

# A Study on Global Scenario of Tourism (With Special Reference to G20 Countries)

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Abstract: Tourism Sector is one of the world's largest and fastest growing industry. Indeed, Tourism is a dynamic force homogenizing societies across the globe. It is promoted as a positive means of economic development. The study conducted to know about the global scenario of tourism sector by taking into consideration the group of world's strongest economy i.e., G20 Nations Group. This particular study focus on to analyze the contribution of Tourism sector in G20 Countries through economic indicators such as GDP, Employment generation and tourists spending in their economy. The study is descriptive in nature based on secondary data using trend analysis through tables and Bar graph presentation. The findings of the study states that there is a positive and significant growth in GDP or in employment generation in the economy of G20 Countries. There is a positive but not that much significant growth have been observed in International Tourists Spending and in Domestic Tourists Spending as compared to before pandemic in the nation's economy. Tourism Authorities has decided to address the issues and challenges related to climate change and tourism sector by formulating various strategies to tackle these issues.

Keywords — G20 Countries, Global Scenario, Employment Generation, Tourism Sector, Tourists Spending.

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#### I. INTRODUCTION

Tourism sector is the fastest growing sector in the economy of every country of the world. Now a day's tourism has became one of the most efficient and dependable earners of precious foreign exchange. According to World Travel & Tourism Council (Annual Research 2022), the contribution of travel and tourism in world's GDP is increases from 5.3%, US\$ 4775 Billion in 2020 to 6.1% US\$ 5812 Billion in 2021. Also, the total contribution to travel & tourism to employment globally increases from 271 Million in 2020 to 289 Million in 2021.[1]

G20 Nations group is considered as the most strongest group of the world's most strongest economies such as USA, China, Germany, Japan, Italy, France, India, Mexico, United Kingdom, Spain, Brazil, Canada, Australia, Russia, Turkey, Saudi Arabia, South Korea, Argentina, Indonesia, and South Africa. The economy of these G20 countries contributes 80% in GDP of the world, 75% in international trade and 60% population of the world lives in these countries. Collaboration between these member countries helps to generate employment opportunities, poverty alleviation and a significant boost in the economy of these nations. The economic growth of tourism sector with different economic indicators like GDP, employment opportunities, tourists spending in their

economy have been observed in various countries belongs to G20 Nations group in the pre pandemic position in the year 2019, midst of a pandemic in the year 2020 or post pandemic (after lifting up lockdown) i.e., in the year 2021. To revive from the Covid-19 pandemic, G20 countries needs to prepare strong economic revival plan with the support of tourism and creative economy sector by creating opportunities and reducing challenges.[31]

#### II. REVIEW OF LITERATURE

(Saha et. al, 2021) in their study attempts to estimate the impact of Covid-19 on tourism sector by taking 50 nations into consideration, using Analytical Hierarchical Process (AHP). In their study, countries are ranked over different variables such as share of tourism in GDP and number of tourists arrival in the year 2017 to 2019, tourism dependency rate, tourism competitive index, job opportunities in tourism sector and contribution of tourism in terms of international receipts. Result elucidates that countries like Georgia, Philippines, Thailand, Spain, Greece, Croatia with higher dependencies over tourism sector severely affected.[2]

(Narayanan et. al, 2021) argued that the reduction in number of tourist arrivals affected the GDP, employment opportunities, and revenue generation in terms of foreign exchange along with the supply chain.[3]



(WTTC, 2020) In 2020, WTTC revealed that 174 million jobs were under stake if travel restrictions prevailed for long.[4]

(Eugui & Contreras, 2020) argued that it has troublesome the collection of revenue in the form of tax and sources of income in terms of foreign exchange.[5]

(UNWTO, 2020) highlighted that there is a sharp decline in the foreign international travelers in 2020, which leads to the reduction of nearly about 1 billion tourists arrival and US\$ 1.1 trillion in international tourism receipts with an economic loss of around US \$2 trillion in the global GDP. Additionally, for countries that rely on tourism, 70% decline in global tourism in 2020 has been proved unfavorable. It has also stated that the tourism industry supports one job in every 10 jobs, which acts as the primary means or source for earning livelihoods for many individuals around the world.[6]

(Abdou & Adawy, 2018) in their study titled as "BRICS Challenges: Economic Position, Tourism and Environmental) attempts to compare various aspects of BRICS countries such as Brazil, Russia, India, China and South Africa to determine relationship between economic growth, importance or role of tourism and environmental issues and it's impacts on these countries. Their study concludes that BRICS countries have positive and significant economic growth and tourism plays a vital role in it. Also, countries suffer from various environmental issues where India, China, and South Africa are the three BRICS nations with the worst environmental conditions and pollution levels.[7]

(Igbal and Sami, 2016) in their paper entitled as "Global and India's Tourism Scenario" investigates the status, development of tourism and trends of foreign tourists arrival globally. Their study shows that there is a significant increase in Tourism sector in different continents of the world where Caribbean and Oceania had emerged as the most popular Tourism destination and highest number of increase in international tourists arrival noticed in Europe followed middle east by Asia and Pacific. America. Also, development of quality infrastructure, ageing of the society ( Increase in prominent public awareness), and supportive efforts such as Visa on Arrival etc. would make a revolution and significant impact on the world economic scenario as well as in India.[8]

### III. OBJECTIVES OF THE STUDY

- 1. To analyze the contribution of Tourism sector in GDP of G20 Nations.
- 2. To analyze the contribution of Tourism Sector in employment generation in G20 Nations.

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- 3. To study the trend analysis of International and Domestic Tourists spending in countries belongs to G20 Group.
- 4. To know about the strategies by G20 nations for the future growth of world tourism.
- 5. To analyze the contribution of Tourism sector in GDP of India.

#### IV. RESEARCH METHODOLOGY

This study is descriptive in nature and based on secondary data collected through various websites, articles and reports published and available on WTTC (World Travel and Tourism Council). Interpretation has been done by using trend analysis through tables and Bar Graph presentation of different indicators (GDP, Employment Opportunities, International or Domestic Tourists spending). The trend analysis represents the data by considering the three phases i.e., Pre-pandemic (Year 2019), Midst of a Pandemic(Year 2020) and Post-pandemic (after lifting up of lockdown in the Year 2021).

# V. CONTRIBUTION OF TOURISM SECTOR IN GDP OF G20 COUNTRIES ECONOMY

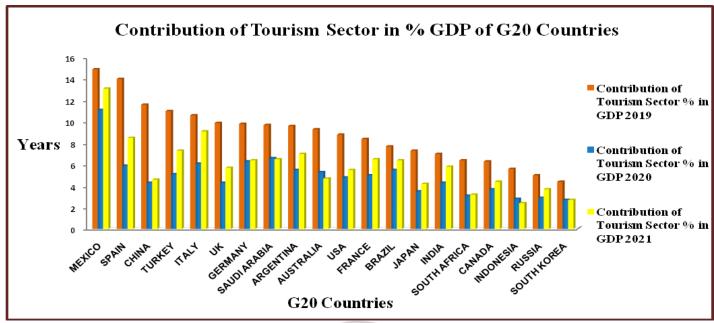
Table 1. Contribution of Tourism Sector in GDP of G20 Countries Economy

S.No	G 20 Countries	Contribution of Tourism Sector % in GDP 2019	Contribution of Tourism Sector % in GDP 2020	Contribution of Tourism Sector % in GDP 2021
1	MEXICO	14.9	11.1	13.1
2	SPAIN	14	5.9	8.5
3	CHINA	11.6	4.3	4.6
4	TURKEY	11	5.1	7.3
Engine	ITALY	10.6	6.1	9.1
6	UK	9.9	4.3	5.7
7	GERMANY	9.8	6.3	6.4
8	SAUDI ARABIA	9.7	6.6	6.5
9	ARGENTINA	9.6	5.5	7
10	AUSTRALIA	9.3	5.3	4.7
11	USA	8.8	4.8	5.5
12	FRANCE	8.4	5	6.5
13	BRAZIL	7.7	5.5	6.4
14	JAPAN	7.3	3.5	4.2
15	INDIA	7	4.3	5.8
16	SOUTH AFRICA	6.4	3.1	3.2
17	CANADA	6.3	3.7	4.4
18	INDONESIA	5.6	2.8	2.4
19	RUSSIA	5	2.9	3.7
20	SOUTH KOREA	4.4	2.7	2.7
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Source: Economic Impact Reports – World Travel & Tourism Council 2021 https://wttc.org/research/economic-impact 29/10/2022



Figure 1. Contribution of Tourism Sector in G20 Countries Economy



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Source: Table No. 1

Table 1.1 depicts the contribution of tourism sector in GDP of G20 Countries' economy. In this respect, countries such as Mexico (14.9%), Spain (14%), China (11.6%), Turkey (11%), Italy (10.6%) are the leading countries to contribute in GDP through tourism sector among G20 nations group in the year 2019. Due to Covid 19 Pandemic, tourism sector has recorded an extreme fall in GDP of these countries. In year 2020, with the fall of 3.8% - Mexico contributes 11.1%, with the fall of 8.1% - Spain contributes 5.9%, with the fall of 7.3% - China contributes 4.3%, with the fall of 5.9% - Turkey contributes 5.1%, and with the fall of 4.5% - Italy Contributes 6.1% in GDP of their economy. After post pandemic in the year 2021, leading countries have observed a positive and significant growth in tourism sector as compared to year 2020 where Mexico has recorded a recovery of (13.1%) followed by Spain (8.5%), China (4.6%), Turkey (7.3%), Italy (9.1%). In the year 2021, the lowest contribution in GDP have been observed in countries like South Africa (3.2 %) Indonesia (2.4%), Russia (3.7%), and South Korea (2.7%). In the year 2019, India is in 15<sup>th</sup> in terms of contribution to GDP (7%) by tourism sector and it's growth has been fallen down to 4.3% due to pandemic and after pandemic (in 2021), growth of 5.8% has been recorded with the increase of 1.5% in GDP of the country as compared to year 2020.

## VI. CONTRIBUTION OF TOURISM SECTOR IN EMPLOYMENT GENERATION IN G20 COUNTRIES

Table 2. Contribution of Tourism Sector in Employment Generation in G20 countries

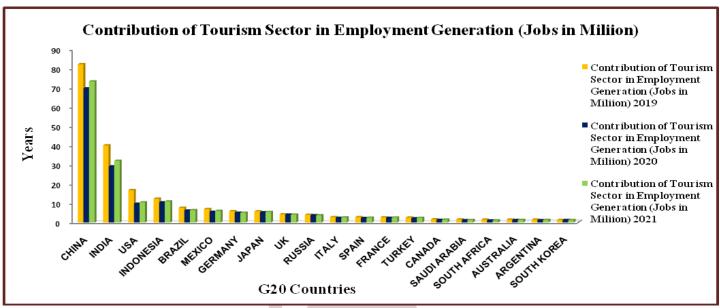
	According to the second second second			
S. No	G 20 Countries	Contribution of Tourism Sector in Employment Generation (Jobs in Miliion) 2019	Contribution of Tourism Sector in Employment Generation (Jobs in Miliion) 2020	Contribution of Tourism Sector in Employment Generation (Jobs in Miliion) 2021
1	CHINA	82.24	69.71	73.31
2ne	INDIA	40.1	29.14	32.1
3	USA	16.8	9.75	10.5
4	INDONESIA	12.38	10.46	10.95
5	BRAZIL	7.67	6.22	6.4
6	MEXICO	7.03	5.52	6.03
7	GERMANY	5.88	5.08	5.1
8	JAPAN	5.8	5.29	5.5
9	UK	4.28	4.09	4.11
10	RUSSIA	4.03	3.74	3.77
11	ITALY	2.85	2.41	2.64
12	SPAIN	2.84	2.29	2.51
13	FRANCE	2.68	2.43	2.6
14	TURKEY	2.59	2.13	2.42
15	CANADA	1.67	1.37	1.49
16	SAUDI ARABIA	1.58	1.23	1.3
17	SOUTH AFRICA	1.51	1.06	1.08
18	AUSTRALIA	1.5	1.25	1.34
19	ARGENTINA	1.5	1.17	1.33



20	SOUTH KOREA	1.35	1.26	1.26
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Source: Economic Impact Reports – World Travel & Tourism Council 2021 https://wttc.org/research/economic-impact 29/10/2022

Figure 2. Contribution of Tourism Sector in Employment Generation in G20 Countries



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Source: Table No. 2

Table No. 1.2 shows the contribution of tourism sector in employment generation in G20 Countries where China has created (82.24 Million jobs), India (40.1 Million jobs), USA (16.8 Million jobs), Indonesia (12.38 Million jobs, Brazil (7.67 Million jobs) respectively. These are the leading countries to generate employment through tourism sector in the year 2019. Tourism sector creates 1 job in every 11 jobs in the economy of these countries. Employment opportunities helps in pacing out the growth of the global economies. During the pandemic, there was a tremendous fall in employment opportunities where leading countries falls down to (12.53 Million jobs) in China, (10.96 Million jobs) in India, (7.05 Million jobs) in USA, (1.92 Million jobs) in Indonesia, and (1.45 Million jobs) in Brazil. In the year 2021, Tourism sector has captured a positive and significant growth in terms of employment where China has created (73.31 Million jobs), India (32.1 Million jobs), USA (10.5 Million jobs), Indonesia (10.95 Million jobs), Brazil (6.4 Million jobs). Countries such as Canada (1.49 Million jobs), Saudi Arabia (1.3 Million jobs), South Africa (1.08 Million jobs), Australia (1.34 Million jobs), Argentina (1.33 Million jobs) and South Korea (1.26 Million jobs) have created very less number of jobs in tourism sector as compared to other countries in the year 2021.

# VII. SHARE OF INTERNATIONAL TOURISTS SPENDING IN G20 COUNTRIES' ECONOMY

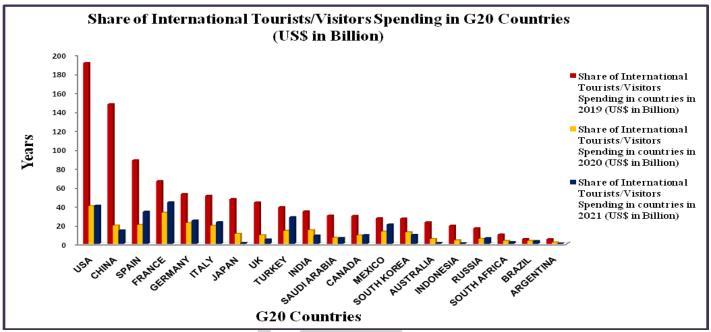
Table 3. Share of International Tourists Spending in G20 Countries Economy

A 60				
		Share of	Share of	Share of
		International	International	International
		Tourists/	Tourists/	Tourists/
		Visitors	Visitors	Visitors
		Spending in	Spending in	Spending in
$\Lambda$ 7	\	countries in	countries in	countries in
S.	G20	2019 (US\$ in	2020 (US\$ in	2021 (US\$ in
No	Countries	Billion)	Billion)	Billion)
1	USA	190.9	39.8	40.3
nin <mark>2</mark> er	CHINA	147.4	19.4	14.1
3	SPAIN	88.2	20	34
4	FRANCE	66.3	32.9	43.9
5	GERMANY	52.6	22	24.6
6	ITALY	50.7	19.1	22.9
7	JAPAN	47.3	10.6	1
8	UK	43.6	9.1	4.7
9	TURKEY	38.7	13.8	28.1
10	INDIA	34.3	14.5	8.8
11	SAUDI ARABIA	29.9	6.5	6.1
12	CANADA	29.5	9	9.3
13	MEXICO	27.1	12.9	20.4
14	SOUTH KOREA	26.7	12.3	9.4
15	AUSTRALIA	22.8	5.1	0.9
16	INDONESIA	19.2	3.8	0.7
17	RUSSIA	16.5	5.3	6
18	SOUTH AFRICA	9.8	3.2	1.9
19	BRAZIL	5.1	3.2	2.9
20	ARGENTINA	4.9	1.5	0.3



Source: Economic Impact Reports – World Travel & Tourism Council 2021 https://wttc.org/research/economic-impact 29/10/2022

Figure 3. Share of International Tourists Spending in G20 Countries Economy



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Source: Table No. 3

Table 1.3 states the position of various countries in terms of international tourists spending over the years where highest tourists spending was recorded in USA with US\$ 190.9 Billion, China with US\$147.4 Billion, Spain with US\$ 88.2 Billion, France with US\$ 66.3 Billion and Germany with US\$ 52.6 Billion in the year 2019. Due topandemic, tourists spending have declined with a very high rate, in USA it falls down with US\$ 151.1 Billion, in China US\$ 128 Billion, in Spain US\$ 68.2 Billion, France US\$ 33.4 Billion, and in Germany US\$ 30.6 Billion. In the year 2021, there were a positive but not a significant rise is shown in international spending, where leading countries such as USA has risen just to US\$ 40.3 Billion, China US\$ 14.1 Billion, Spain US\$ 34 Billion, France US\$ 43.9 Billion, and Germany US\$ 24.6 Billion as compared to year 2020. Some Countries have recorded minimum international tourists spending such Australia(US\$ 0.9 Billion), Indonesia (US\$ 0.7 Billion), Argentina(US\$ 0.3 Billion ), South Africa (US\$ 1.9 Billion), Brazil (US\$ 2.9 Billion), and Japan (US\$ 1 Billion) in the year 2021. India is in 10<sup>th</sup> position in terms of international tourists spending with US\$ 34.3 Billion in the year 2019 which falls down to US\$ 14.5 Billion in 2020 and again declined to US\$ 8.8 Billion in the year 2021.

# VIII. SHARE OF DOMESTIC TOURISTS /VISITORS SPENDING IN G20 COUNTRIES ECONOMY

TABLE 4. SHARE OF DOMESTIC TOURISTS /VISITORS SPENDING IN G20 COUNTRIES ECONOMY

		Share of	Share of	Share of
		Domestic	Domestic	Domestic
<b>7</b> _	eu	Tourists/	Tourists/	Tourists/
	E G	Visitors	Visitors	Visitors
	agı	Spending in	Spending in	Spending in
	ue,	countries in	countries in	countries in
S.	97 SA.	2019 (US\$ in	2020 (US\$ in	2021 (US\$ in
No	G20 Countries	Billion)	Billion)	Billion)
1	USA	1085.5	571.7	731.5
2	CHINA	931.8	365.6	458.7
3	GERMANY	321.3	200.4	212.2
4	JAPAN	214.4	95.5	134.2
5	UK	186.5	75.1	118.2
6	INDIA	155.8	97	151.1
7	MEXICO	149.6	108	130.4
8	FRANCE	128.4	67.7	102.6
9	ITALY	116.8	66.8	117.9
10	BRAZIL	80.9	53.4	69.4
11	AUSTRALIA	73.4	45.9	45.1
12	SPAIN	66.9	32.9	50
13	CANADA	66.6	41.2	55
14	RUSSIA	44.1	26.7	39.6
15	ARGENTINA	30	16	25
	SOUTH	28.3	19	23.5
16	KOREA	20.5	1)	23.3
17	TURKEY	21.1	12.5	17.2
18	INDONESIA	19.5	12.1	13
10	SAUDI	16.6	12.8	16.2
19	ARABIA			
20	SOUTH AFRICA	12.7	5.8	8.6

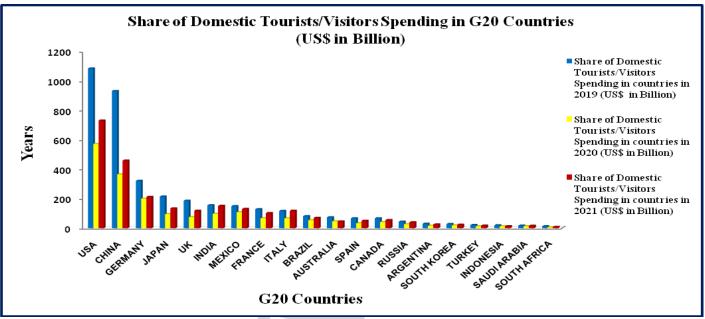


Source: Economic Impact Reports – World Travel & Tourism Council 2021 https://wttc.org/research/economic-impact 29/10/2022

Figure 4. Share of Domestic Tourists /Visitors Spending in G20 Countries Economy

strongly and move harmoniously to prepare economic revival plans with the support of tourism and other creative sectors.[31]

The G20 Summit held at Indonesia in 2022, some



Source: Table No. 4

Table 1.4 illustrates the position of Domestic Tourists spending in G20 Countries over the years where leading countries such as USA recorded highest domestic tourists spending i.e., US\$ 1085.5 Billion, China US\$ 931.8 Billion, Germany US\$ 321.3 Billion, Japan US\$ 214.4 Billion and UK US\$ 186.5 Billion in the year 2019. Due to Covid-19 crisis, domestic tourists spending in leading countries have declined where USA falls down to US\$ 571.7 Billion, China US\$ 365.6 Billion, Germany US\$ 321.3 Billion, Japan US\$ 214.4 Billion, and UK US\$ 186.5 Billion. In the year 2021, there is a positive but not very much significant growth have been observed in domestic tourists spending. Observations shows that USA has risen to US\$ 731.5 Billion, China to US\$ 458.7 Billion, Germany US\$ 212.2 Billion, Japan US\$ 134.2 Billion, and UK US\$ 118.2 Billion. India is in 6<sup>th</sup> position in terms of domestic tourists spending i.e., US\$ 155.8 Billion in the year 2019, it reduces to US\$ 97 Billion in pandemic and then risen to US\$ 151.1 Billion which is very much significant as compared to the year 2019. After pandemic, some countries have attained the lowest position in the table in terms of domestic tourists spending such as South Africa (US\$ 8.6 Billion), Saudi Arabia (US\$ 16.2 Billion), Indonesia (US\$ 13 Billion), and Turkey (US\$ 17.2 Billion).

# IX. STRATEGIES BY G20 NATIONS FOR THE GROWTH OF WORLD TOURISM

G20 Countries carrying the slogan "Recover Together, Recover Stronger". These nations needs to synergize

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important points and key areas are discussed to be focused and to improve for the growth of tourism sector at global level.

- 1. Ministers of Tourism and creative economy officially launched the "Tourism Working Group G20" focuses on efforts to advance recovery of the tourism sector after the COVID 19 Crisis by promoting tourism resilience.[31]
- 2. The group has identified the various issues of tourism sector and focuses on strengthening the community as the agents of change for tourism transformation. Also, on community empowerment through further development for MSME and community based tourism such as tourism villages, creative villages and equitable programs.[32]
- 3. G20 Countries has determined the three pillars: (i) Inclusive Health, (ii) Digital Transformation, and (iii) Energy Transition to open up economic opportunities and to create employment. Also, decided to address the issues of climate change and induce strong growth of MICE, Eco and Rural Tourism.[32]
- 4. 'Rethinking Tourism' Theme for World Tourism Day 2022. World Tourism Day celebration has been held in Bali, Indonesia, on 27 September, 2022. Rethinking tourism means that reassessing or reanalyzing each and every part of tourism sector what we need to do and why we need to do it. It states how UNWTO enfold the opportunities out of pandemic, to lay the groundwork for transforming the tourism industry. With the strengthening power, prominent position for UNWTO among the United Nations and on the worldwide agenda, gaining bizarre public visibility and also establishing a new narrative, as



well as accelerating the growth in key areas such as innovation, climate action and funding or investments, this reflects to our sector's proven ability for overcoming challenges and emerging stronger.[33]

### X. CONTRIBUTION OF TOURISM SECTOR IN GDP OF INDIA

According to World Travel & Tourism Council (Annual Research 2022), India is placed 6th in terms of the contribution of travel and tourism to GDP in 2021. The contribution of travel and tourism in world's GDP is increases from 5.3%, US\$ 4775 Billion in 2020 to 6.1% US\$ 5812 Billion in 2021, where the contribution of travel and tourism in India's GDP is increases from 4.3% of total economy i.e., US\$ 124.0 Billion in 2020 to 5.8% of total economy i.e., US\$ 178.0 Billion in 2021 (Table 1.1). According to Table 1.2, the total contribution to travel & tourism to employment in India increases from 6.3% of total jobs i.e., 29.14 Million in 2020 to 6.9% of total jobs i.e., 32.10 Million in 2021. As per the Table 1.3, India has US\$ 8.8 Billion International Tourists Spending in the year 2021, which is 1.4% of total export of India. Table 1.4 shows the share of Domestic Tourists Spending India i.e., US\$ 151.1 Billion with the increase of 55.7% as compared to the year 2020 (WTTC, 2022). India is currently ranked 54th in World Economic Forum's Travel and Tourism Development Index in 2021 and it is estimated that by 2030, India will be among top five business travel market. Currently, India has 1.5% share in World Tourist Arrivals, 1.3% share in International Tourism Receipts and US\$ 7 Billion of Foreign Exchange Earnings (FEEs) in 2022. Before the pandemic, India's travel and tourism sector contributed 7% (₹ 15.7 trillion, US\$ 212 billion) to the country's GDP in 2019, but this percentage dropped to just 4.3% (₹9.2 Trillion, US\$ 124 Billion) in 2020, which represented a startling 41.7% decline. More than 40 million jobs were provided by the sector in 2019, but in 2020, when the pandemic destroyed the industry, the number dropped to little over 29 million. The tourism sector contribution in India's economy is expected to reach Rs. 15.9 Trillion (US\$ 215 Billion) in 2022 i.e., 1% above from level in 2019 (WTTC's Economic Impact Report EIR, 2022).[1]

### XI. FINDINGS OF THE STUDY

The findings of the study shows that:

• As per the Table 1.1, the highest share of tourism sector in GDP have been observed in countries such as Mexico (13.1%) followed by Spain (8.5%), China (4.6%), Turkey (7.3%), and Italy (9.1%) and have a positive or significant growth after the pandemic. India is in 15<sup>th</sup> position with 5.80% contribution of tourism sector in GDP.

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- Table 1.2 shows that there is a positive or significant contribution of Tourism sector in employment generation in the countries, where China is leading by creating (73.31 Million jobs) followed by India (32.1 Million jobs), USA (10.5 Million jobs), Indonesia (10.95 Million jobs), and Brazil (6.4 Million jobs) post pandemic.
- Table 1.3 depicts that the International Tourists Spending have positive but not very much significant growth in countries like USA has risen to (US\$ 40.3 Billion) followed by China (US\$ 14.1 Billion), Spain (US\$ 34 Billion), France (US\$ 43.9 Billion) and Germany (US\$ 24.6 Billion) in 2021. India is in 10<sup>th</sup> position in contribution of international tourists spending with US\$ 8.8 Billion.
- According to Table 1.4, Domestic Tourists Spending USA (US\$ 731.5 Billion) have positive but not much significant growth after pandemic followed by China (US\$ 458.7 Billion), Germany (US\$ 212.2 Billion), Japan (US\$ 134.2 Billion), and UK (US\$ 118.2 Billion) in the year 2021. India is in 6<sup>th</sup> position in contribution of domestic tourists spending with US\$ 151.1 Billion.

### XII. CONCLUSION

The study intends to outline the global scenario of tourism sector in various countries belongs to G20 Nations. The analysis of the study shows the positive growth or upward trend of tourism sector in these countries over the years with the help of the economic indicators such as GDP, Employment Generation or Tourists Spending in their economy. There is a positive and significant growth in GDP or in employment generation in the economy of G20 Countries. There is a positive but not that much significant growth have been observed in International Tourists Spending and in Domestic Tourists Spending as compared to before pandemic in the nation's economy. Various initiatives and strategies have been planned by G20 nations for the future growth of world tourism such as TWG (Tourism Working Group) has launched by tourism authorities to focus on challenges or issues of tourism sector and also strengthen the community worldwide empowerment with the development of MSME and community based tourism. Also, the countries has decided to focus on the growth of MICE, Eco or Rural Tourism to pace out the growth of tourism sector in the economy. To meet the global standards of tourism sector various tourism authorities and ministries of government of India working at state or central level making efforts to attract foreign tourists as well as domestic tourists by



promoting various modes of tourism such as Rural Tourism, Eco Tourism, Medical Tourism, MICE Tourism and Caravans Tourism in country. Various revival plans and strategies by global tourism authorities will help in recovery of tourism sector to grow and to match with the standards which were remarked before pandemic.

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