

## **СУЧАСНІ ПАРАДИГМИ ТА ТЕНДЕНЦІЇ ЕВОЛЮЦІЇ МІЖНАРОДНОГО ТУРИЗМУ**

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### **TRENDS IN THE DEVELOPMENT OF INTERNATIONAL TOURISM IN INDIA IN THE CONTEXT OF GLOBAL TRANSFORMATIONS**

International tourism in India demonstrates a steady trend of recovery following the COVID-19 pandemic crisis. According to the Ministry of Tourism of India, the number of Foreign Tourist Arrivals (FTA) in 2022 amounted to approximately 6.43 million, more than doubling the figure recorded in 2021. In 2023, this indicator increased to 9.2 million, and preliminary estimates for 2024-2025 suggest that it will exceed 10-11 million tourists, approaching the pre-pandemic level (10.93 million in 2019) [1-3].

Revenue from international tourism is one of the key indicators of the efficiency of the tourism sector and its contribution to the national economy. In the case of India, Foreign Exchange Earnings (FEE) have shown a consistent upward trend in recent years, indicating a gradual recovery of the industry after the pandemic crisis and its adaptation to new global conditions.

In 2022, international tourism revenues amounted to approximately USD 17.6 billion, reflecting a phase of active recovery after the sharp decline observed in 2020-2021 [4]. This period was characterized by the gradual reopening of borders, the restoration of international air connections, and the return of tourist confidence in travel. At the same time, growth remained constrained due to lingering pandemic-related risks and the uneven recovery of global tourism flows.

By 2023, a significant surge in revenues was observed, exceeding USD 28 billion, which indicates a qualitatively new stage in the development of India's international

tourism sector. This dynamic is explained not only by the increase in the number of tourists but also by the rise in average expenditure per visitor. A crucial role was played by the expansion of the premium tourism segment, the growing popularity of medical tourism, and the promotion of India as a center for spiritual and wellness travel. In addition, the digitalization of services, including the introduction of e-Visas and online platforms, has simplified access to the country's tourism market [5].

The forecast for 2025, exceeding USD 30 billion, indicates the continuation of the upward trend and the strengthening of India's position in the global tourism market. Further growth is expected to be driven by the diversification of tourism products, infrastructure development, and proactive government policies supporting the sector. An important factor will also be the focus on sustainable tourism, which will help attract new segments of environmentally conscious travelers [6].

At the same time, the growth of international tourism revenues is accompanied by certain challenges. These include the need for infrastructure modernization, the reduction of regional disparities in tourism development, and the effective management of tourist flows to prevent the overcrowding of popular destinations. Addressing these issues is essential for ensuring the stability and long-term efficiency of the sector.

The dynamics of India's international tourism revenues in 2022-2025 reflect not only post-crisis recovery but also a structural transformation of the industry. The increase in FEE indicates enhanced competitiveness and the country's ability to adapt to global changes, thereby opening new prospects for further development of international tourism [7; 8].

One of the key trends is the digitalization of the tourism sector. The introduction of e-Visas, online booking platforms, and digital marketing strategies contributes to the growth of tourist flows. According to UNWTO estimates, more than 70% of tourists use digital services when planning trips to India [3; 7].

Government policy serves as an important driver of development. Initiatives such as "Incredible India 2.0" and "Dekho Apna Desh" are aimed at promoting the country as a tourism destination. Particular attention is paid to the development of medical, spiritual, and eco-tourism, which demonstrate annual growth rates of 8-12% [8; 10].

Among the current trends, it is worth highlighting:

- diversification of tourism products (ecotourism, gastronomic tourism);
- infrastructure development (airports, transport corridors);
- the growing role of domestic tourism as a stabilizing factor;
- a focus on sustainable development and reducing environmental impact.

At the same time, there are also constraining factors, including regional infrastructure disparities, environmental issues, overcrowding of popular tourist centers, and geopolitical risks.

Thus, international tourism in India in 2022-2026 is characterized by dynamic recovery, active digital transformation, and strengthened government support. The prospects of the industry are associated with the further integration of innovative technologies and the development of sustainable tourism practices.

India is gradually regaining its position as one of the world's leading tourist destinations. The main drivers of growth include digitalization, government support, and the diversification of tourism products. The future development of the sector will depend on the country's ability to adapt to global challenges and ensure the sustainable development of tourism.

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