

**NEW ZEALAND AND INDIA: AN EMERGING BEST FIT BEAM BALANCE FOR
THE MUTUAL BENEFIT OF TOURISM BUSINESS GROWTH INCLUSIVE OF
BOTH PRE AND POST COVID ERA**

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Abstract:

This paper attempts to explore mutual tourism growth prospects and potential in New Zealand and India and the inter connectivity between them for mutual growth and prosperity in both pre and post COVID era. It describes a situation in which a tourist flow mutually fit briefly between a country or region and another in post COVID era. The tourism industry is now more significant and interdependent. Natural sites, historical monuments etc. are few examples of the rich history of both nations where tourists of both countries may visit for the mutual benefit of both nations. Adventure tourism, eco-tourism, culture, heritage, wellness tourism is all experiencing high levels of mutual popularity in both New Zealand and India. The industry is maintained by high levels of mutual demand and mutual attraction tourist points. This is a comparative study of mutual tourist development in both nations, the assessment and analysis of an emerging best fit beam balance for mutual tourism growth in New Zealand & India and its effects on tourism relations in both nations are the key goals of the current study for the mutual tourism growth of both nations. Most of the secondary data sources consulted for this study. Available data were examined using trend line analysis. The goal of the study is to define the framework and operation of the mutual tourism growth between New Zealand and India for mutual benefit for both countries and to investigate the tourist flow, the tourism industry and the GDP that are influenced by both national and global characteristics for the mutual benefit of tourism sector of both nations i.e., New Zealand and India.

Key Words: Mutual benefit, Emerging Business, GDP, Tourists Flow, Tourism Growth

Introduction:

Tourism growth is a strategic business tool which involves mutual benefit of involved nations

i.e., New Zealand and India. In modern tourism business era, one-sided growth has not a long lasting multi-dimensional sustainability. Need of the hour (especially in post COVID scenario) should be a win-win situation for both nations. If it is not existing, then the tourism business growth is not going to be sustainable. In case of New Zealand and India, New Zealand is a developed nation so requirements of New Zealand tourists will be best fit for a developing but culturally rich nation like India. India, being a traditionally rich country can provide a resource-reservoir for sustainable tourism practices for catering the needs of tourists of New Zealand. Simultaneously, New Zealand can offer its green-tourism practices. Application of effective consideration should be given to the utilization of mutual tourism benefit and growth of both nations namely New Zealand and India which is best way for the tourists flow to learn about nation's culture and is advantageous to both nations. New Zealand participates in a strategic way. The two primary service sectors experiencing expansion are tourism and education. Almost 17,000 Indian students⁴ are studying in New Zealand, making India the second-largest supplier of foreign students behind China. New Zealand continues to offer wonderful setting scenery and advantageous terms for film producers. It is a nation that is increasingly well-liked by Indian tourists. The well-known movie *Kaho Naa... Pyaar Hai* ('Say... you are in love') established New Zealand and its Southern Lakes as top romantic vacation spots twenty years ago. Not only did the movie encourage Indian couples on their honeymoon to visit New Zealand, but it also encouraged other Indian filmmakers eager to duplicate its success. At bridal and wedding fairs in India nowadays, New Zealand advertises itself as a honeymoon destination, but other themes are also present, such as adventure tourism (Asia New Zealand Foundation). The Indian market is essential for spreading out tourist visits throughout the year since it prefers to travel to New Zealand in the spring and autumn, and because Indian tourists choose to engage in a wide variety of activities. In eleven significant towns, there are Indian Organizations that support the preservation of the community's traditional history. New Zealand presents itself as an alluring travel destination for Indian tourists, with various cultural events and a familiar cuisine, given the country's large diaspora of more than 2,00,000⁴ (Bhide, G., Vijay, R., & Agarwal, S.). Independent professionals in India are an important target market for New Zealand. Nowadays, almost 60 percent⁴ (Bhide, G., Vijay, R., & Agarwal, S.) of Indian tourists visiting New Zealand are Free Independent Travelers (FIT), and this market is growing more quickly than group travel. More than half of Indian tourists travel outside of the major geographic areas. According to New Zealand Tourism, most tourists from India visit New Zealand for the first time. One of the main revenue sources for developed and developing nations alike, tourism is crucial to the growth of the global economy (Costa 2017; Mason 2015). Given that it provides a variety of cultural, social, technological, experiential, and natural items for leisure and business, tourism has emerged as a key pillar for sustainable development in both developed and emerging nations (Turner and Freiermuth-2016). In this regard, the World Travel and Tourism Council (WTTC 2021) revealed that travel and tourism significantly contribute to job creation, including its direct, indirect, and induced effects. It was calculated that 334 million jobs, or 1 in 4 employments produced globally, or around 10.6 percentage⁶ of all jobs, represented *USD 9.2 trillion, or 10.4 percentage of global GDP*⁶. Spending by foreign tourists, which totalled *USD 1.7 trillion in 2019, represented 6.8% of all exports and 27.4% of all services exports globally*⁶ (Naseem, S. (2021). Because of this, tourism is seen as a sizable part of the commerce in international services and has grown to be a significant industry. The tourist industry makes a significant contribution to the global economy.

The tourism sector, which has seen significant growth, is one of the most spectacular economic and social phenomena of the century. The number of travellers worldwide has increased from just 25 million in 1950 to 806 million in 2005, which is equivalent to an average yearly growth rate of 6.5% (Chavali, K., & Sahu, S. (2008)). Tourism contributes 11% to the world's economy, and 6% of people worldwide work in this sector (Chavali, K., & Sahu, S. (2008)).

A country's growth and development are aided by tourism in two ways: first, by bringing in a variety of economic goods and advantages, and second, by helping to build the region's brand value, image, and sense of place. Beyond attractive settings, the tourism industry makes a significant contribution to economic growth (Khalil et al. 2007). The economic state of a country affects the demand for travel. The nation's socioeconomic progress and the expansion of the tourism sector are intimately intertwined. A relatively high percentage of discretionary income—especially in the case of emerging nations—will be spent on tourism when economies grow and levels of disposable income rise. In other words, travel expenses will decrease as the economy becomes tighter. New Zealand's attractions for adventure tourism, the natural environment, culture and heritage, health, and wellness are all operating at record levels. Despite being underserved, there is a large demand for the product, which is supported by high-yielding, high-quality attractions. Investors have the opportunity to get involved and enhance the options available to tourists coming from New Zealand's different geographic regions. Since 52 percent¹ more visitors searched for New Zealand than the previous year, this country has become the top travel destination for Indian travellers. Australia came up at number two on travellers' lists, with a 47 percent² rise in tourists looking for this country. According to Sky Scanner, a global travel search engine, the Middle East, Europe, and Asia Pacific were among the top travel destinations for Indian travellers during the 2015–16 year. The search engine has also provided information on the top locations that Indian tourists are picking for the New Year's holiday.

While it concentrates on the meeting, incentives, conferences, and exhibitions (MICE) segment, the nation, which welcomed over 30,000⁵ tourists in the fiscal year that ended in June 2013, noted that in addition to Indian honeymooners, business travellers are equally important for driving growth. Tourism New Zealand wants to see a double-digit growth in the number of Indian tourists coming to the country during the current fiscal year in order to showcase India as one of the top travel destinations worldwide. In order to compare how Indian visitors searched for travel in the years 2015 and 2016, Sky Scanner was used. It has tried to forecast the top travel destinations for the year 2017 using this data. In terms of number of searches by Indian tourists, New Zealand was the most searched-for country, up 52 percent³ over the prior year. New Zealand is already well within the grasp of potential tourists because to the many air service companies that are currently offering affordable package deals for this country. During a front-line training session and networking events in New Delhi and Mumbai, Tourism New Zealand celebrated its 20th year anniversary with an eye towards raising destination awareness and extending its involvement with its India Partners in the next year.

Tourism in India

India is a big country with a lot of tourist sites and a diverse population. The main attractions for tourists to India are its extensive cultural heritage and ecotourism opportunities. Due to its diversity, it attracts visitors from all over the world who want to enjoy the scenic magnificence it

has to offer. India offers more travel alternatives than any other country in the globe. Among these are beach tourism (India has the longest coastline in the East), medical tourism (thanks to Ayurveda and different Indian medications), spiritual tourism, and history tourism. Italy, Australia, and France are the top three tourist destinations in the globe, according to research by "Conde Nast Traveller," the leading travel magazine in Europe. The results of this survey position India at ninth place. Tourism is one of the industries with the most employees and the third-highest foreign exchange earner for the entire country. The GDP of India is expected to increase by 8.5 (Chavali, K., & Sahu, S. (2008)) crore by the year 2020 as a result of the tourist sector. The tourism industry received a total of Rs. 2900 crores during the 10th Five Year Plan period, as opposed to Rs. 750.00 crores during the previous Five-Year Plan period (Chavali, K., & Sahu, S. (2008)). The Indian government actively promotes tourism, highlighting its assets, competitive advantages, and innovative projects and programmes. The travel and tourism sector has gained importance in the states due to the growth of economies and the focus on it, especially in the southern part of India, which is known for its exotic locations, as evidenced by higher budget allocations and active and vigorous promotion efforts.

Tourism in New Zealand

We chose New Zealand as the focus of our research because it has a small, open, mature economy that is strongly dependent on international trade and foreign investment activity. In 2015, for instance, the import and export values were NZ\$52,510.11 million and NZ\$45,292.70 million, respectively (Statistics New Zealand 2016a, 2016b). The Tourist Industry Association of New Zealand (2014a) reports that foreign inbound tourism to New Zealand has steadily increased, with the number of visitors rising from 1.8 million (Tsui, W. H. K., Balli, F., Tan, D. T. W., Lau, O., & Hasan, M. (2018)) in 2000 to 3.1 million (Tsui, W. H. K., Balli, F., Tan, D. T. W., Lau, O., & Hasan, M. (2018) in 2015. The country is renowned for its varied natural resources and heritage (e.g., ecotourism and Maori culture) (Ateljevic and Doorne, 2002; Balli and Tsui, 2015; Carl et al., 2007; Cloke and Perkins, 2002; Danaher and Arweiler, 1996; Dickey and Higham, 2005; Higham and Carr, 2002; McIntosh, 2004; Oppermann, 1997; Pearce, 1999; Ryan, 2002; Ryan and Higgins, 2006; Tsui, 2017). Most tourism research in New Zealand has focused on both local and foreign travel. In contrast, there has been less focus on the subgroup of inbound tourism known as international inbound business tourism. Like in other countries, international business travellers to New Zealand are recognised as high-value tourists. Considering this, the tourist Industry Association of New Zealand (2014a) has also established a long-term objective, which is to increase the international tourist industry's revenue by 6 percentage yearly and reach NZ\$41 billion by 2025, as envisioned in their strategic framework "Tourism 2025 - Growing Value Together (Tsui, W. H. K., Balli, F., Tan, D. T. W., Lau, O., & Hasan, M. (2018))." This demonstrates the importance of further research into the dynamics and effects of this expanding sector of tourism.

In the relationship between India and New Zealand, the name "Indo-Pacific," as well as its ramifications and associations, are crucial. The geography of India and New Zealand—one is a peninsular country and the other is an island nation that is mainly isolated—dominates their maritime interactions. India and New Zealand share a special marine relationship history. Indian soldiers killed in the Battle of Gallipoli during World War I with Australian and New Zealand Army Corps members before India gained its independence (RNZ,2021). India is placing more

emphasis on the linkages between the Western Pacific and the Indian Ocean region, which are encompassed in the term "Indo Pacific," than ever before. As a result, New Zealand now has a strategic relevance that it did not have before (albeit it is still restricted). There is little doubt that India values strengthening defence ties and the cooperation between the two fleets.

For a very long time, New Zealand (NZ) and India have enjoyed friendly relations. The Commonwealth membership, common law traditions, and pursuit of common objectives of promoting economic progress and prosperity for all populations in both countries through democratic political systems all serve as excellent building blocks for fostering amicable relations.

Tourism - A Strategic Business Tool

Tourism is a Strategic Business Tool as it is one of the sectors with the fastest growth rates globally because travellers buy the goods and services they require. As a result, the tourism industry is vital to the welfare of many countries. At the turn of the century, tourism was starting to earn a profit, albeit slowing down in the first half of the century due to the two world wars. Following these setbacks, tourism evolved to represent the act of moving from one location to another in order to earn money for consumption, which was a by-product of economic prosperity and technical advancement. New routines, altered behaviour, altered life models, and altered perceptions of time have all been influenced by tourism.

Objectives:

1. To study tourists flow of both countries
2. To study comparative GDP growth of the countries
3. To study international tourism receipt of both countries

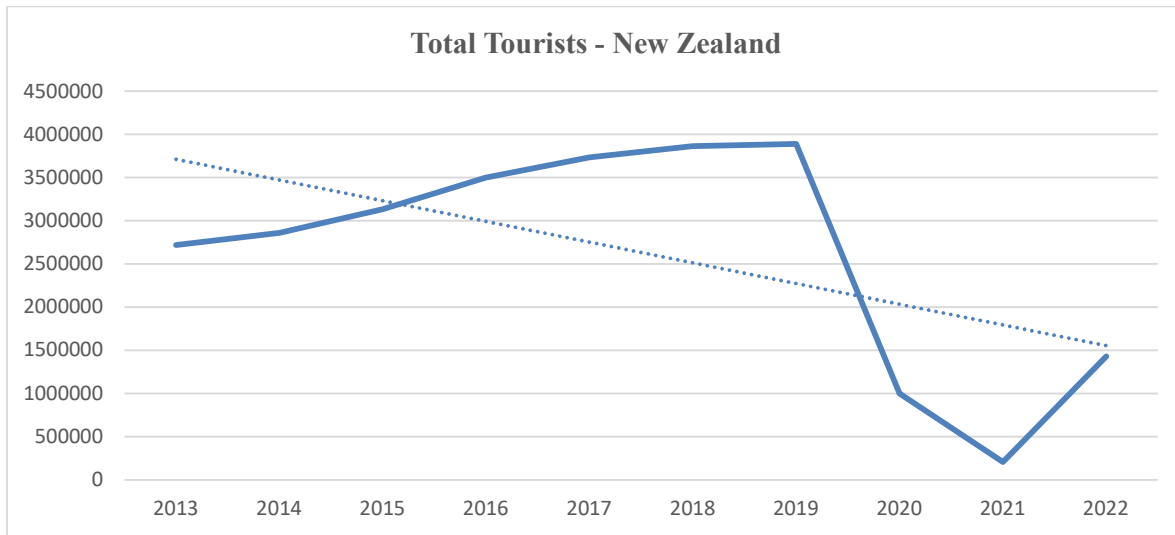
Data Analysis

Most of the secondary data sources consulted for this study. Statistics.govt.nz, publications from the Ministry of Tourism, the Government of India 2012–2022, and other pertinent materials, such as policy papers and research articles published in various journals, were used to compile the secondary data for this article. All of the collected data was examined using trend line analysis.

Tourists Flow - New Zealand

The increase of "Number of tourists" in New Zealand is seen in Table 1. If we look at the patterns of domestic and international travel to New Zealand from 2013 to 2022, we see a constant rise. If we looked at the ten years of data in the table, we would see that the number of tourists increased in ten of those years: 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, and 2022 (leaving only the pandemic years of 2020 to 2021). The graph shows the growth in both domestic and international visitors to New Zealand.

Table 1:

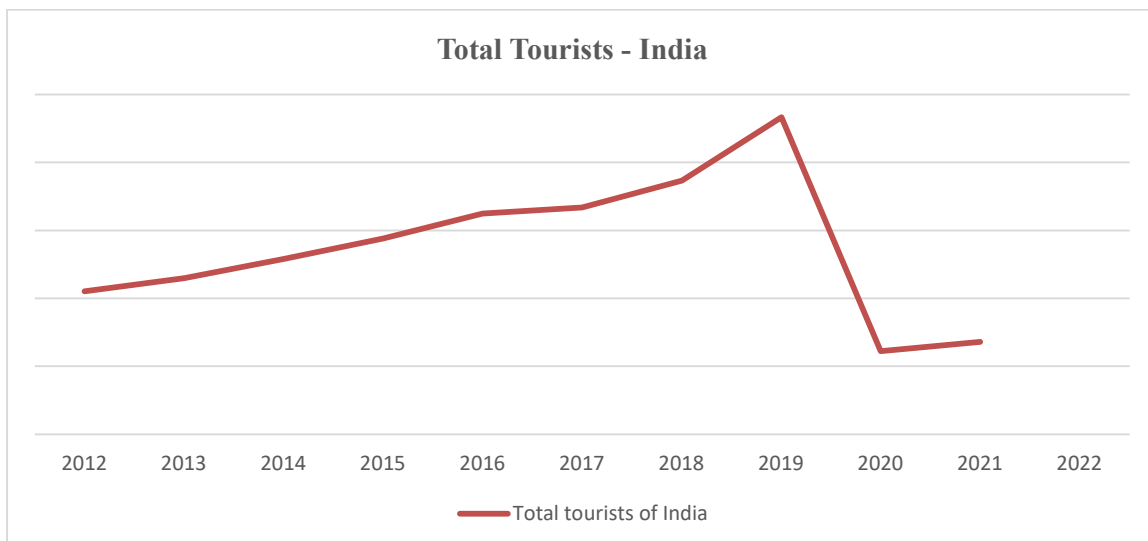


Source: <https://www.stats.govt.nz/topics/tourism-11-04-2023-21:54>

Tourists Flow - India

Table 2 indicates the growth of 'Number of tourists' in India. If we consider the trends in foreign and domestic tourists visit in India since 2012 to 2021 there is continuous growth. If we observed the 10 years data shown in the table, ten years i.e., 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020 and 2021 the number of tourists of change over the previous year is higher than the previous year (leave only pandemic year 2020 to 2021). In graph depicts the trendline in growth foreign and domestic tourists' visit in India.

Table 2:



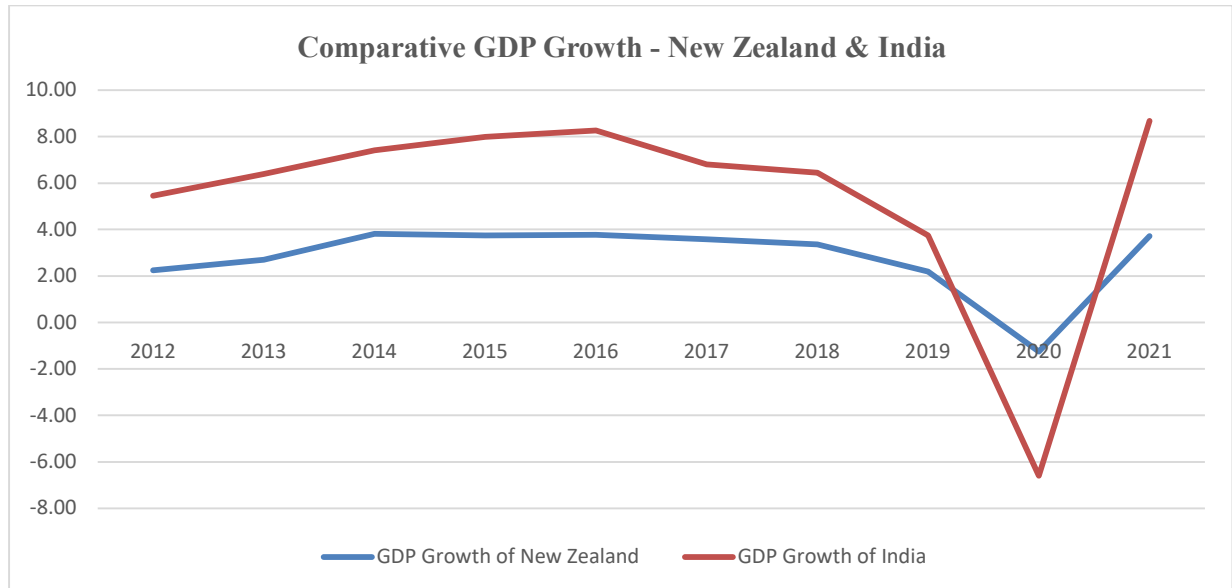
Source: <https://tourism.gov.in/market-research-and-statistics-11-04-2023-21:54>

Comparative GDP Growth - New Zealand & India

The 'GDP' increase in India and New Zealand is seen in Table 3. If we look at the trends in GDP growth in India and New Zealand from 2012 to 2021, we can see that growth has been ongoing.

If we looked at the 10 years of data in the table, we would see that in ten of those years—2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, and 2021—the GDP growth was larger than it had been the year before (leaving only the pandemic years of 2020 to 2021). The graph shows the trendline for GDP growth in both nations.

Table 3:



Source:

<https://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG?locations=NZ&start=1978&end=2021&view=chart-12-04-2023-01:56 AM>

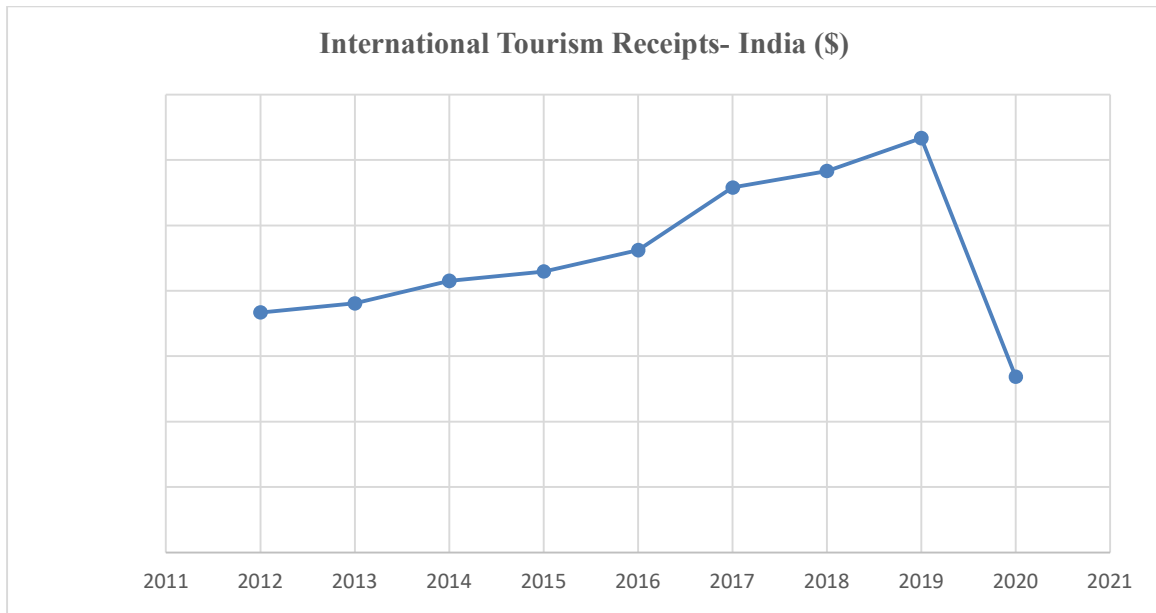
International Tourism Receipts:

Both the expenses incurred by tourists travelling abroad and the fees given to national carriers for international transportation are covered by the earnings from international tourism. Any additional payments paid in advance for goods or services purchased in the destination nation are also included on these receipts. If same-day visitor receipts aren't important enough to warrant a particular classification, they may likewise be included. They don't include invoices for products utilised in passenger transport for some nations. US dollars are used to present the data in real time.

International Tourism Receipts - India:

Table 4 shows the 'International Tourism Receipts' in India. We can see that international tourism receipts have remained constant if we examine the trends in international tourism receipts increase day by day in India 2012 to 2020. If we examined the 09 years of data in the table, we would see that, aside from the pandemic years of 2020 to 2021, nine of those years—2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, and 2020—saw international tourism receipts that was higher than it had been the year before. The graph displays the international tourism receipts trendlines for the India.

Table 4:



Source: <https://data.worldbank.org/indicator/ST.INT.RCPT.CD-13-04-2023-10:13 Am>

International Tourism Receipts - New Zealand

Table 5 shows the 'International Tourism Receipts' in New Zealand. We can see that international tourism receipts have remained constant if we examine the trends in international tourism receipts increase day by day in New Zealand 2010 to 2018. If we examined the 09 years of data in the table, we would see that, aside from the pandemic years of 2020 to 2021, nine of those years—2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017 and 2018—saw international tourism receipts that was higher than it had been the year before. The graph displays the international tourism receipts trendlines for the New Zealand.

Table 5:



Source: <https://data.worldbank.org/indicator/ST.INT.ARVL-13-04-2023-10:13 AM>

International Tourists Arrival

"International inbound tourists" (also known as "overnight visitors") are travellers who travel for a period that does not exceed 12 months to a country that is different from their usual residence, but outside of their usual environment, and whose primary purpose of move differs from an activity paid for from within the country travelled to. The total amount of visits—which includes tourists, same-day visitors, cruise passengers, and crew members—is displayed in the absence of statistics on the number of tourists. Arrivals are collected using a variety of sources and methodologies depending on the country. On occasion, border statistics (such as immigration, law enforcement, and the like) are merged with data from border surveys. In other cases, information is provided by hotels that welcome visitors. The number of arrivals is capped in some countries.

International Tourists Arrival - India

Table 6 shows the 'International Tourists Arrival' in India. We can see that international tourism arrival has remained constant if we examine the trends in international tourism arrival increase day by day in India 2010 to 2019. If we examined the 10 years of data in the table, we would see that, aside from the pandemic years of 2019 to 2020, ten of those years—2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018 and 2019—saw International Tourism Receipts that was higher than it had been the year before. The graph displays the international tourism receipts trendlines for the India.

Table 6:



Source: <https://data.worldbank.org/indicator/ST.INT.ARVL-13-04-2023-10:13 AM>

International Tourists Arrival - New Zealand

The arrival of foreign tourists in New Zealand is seen in Table 7. If we look at the patterns in foreign tourism arrival increasing day by day in New Zealand from 2011 to 2020, we can find that they have remained steady. Apart from the pandemic years of 2019 to 2020, the 10 years of data in the table show that ten of those years—2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018 and 2019—saw an increase in international tourism receipts over the previous year. The graph shows New Zealand's worldwide tourism revenue trendlines.

Table 7:



Source: <https://data.worldbank.org/indicator/ST.INT.ARVL-13-04-2023-10:13 AM>

Findings and Discussion:

- (1) There is a continuous increase in tourist flow in case of New Zealand which shows an increasing trend both domestically and internationally. New Zealand witnessed an increase of over one lakh tourists with respect to each previous year (exhibited in Table 1 & Table 2). Additionally, the number of tourists visiting India grows yearly and following the pandemic, many New Zealanders visited the country. Important takeaway is that the downfall in number of tourists was witnessed till tentatively mid - 2021 in New Zealand but on the contrary in case of India the same was witnessed till tentatively mid-2020. Thereafter, due to heavy internal cushion of tourists the same data started showing gradual but steady growth in tourist flow for India. However, the growth in tourist flow was a bit steeper due to higher slope of the curve (exhibited in Figure 1) on account of New Zealand's position in case of better infrastructural facilities for tourism growth.
- (2) On the front of Gross Domestic Product, GDP growth of both countries depicts an increasing and stable GDP growth trend in New Zealand and India (exhibited in Table 3). Surprising after the pandemic, it is evident that recovery of New Zealand was a marginally earlier due to better tourism infrastructural facilities for tourism growth. However, the rate of recovery was a bit steeper for India due to its heavy internal cushion of domestic tourists as population of New Zealand is 50,90,200 in mid-2020 (Source: <https://www.stats.govt.nz/topics/population>) and population of India was 1,38,004,385 in the mid-2020. (Source: [https://www.worldometers.info/world-population/indiapopulation/#:~:text=India%202020%20population%20is%20estimated,\(and%20dependencies\)%20by%20population](https://www.worldometers.info/world-population/indiapopulation/#:~:text=India%202020%20population%20is%20estimated,(and%20dependencies)%20by%20population)) and the recovery started tentatively by mid-2020.
- (3) International tourism receipt builds growth economics of host countries. These receipts include any additional payments made in advance for products or services acquired in the

destination country. Accordingly, only pandemic year international tourism receipt gone down. Trends in international tourism receipts increase day by day in New Zealand and India. Analytically from the year 2012 – 2018, the arithmetic average of growth rate²⁶ was 8.179 percent for India whereas the arithmetic average of rate of growth for New Zealand is 7.490 percent. The difference may be accounted for primarily due to heavy internal cushion of domestic tourists for India as its population was quite large (considerably) with respect to New Zealand.

- (4) The number of visitors of both nations steadily increased over the past ten years, apart from the epidemic years of 2020 and 2021 (exhibited as per figures 1 and figure 2). This shows that the tourism sectors of both nations have enormous potential. It is evident that GDP of both countries are increasing. According to the data from the previous ten years, the GDP of these two countries would have been higher if the pandemic had never occurred. Figure three exhibits that India is performing better. This suggests that as a growing country, India has greater employment prospects and potential.
- (5) International tourists' arrivals in the country are the primary source of income for tourism professionals as there is currency exchange which helps for boosting the nation's economy. Figures 4 and 5 exhibits that there is constant growth in foreign currency. Figures 6 and figure 7 exhibits that there has been a steady increase in the number of foreign tourists visiting in both countries, and it can be concluded that both have enormous potential as tourist destinations for people from other countries. As a result, it may be opined that it is a win-win situation for both the countries. Figure eight exhibits that New Zealand will see a large increase in foreign visitor expenditure and arrivals in 2024. We can estimate that foreign visitors will spend \$14.8 billion in New Zealand, based on the forecast. The table eight also shows that spending will grow more quickly than the number of visitors, which suggests that spending per visitor will increase. Figure nine exhibits that India will see a significant increase in foreign visitor expenditure and arrivals.

Conclusion:

To conclude the study, we can say that India and New Zealand differ significantly in their demography, culture, geography, politics, economy, and environment. However, if we consider tourism, both have a lot of opportunities and potential. Both nations show a similar pattern in their growth in tourism. India and New Zealand have much to offer to all segments of tourists coming for various purposes. Be it leisure, adventure, honeymoon, religious etc., any tourists coming to these countries will not be disappointed and will always have a different experience every time he/she visits.

Due to the COVID-19 pandemic, the whole world stopped, and the tourist industry was declining. However, after this pandemic, as the tourism industry is rejuvenating, India and New Zealand are returning to before pandemic state, and the growth in international tourists' arrival and spending can be forecasted. The respective governing bodies must achieve those targets by introducing new schemes and promoting hosts' tourism worldwide.

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