1	0	1
	18-30	14	7	21
	31-49	18	7	25
	50-60	7	2	9
Total		40	16	56

Table 2 reveals that most of the domestic tourists are in the range of 18-49 years and the foreign tourists are also in the same age range; it means that young tourists are spending more on travel and tourism and so Delhi can take advantage of the demographic dividend.

Monthly income of tourists

Table 3: Monthly income of tourists

		Origin		Total
		Domestic	foreign	
Income (Rs.)	0-20,000	6	0	6
	21,000-50,000	3	0	3
	50,001-100000	10	0	10
	100001-200000	24	3	27
	200001 and above	1	13	14
Total		44	16	60

Most of the Indian tourists have income between 1 lac and 2 lacs and most of the foreign tourists have income above 2 lacs. It indicates that most of the domestic tourists who travel to Delhi have high incomes. Now let us see the occupations of these tourists to solve this puzzle.

Occupational structure of domestic tourists

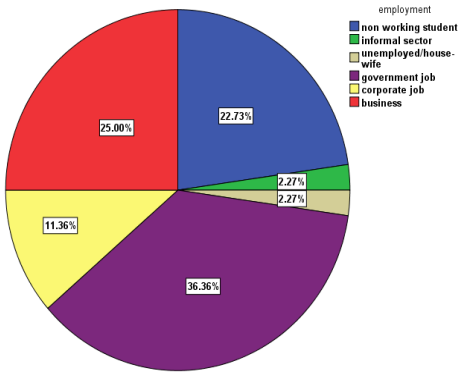

Figure 5: Occupational structure of domestic tourists

38.36% of the domestic tourists are government servants. 22.73% of the tourists are non-working students followed by businessmen who constitute 25% of the total visitors. 11.36% of the visitors are doing corporate jobs. About 2.27% of visitors are unemployed, housewives or in the informal sector. So if we add the

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business and corporate sector visitors we get about 37% of the visitors who are involved in non-government jobs, highlighting the importance of emerging business environment in Delhi.

Educational attainments of domestic tourists

Table 4: Educational attainments of domestic tourists

State		Education				Total
		No	Secondary	Higher secondary	Graduate and above	
	U.P.	0	4	3	2	9
	Bihar	0	2	2	2	6
	Haryana	2	0	1	1	4
	Punjab	0	0	2	2	4
	South India	1	0	1	1	3
	North East	0	0	2	4	6
	Hill station	0	1	1	1	3
Total		3	7	12	13	35

Most of the visitors from U.P are with secondary or higher secondary education whereas most of the visitors from the North-Eastern regions are graduate, again signaling that their motive for coming to Delhi is education. Most of the people from U.P. are with secondary education who mostly find employment in the informal sector like rickshaw pullers, owners at weekly markets or work at tea stalls.

Mode of transportation

Most of the Indian tourists come to Delhi by train. So it is very important to develop Indian Railways so that we can match international standards, because the railways lacks many facilities and is characterized by poor cleanliness of the compartments. All foreign tourists come to Delhi by air. So again it is important for the government to strive to improve the infrastructure of the Indira Gandhi International Airport.

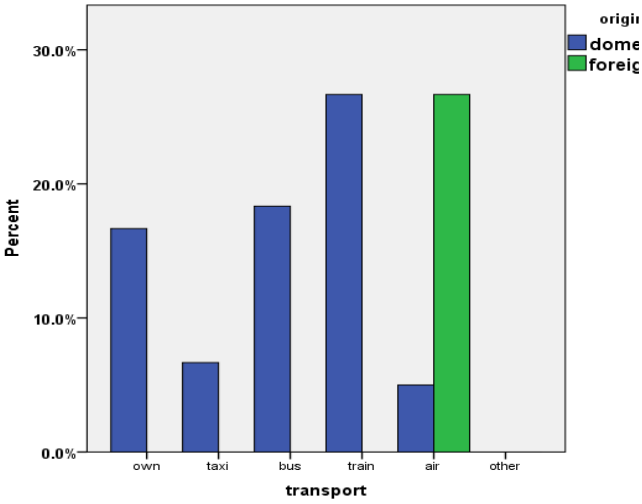

Figure 6: Mode of transportation

Tourist package: domestic tourists

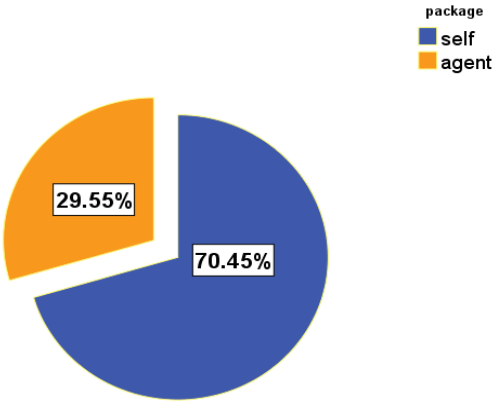

Figure 7: Tourist package (domestic tourists)

Although almost 70% of the domestic tourists arrange their tour by themselves, it must be realized that almost 30% of the tourists rely on travel agents. There is a growing requirement of trained personnel in the hospitality sector.Tourism is an important source of employment in India and can even turn to be an industry providing largest employment if government takes necessary steps.

Table: 5: Tourist package

		package		Total
		self	agent	
origin	domestic	31	13	44
	foreign	0	16	16
Total		31	29	60

In the table it is noted that 100% of the foreign tourists rely on travel agents for arranging their tours, again highlighting the importance of employment and skill development in the Delhi tourism industry.

Testing of hypothesis

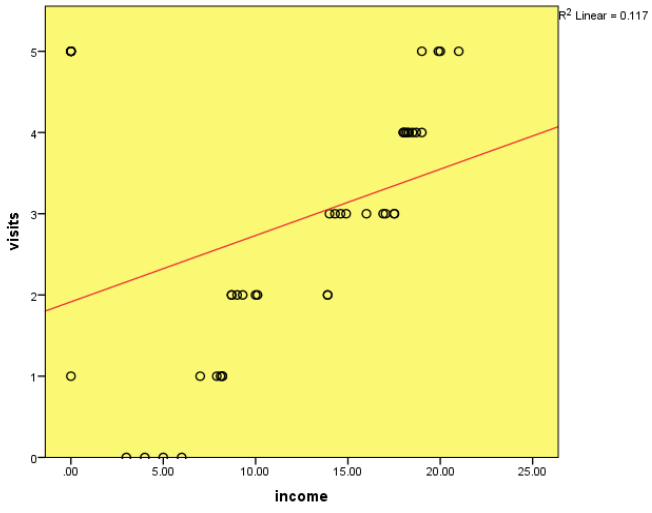

Figure 8: Regression analysis of the number of visits (domestic)

The figure shows the scatter plot of the number of visits and the income of the tourists along with the fitted regression line. The figure shows that there is positive

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correlation of the number of visits and the income of the tourists. The tables present the regression results.

Null hypothesis: Income has no significant influence on the average number of visits of tourists to Delhi

Alternate Hypothesis: Income has significant influence on the average number of visits of tourists to Delhi

Table 6 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.343[a]	.117	.096	1.529

a. Predictors: (Constant), income

Table 7: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.054	1	13.054	5.587	.023[b]
	Residual	98.128	42	2.336		
	Total	111.182	43			

a. Dependent Variable: visits

b. Predictors: (Constant), income

Table 8 : Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.916	.462		4.143	.000
	income	.082	.035	.343	2.364	.023

a. Dependent Variable: visits

The predicted model is

Visits = 1.916 + 0.082 Income

The t ratio is significant for Income at 5% level of significance so the null hypothesis is rejected and so income has significant influence on the average number of visits to Delhi. Also the overall model is significant at 5% level of significance. If income increases by 1 rupee the average number of visits increases by 0.082. The R square for the model is 0.117, i.e. income explains 11.7% of the variation in the number of visits.

Now we go for multiple regression of number of visits on income and age.

Null hypothesis: Income and age have no significant influence on the average number of visits

Alternate hypothesis: Income and age have significant influence on the average number of visits

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662[a]	.439	.408	1.067

a. Predictors: (Constant), age, income

Table 10 : ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.945	2	16.473	14.458	.000[b]
	Residual	42.155	37	1.139		
	Total	75.100	39			

a. Dependent Variable: visits

Table 11 : Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.904	.566		8.658	.000
	income	.066	.026	.315	2.514	.016
	age	-.070	.014	-.644	-5.139	.000

a. Dependent Variable: visits

Both Income and age are significant at 5% level of significance. So the null hypothesis is rejected and I conclude that Income and age have significant influence on the number of visits to Delhi. (the p values are less than 0.05). Also the overall model is significant even at 1% level of significance.

Predicted model

Visits = 4.904 +0.066 Income – 0.070 Age

For 1 rupee increase in Income, the average number of visits increases by 0.066 keeping age constant. Similarly for one year increase in age the average number of visits falls by 0.070 keeping income constant. Also the R square for the model improves to 0.439 i.e. Income and age explain 43.9% of the variation in average number of visits to Delhi. As noted the average number of visits falls with age because Delhi is constituted by more young travelers who come primarily for attaining education or attending business meetings.

By observing beta coefficients, I conclude that age has more effect on visits. For one standard deviation increase in Age, average number of visits falls by 0.644.

Correlations

Null hypothesis: There is no significant relationship between the number of visits to Delhi and Education of the visitor

Alternate Hypothesis: There is a significant relationship between the number of visits to Delhi and Education of the visitor

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Table 12: Correlations

		visits	Education
Visits	**Pearson Correlation**	1	.486**
	Sig. (2-tailed)		.001
	N	44	44
education	**Pearson Correlation**	.486**	1
	Sig. (2-tailed)	.001	
	N	44	44

** Correlation is significant at the 0.01 level (2-tailed).

From the table it is concluded that the correlation is significant at 1% level of significance, hence the number of visits increases with the educational attainment of the tourists so the null hypothesis is rejected. There is positive relationship between the number of visits and education of the visitor.

Independent sample t test

For checking whether there is any difference between mean number of visits of males and female I go for independent sample t test.

Null hypothesis: There is no significant difference between mean number of visits of males and females

Alternate hypothesis: There is significant difference between mean number of visits of males and female

Independent Samples Test

Table 13 :Independent Samples Test

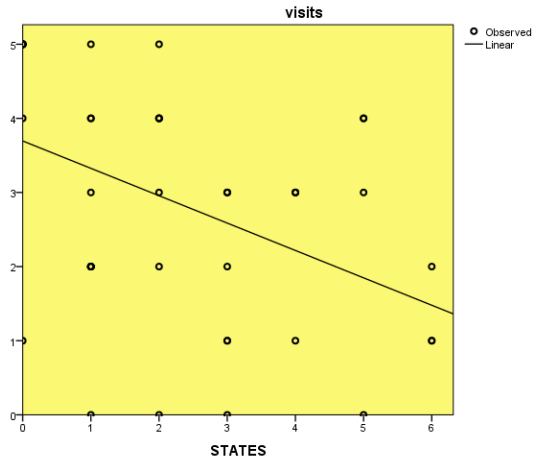
		Visits	
		Equal variances assumed	**Equal variances not assumed**
Levene's Test for Equality of Variances	F	1.495	
	Sig.	.228	
t-test for Equality of Means	t	-3.060	-3.342
	df	42	31.901
	Sig. (2-tailed)	.004	.002
	Mean Difference	-1.457	-1.457
	Std. Error Difference	.476	.436
	95% Confidence Interval of the Difference Lower	-2.418	-2.346
	Upper	-.496	-.569

Because the sig value for the Levene's Test is greater than 0.05 so the observations from the first column are taken, i.e. equal variances are assumed. The null hypothesis is rejected at 1% level of significance and it is concluded that there is significant difference between mean number of visits of males and females.

ANOVA Test

Now it is important to analyze if the mean numbers of visits vary from state to state. The scatter plot shows that mean numbers of visits fall from north east, to U.P, Bihar to Haryana to Punjab to South India to hilly regions.

Figure 9: Visits (state wise)



0=North east
1=U.P.
2=Bihar
3=Haryana
4=Punjab
5=South India
6=Hilly Regions

Null hypothesis: The average number of visits are same for all states.

ANOVA

Table 14: Visits (group wise)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	38.429	6	6.405	3.257	.011
Within Groups	72.753	37	1.966		
Total	111.182	43			

The model is significant at 1% level of significance, so the null hypothesis is rejected and it is concluded that the average number of visits are not the same for all states. So I go for Post Hoc test now.

Null hypothesis 1: The average number of visits from U.P and Bihar is the same.

Null hypothesis 2: The average number of visits from U.P and Haryana is the same.

Null hypothesis 3: The average number of visits from U.P and Punjab is the same.

Null hypothesis 4: The average number of visits from U.P and South India is the same.

Null hypothesis 5: The average number of visits from U.P and North - East is the same.

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Null hypothesis 6: The average number of visits from U.P and hill station is the same.

Null hypothesis 7: The average number of visits from Bihar and Haryana is the same.

Null hypothesis 8: The average number of visits from Bihar and Punjab is the same.

Null hypothesis 9: The average number of visits from Bihar and South India is the same.

Null hypothesis 10: The average number of visits from Bihar and North -East is the same.

Null hypothesis 11: The average number of visits from Bihar and hill station is the same.

Null hypothesis 12: The average number of visits from Haryana and Punjab is the same.

Null hypothesis 13: The average number of visits from Haryana and South India is the same.

Null hypothesis 14: The average number of visits from Haryana and North-East is the same.

Null hypothesis 15: The average number of visits from Haryana and hill station is the same.

Null hypothesis 16: The average number of visits from Punjab and South India is the same.

Null hypothesis 17: The average number of visits from Punjab and North-East is the same.

Null hypothesis 18: The average number of visits from Punjab and hill station is the same.

Null hypothesis 19: The average number of visits from South India and North-East is the same.

Null hypothesis 20: The average number of visits from South India and hill station is the same.

Null hypothesis 21: The average number of visits from North-East and hill station is the same.

Multiple Comparisons

Table 15: Multiple Comparisons
Dependent Variable: visits
Tukey HSD

(I) state	(J) state	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
UP	bihar	-.543	.691	.985	-2.70	1.61
	haryana	.743	.691	.931	-1.41	2.90
	punjab	.100	.830	1.000	-2.49	2.69
	south india	-.150	.830	1.000	-2.74	2.44
	north east	-1.844	.644	.089	-3.85	.16
	hill station	1.267	.923	.813	-1.61	4.14
Bihar	up	.543	.691	.985	-1.61	2.70
	haryana	1.286	.750	.611	-1.05	3.62
	punjab	.643	.879	.990	-2.10	3.38
	south india	.393	.879	.999	-2.35	3.13
	north east	-1.302	.707	.530	-3.50	.90
	hill station	1.810	.968	.512	-1.21	4.82
Haryana	up	-.743	.691	.931	-2.90	1.41
	bihar	-1.286	.750	.611	-3.62	1.05
	punjab	-.643	.879	.990	-3.38	2.10
	south india	-.893	.879	.947	-3.63	1.85
	north east	-2.587*	.707	.013	-4.79	-.39
	hill station	.524	.968	.998	-2.49	3.54
Punjab	up	-.100	.830	1.000	-2.69	2.49
	bihar	-.643	.879	.990	-3.38	2.10
	haryana	.643	.879	.990	-2.10	3.38
	south india	-.250	.992	1.000	-3.34	2.84
	north east	-1.944	.843	.268	-4.57	.68
	hill station	1.167	1.071	.927	-2.17	4.50
south india	up	.150	.830	1.000	-2.44	2.74
	bihar	-.393	.879	.999	-3.13	2.35
	haryana	.893	.879	.947	-1.85	3.63
	punjab	.250	.992	1.000	-2.84	3.34
	north east	-1.694	.843	.425	-4.32	.93
	hill station	1.417	1.071	.837	-1.92	4.75
north east	up	1.844	.644	.089	-.16	3.85
	bihar	1.302	.707	.530	-.90	3.50
	haryana	2.587*	.707	.013	.39	4.79
	punjab	1.944	.843	.268	-.68	4.57
	south india	1.694	.843	.425	-.93	4.32
	hill station	3.111*	.935	.030	.20	6.02
hill station	up	-1.267	.923	.813	-4.14	1.61
	bihar	-1.810	.968	.512	-4.82	1.21
	haryana	-.524	.968	.998	-3.54	2.49
	punjab	-1.167	1.071	.927	-4.50	2.17
	south india	-1.417	1.071	.837	-4.75	1.92
	north east	-3.111*	.935	.030	-6.02	-.20

*. The mean difference is significant at the 0.05 level.

Table 16 :Visits (ii)

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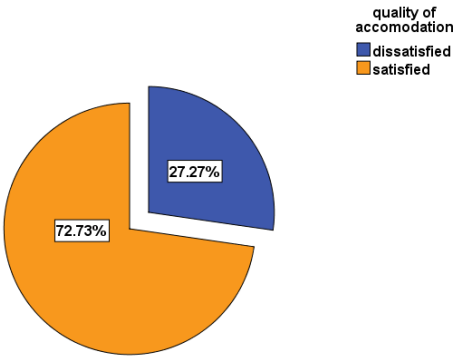
Tukey HSD

State	N	Subset for alpha = 0.05	
		1	2
hill station	3	1.33	
haryana	7	1.86	1.86
punjab	4	2.50	2.50
Up	10	2.60	2.60
south india	4	2.75	2.75
Bihar	7	3.14	3.14
north east	9		4.44
Sig.		.378	.067

From the table it is concluded that the ratios for only two state combinations is significant which are North-East and Haryana and North-East and hill station. Hence all the hypotheses are not rejected except hypothesis 21 and 14. Same result is obtained from the Tukey HSD test as well. And it is concluded that there is significant difference between the average number of visits from the people of North-East and Haryana and from North-East and hilly areas.

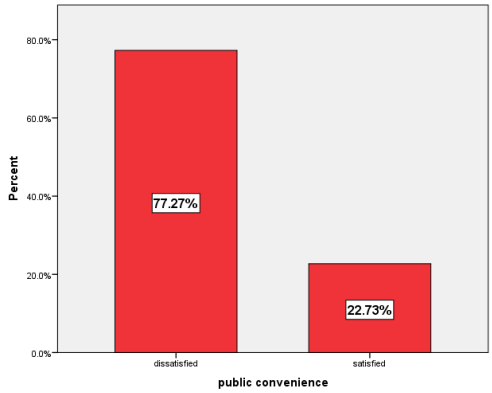
Consumer Satisfaction

Figure 10: Quality of accommodation



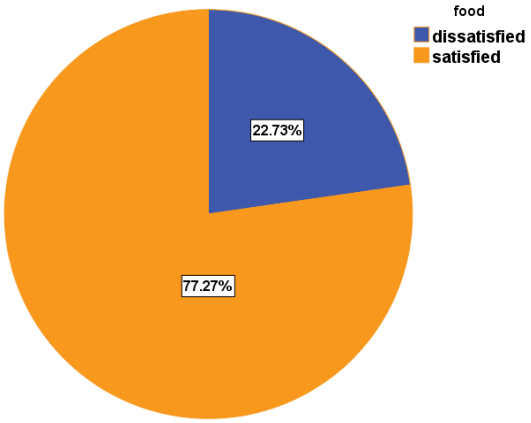
Almost 73% of the tourists remained satisfied with the quality of accommodation. Delhi is known for its big luxury restaurants and hospitality. They were asked questions regarding the customer service of the hotels, professionalism of the staff members and cleanliness. So this is a good sign and it must be realized that Delhi is capable of building a world class level hospitality industry and initiatives must be taken for the same.

Figure 11: Public conveniences



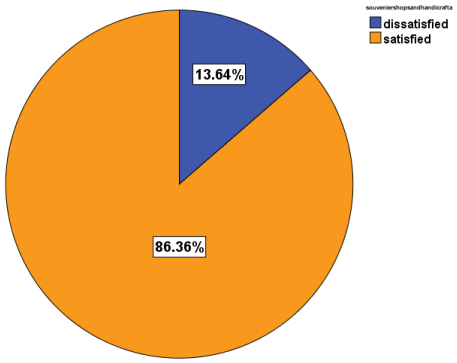
It is evident from the figure that 77.27% of the people remained dissatisfied with the public convenience services. They complained of unhygienic conditions and bad services of the employees there.

Figure 12: Food



Next the visitors were asked if they enjoyed the food in the capital city. 77.27% of the tourists reported that they were satisfied. Delhi has rich cuisine with many delicious foods especially in the paranthe wali gali and Chandni Chowk along with five-star hotels which offer multiple cuisines of different states and countries. So it is a clear indication of the fact that the Delhi Foods industry has great potential for development.

Figure 13: Souvenirs and Handicrafts



86.36% of the tourists remained satisfied with the souvenirs and handicrafts. The foreigners were especially fascinated by the richness of the work and admired the precision involved in the job. Female foreigners were mesmerized by the Banarasi sarees, fulkari work and Kashmiri carvings on suits. So this signals that Delhi can prosper in the handicrafts industry by organizing more cultural fests in places like Dilli Haat and festivals like Suraj Kund mela. India has always been a pioneer in handicrafts from the British era, Indian cotton was the most popular export item in the ancient times. Now India can again change the game by renewing its handicrafts industry.

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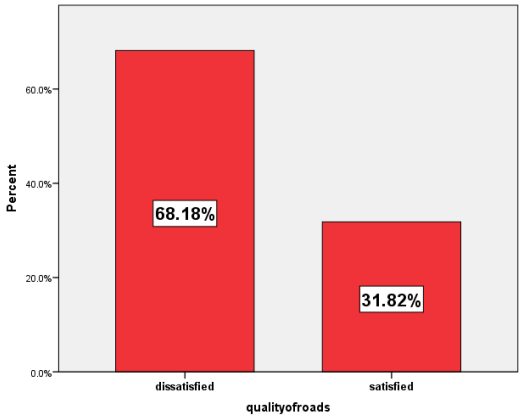
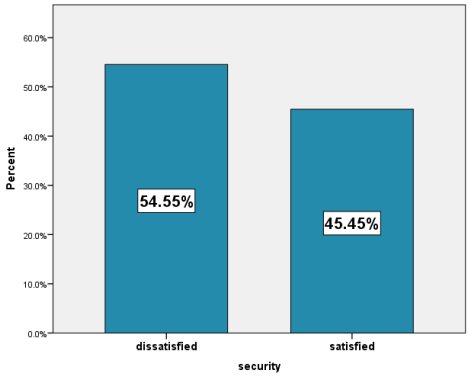


Figure 14: Quality of roads

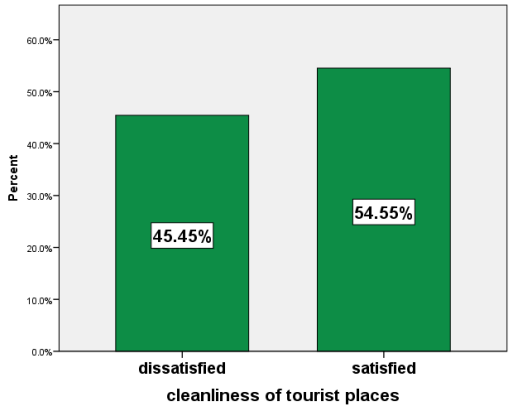
68.18 % of the visitors were dissatisfied with the roads. They complained of the highly congested roads with potholes particularly in the rainy season. Foreigners, especially the Europeans, were most dissatisfied with the bad condition of the roads. They complained that a large number of people did not follow the traffic rules and there were no traffic lights for the pedestrians. People create a lot of noise pollution by honking. So the traffic authorities should take cognizance of the complaints of the tourists and must take adequate steps.

Figure 15: Security



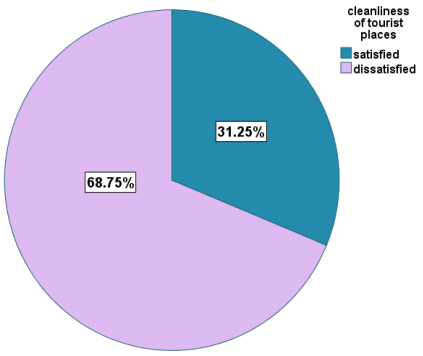
45.45% of the visitors were satisfied with the safety arrangements but this figure may be somewhat misleading.

Figure 16: Cleanliness of tourist places (domestic tourists)



The graph reveals that majority of the domestic tourists were satisfied with the cleanliness of the tourists places but a greater reflection into the issue is gained if we look at the pie diagram for international tourists; almost 68% of them remained dissatisfied.

Figure 17: Cleanliness of tourist places (foreign tourists)



They complained that the citizens themselves littered at the tourist places. There are no rules or checks on the culprits. People write their names on the monuments and defile their heritage. The government seems to take no steps in this regard.

5. SUMMARY AND CONCLUSION

The major conclusions of the study are that there is a huge potential for growth in Delhi tourism. Tourism industry is one of the fastest growing industries of the Indian economy. Delhi is not only a historic city but is also a hub of modernization and a centre of business activity. But there are certain challenges which need to be dealt with. The study revealed that Delhi has immense potential for becoming an international centre of medical tourism but there are certain problems including lack of adequate facilities in the hospitals and lack of proper infrastructure and many others. It was observed that the ratio of women coming to Delhi is significantly low as compared to men. The study also revealed that most of the visitors' motive of coming to Delhi was education. Most of the excellent universities in India are situated in Delhi, so the Delhi government can tap this potential by providing more facilities to out of station students so that they don't face any problems. People with mostly high incomes travel to Delhi. Most of the travellers were government servants and non-working students. Most of the domestic tourists preferred train as their mode of transport for reaching Delhi, highlighting the fact that if the government promotes Delhi tourism industry then it would also boost the Indian Railways and could fetch high revenues. All the foreigners travelled to Delhi by air and hired travel agents, which signals the need of more professionals in these jobs and introduction of policies on skill development. It was observed that Income and age have significant influence on the number of visits to Delhi and that there is significant difference between the average number of visits from the people of North-East and Haryana and from North-East and hilly areas. Most

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of the travelers felt dissatisfied with the transportation service, quality of roads, safety of the city and cleanliness of the tourist places so this raises questions on the role of the government. But a ray of hope lies with the handloom industry and food industry of Delhi which were admired by almost everybody. This study may help government, policy makers and economists realize that if India utilizes its great untapped potential of developing tourism in strategic places like Delhi, a large amount of revenue can be generated which can contribute to GDP growth exceptionally.

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