

# Currency Shifts: Investigating the Effects of Demonetization on the Tourism Industry

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**Abstract:** *Demonetization, a significant economic policy implemented in India in 2016, had wide-ranging effects on various sectors, including tourism. This abstract summarizes the impact of demonetization on tourism, focusing on key aspects such as changes in tourist behavior, cashless transactions, and the role of digital payment systems. The study explores how the abrupt shift towards a cashless economy and the disruptions caused by demonetization influenced tourist preferences and spending patterns. It also delves into the subsequent efforts by the Indian government and tourism industry stakeholders to adapt to the new financial landscape. By examining these dynamics, this research sheds light on the evolving relationship between economic policies and the tourism sector, providing insights into the resilience and adaptability of the industry in the face of significant policy changes.*

**Keywords:** Demonetization, Tourism, Industry, Cashless, Transactions, Digital, Payments