

Chapter 26

Tourism

26.1 Tourism in the present day, has become increasingly significant &organised(industry) as more and more people with increased disposable income, higher propensity to spend and changing social mores trot cities and countries due to variety of reasons. Along with the evolution of tourism, its definition has also formalised over the years and in the present parlance a visitor is considered to be a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a sameday visitor (or excursionist) otherwise. A traveller on the other hand is someone who moves between different geographic locations, for any purpose and any duration. The visitor is a particular type of traveller and consequently tourism is a subset of travel. However, "Tourism" refers to all activities of visitors, including both "tourists (over-night visitors)" and "same-day visitors"

26.2 Emerging trends in Tourism in India:

- **Medical/ Health Tourism:** World-class medical treatment at lowest cost has really got attention in the overseas market. Many state governments like Kerala, Andhra Pradesh, Uttranchal, and Karnataka have been showcasing their medical tourism segment in certain focused market like the Gulf and African regions. Kerala is a world tourist destination and part of the reasons lies with the well- known stressreleasing therapies of famed Ayurvedic research centers. Naturopathy, Yoga & Meditation are also offered in other places like Rishikesh in Uttarakhand. Business in allopathic treatment has also picked up significantly with some private sector hospitals mulling over the idea of hiring translators /interpreters for the foreigners who seek treatment in their hospitals.
- **Spiritual Tourism:** The most popular spiritual tours for Hindus are those that are centered on holy Ganges River. Badrinath, Kedarnath, Haridwar, Gangotri, Yamunotri, Allahabad, Varanasi. Jaganath temple at Puri, Bhubaneshwar, Konark in Orissa, Mata Vaishnodevi of Jammu and Kashmir, are some of the important pilgrim centers in north India. There are many spiritual sites in South India as well which dates back beyond the 10th century. Rameshwaram, Mahabalipuram, Madurai Meenakshi temple in Tamilnadu and Tirupati in Andhra Pradesh are some pilgrim centers. Every year millions of tourists, both domestic and international, visit these places. India is special to Buddhists all over the world. The country is dotted with places that are associated with the life and times of Gautam Buddha; Lumbini-the birthplace of Buddha, Saranath where Buddha delivered his first sermon, Buddha Gaya where lord Buddha attained enlightenment and Vaishali where he delivered his last sermon and announced his nirvana. A lot of tourists from Japan & other South&east asian countries with significant number of Buddhists visit these places. The followers of Islam have many mosques and shrines of Sufi Saints, like Moin-UddinChisti and NizamuddinAulia. For Christians, spiritual tours to Goa among other place like Mumbai and Kolkata are must. Among the most popular sites in Goa is the church of Our Lady of Rosary, the Rachel Seminary, and Church of Bom Jesus. The Golden Temple in Amritsar, the Hemkund Sahib, and GurunanakDevjiGurudwara at Manikaran, which is also known for its hot water springs with healing properties, the holy city of Patna Sahib and Anandpur Sahib are important for Sikhs. The Jain temples of

Dilwara and Mount Abu in Rajasthan, the Gomateswara temple at Karnataka, draw thousands of Jain followers. Even small communities like the Bahais have their own Lotus Temple at Delhi.

- MICE Tourism:** Meetings, incentives, conferences & exhibitions (MICE) industry is extensively and rapidly growing and is largely associated with travel for business purpose. With the Indian economy opening up and government restrictions loosening, Mumbai, Bangalore, Hyderabad, Chennai, Delhi and Kolkata are assuming importance as major centers of business activity in the country. The important conference centers are New Delhi, Mumbai, Jaipur, Kovalam, Chennai, Bangalore, Agra, and Goa where popular convention tours offer exciting possibilities. Incentive travel has emerged as a popular means of rewarding the employees' achievements and contributions, by several business houses especially multinational companies, Insurance Companies, Banks, Pharmaceuticals Firms, etc. Employees are given free tickets or holidays packages to select destinations all paid by company. These are given as added perks to keep up the interest of the executives who are the high performers of the company. Incentive tours market has become fast growing sector within the tourism industry.
- Adventure & Wild Life Tourism:** Water sports, elephant safari, skiing, yachting, hail-skiing, gliding, sailing, tribal tours, orchid tours, scaling the high peaks of Himalayas, trekking to the valley of flowers, riding the waves in rapids, and camel safari in the deserts are breath taking opportunities for nature enthusiasts. Ladakh, the Garwal hills, the Himachal hills, Darjeeling, Goa, Lakshadweep, Andaman and Nicobar, Jaisalmer and wildlife sanctuaries and reserves are some of the places that offer adventure tourism. Chilka Lake in Orissa, Kollam in Kerala, Bhopal Lake in Madhya Pradesh, Dal Lake in Kashmir are some of the places where facilities have been provided for water sports. Mountain ranges of Kashmir Valley, Shimla, KulluManali, Dalhousie, Palampur in Himachal Pradesh, Nainital-Almora-Kausani in Kumaon hills of Uttar Pradesh, Pachmarhi in Madhya Pradesh, Darjeeling, Shillong are important for their snow-dusted peaks, lakes, parks and hot springs.
- Heritage & Culture Tourism:** India is well known for its rich synergetic tradition. The Sultanate and Moghul empires built many historical monuments and mosques during their reign, all over the country. Red Fort, Fatehapur Sikri, Jama Masjid, Taj Mahal, Charminar etc., bear testimony to the blend of the Indian and Islamic traditions of architecture. The Rajputana culture of Rajasthan along with its Forts and Palaces spread across Jaipur, Jodhpur, Jaisalmer etc draw large number of tourists each year. Every year, a large number of foreigners visit the holy city of Pushkar during the cattle fair held in winters. Monuments build by Britishers like India Gate, gateway of India are also popular as are the rock cut temples and caves of Ajanta and Ellora and plethora of other monuments.

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1	26.1	Number of Foreign Tourists to India
2	26.2	Foreign Tourist Arrivals in India from Top 15 Source Countries
3	26.3	Foreign Exchange Earning From Tourism

Sources & Reference:

1. Various Issues of India Tourism Statistics, Market Research Division, Ministry of Tourism, Government of India.
2. The Ministry of Tourism brings out an Annual Publication called "India Tourism Statistics " every year giving details of international and domestic tourism, including details about the classified hotels etc. In addition a small brochure called "Tourism Statistics at a Glance" is also brought out, giving updated and latest key statistical data. The Ministry also estimates month wise Foreign Tourist Arrivals (FTAs) figures and Foreign Exchange Earnings (FEE) from tourism, and this is brought out within a time lag of just 4-5 days. Ministry of Tourism receives information on Foreign Tourist Arrivals & Indian Nationals' Departures to other countries from Bureau of Immigration. However the information on domestic tourism statistics is maintained by statistical cells in Tourism Department of respective States/UTs. Besides these Ministry of Tourism has also commissioned State Tourism Surveys in some States to augment the available data. Information on worldwide tourism is maintained by United Nations World Tourism Organization UNWTO. The same is available country wise and region wise. UNWTO also brings out several publications like UNWTO Tourism Highlights, Yearbook of Tourism Statistics etc.