

AN INSIGHT OF TYPES OF TOURISM IN INDIA

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ABSTRACT

India is one of the few countries of the world blessed with a variety of tourism assets - from bio-cultural differences to an abundance of histories and antiquities. Tourism is considered as one sector that might move development, contribute foreign exchange, upgrade employability and result in community improvement and development. The most important dimension of tourism is the social trade among different nationalities that visit the nation and the culturally diverse interface that might clear path for all inclusive peace and harmony. As on one hand tourism is seen as a financial choice and on the other side the more prominent social and human impact. The tourism items ought to be assorted as every nation has its own particular needs and prerequisites, yet it ought to have an example. The present paper discusses the modern trends of tourism i.e. ecotourism, sustainable tourism, adventure tourism, health tourism, Medical tourism, spiritual tourism, education tourism etc. as tourist product and emerging trends of tourism in India.

INTRODUCTION

India's plentiful heritage incorporates not simply stunningly wonderful architecture, rich customs and different culture additionally magnetic and attractive landscapes. From the challenging snow-clad peaks of the Himalayas and the cool hill stations of the north, to the charming shorelines on the western and eastern coasts and the fancy sanctuaries of the south, India has the assortment to satisfy the interests of every one of those going through the nation.

In fact so well-known is the nation as a worldwide tourist hot spot that the 'Conde Nast Traveler', one of the top travel magazines, profiled India as the most favored and preferred tourist destination in the recent times. It is genuine then, that tourism is a vital and thriving industry in the nation. It represents 33% of the foreign exchange earning of India furthermore profitably utilizes the effortlessly the most astounding number of individuals contrasted with different sectors. As per the World Tourism Organization, by the year 2020, it is expected that India will become the pioneer in the tourism business in South Asia, with around 8.9 million arrivals.

Tourism is a development engine as well as an employment generator. As per the Economic Survey 2011-12, the division has the ability to make expansive scale livelihood/ employment both direct and indirect, for various areas in the public eye, from the most specific to untalented workforce.



Tourism in India has seen exponential development in the recent years. India is a standout amongst the most favored destinations for both overseas and domestic tourists. Tourism empowers the international traveler to comprehend and experience India's cultural diversity direct. As indicated by authority estimates the Indian tourism industry has outperformed the worldwide tourism industry regarding development in the volume of outside tourists and additionally as far as revenue (**Sangeeta 2012**). United Nations has classified three types of Tourism in its Recommendations on Tourism Statistics:

- I. **Domestic tourism**, which involves Residents of the given country traveling only within the country;
- II. **Inbound Tourism**, involving non-residents traveling in the given country; and
- III. **Outbound Tourism**, involving residents traveling in another country.

The UN additionally determined diverse classifications of Tourism by joining the three Basic types of tourism:

- (a) **Internal tourism**, which comprises domestic tourism and inbound Tourism;
- (b) **National tourism**, which comprises domestic tourism and outbound Tourism; and
- (c) **International tourism**, which consists of inbound tourism and outbound Tourism

Objective of the Study

The article is aimed to comprehend the emerging trends of tourism and find out about new trends and new tourism product and old conventional/traditional tourism product and trends. It also focuses the importance of new trends of tourism like sustainable tourism development and the concept of nature tourism. This will prepare to create ecological cognizance and abilities to find critical tourist destinations. It depicts that tourism can be an instrumental for creating secularism and national integration and universal brotherhood.

1. ADVENTURE TOURISM

As a sort of tourism in India, adventure tourism has as of recently developed in India. Adventure tourism is characterized as travel outside an individual's normal surroundings for more than 24 hours and not more than one consecutive year. A trip might be named an "adventure "trip in the event that it includes two of the following three components: Like (1) interaction with nature or (2) interaction with society or (3) a physical activity, while the center of adventure is a trip which includes every one of the three components. Adventure travel trip could incorporate a white-water rafting, hiking, and bird watching trip; or mountain biking, visits to local communities to learn about traditional weaving practices (**The George Washington University, ATTA & Xola, 2010**).



Camel safari in India has additionally turned out to be extremely main-stream because of the activities taken by the tourist boards of some Indian states. The most famous destinations in India for camel safaris are Bikaner, Jodhpur,

and Jaisalmer. Paragliding in India has grown as of late and paragliding facilities are accessible in a lot of place in India.

Mountaineering in India is additionally very well known in the field of adventure tourism. Travelers can go to Garhwal, Himachal Pradesh, and Jammu and Kashmir for enjoying mountaineering. Adventure tourism India has enlisted a considerable development as of late. For this development to proceed with, endeavors must be taken by the administration of India so India positions close by universal destinations for adventure tourism.

2. PILGRIMAGE/SPIRITUAL/RELIGIOUS TOURISM

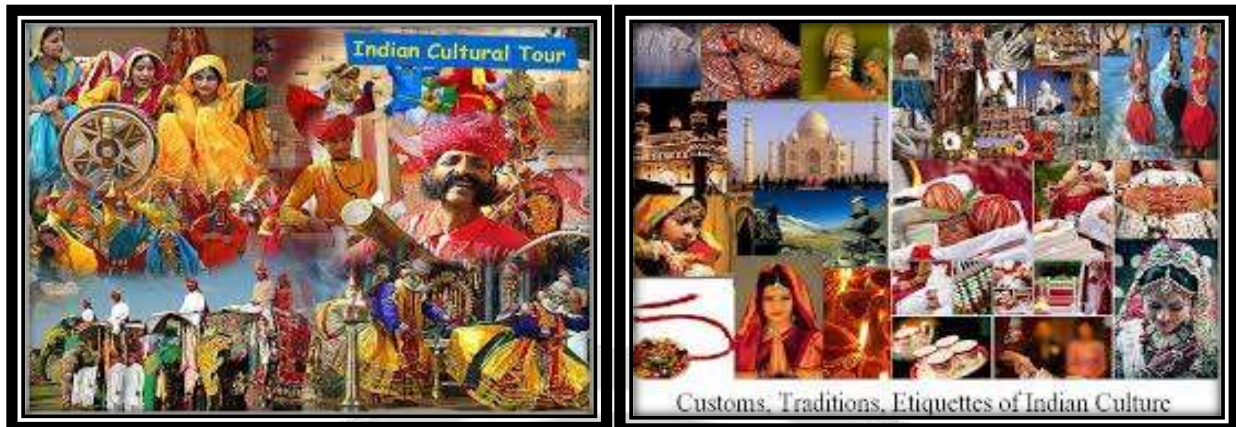
India is well known for its sanctuaries and that is the reason that among the various types of tourism in India, pilgrimage tourism is expanding generally rapidly. The various places for tourists to visit in India for pilgrimage are Vaishno Devi, Golden sanctuary, Char Dham, and Mathura Vrindavan. India has been regarded as a destination for spiritual tourism for domestic and international tourist. Spiritual tourism is additionally termed as religious legacy tourism. It incorporates every one of the religions specified above; religious spots connected with, emotional attachment to these centers and infrastructure facilities for the tourists. This can likewise be alluded to as pilgrimage tourism, as customers are not searching for extravagance but rather difficult excursions to meet the awesome objective or simple life. All around individuals are progressively rationally exasperates and searching for comfort in spiritual reading, meditation and moments of divine ecstasy.

According to **Haq (2012)** and **Singh (2010)** “Our nation has been known as the seat of spiritualism and India's cosmopolitan nature is best reflected in its traveler focuses. Religion is the life-blood for devotees of significant religion and factions. Hinduism, Islam, Buddhism, Jainism, Zoroastrianism and Christianity have lived here for quite a long time. The noticeable overflowing of religious intensity is seen in the structurally sumptuous sanctuaries, mosques, cloisters and Churches spreads over the length and expansiveness of the nation. India is not just known as a place rich in its way of life with differed attractions additionally for some spots of love, present itself as epitomes of sympathy where one get peace of mind”.

The substance of spiritual tourism is inward feeling through adoration. Affection ought not to be proportioned on the basis of caste, belief and financial status or intellectual attainment of the beneficiary. Religions appear for the reason of regulating human life; what are normal to every one of them are the standards of love (**Haq 2009**).

Thus through religious tourism there is a sincere effort to bring better comprehension among different groups, countries and in this way encourage worldwide unity. Hinduism is one of the oldest religions of India. More than 5000 years of religious history made awesome sanctuaries/temples and made due through ages all over India. The most prevalent spiritual tours are those that are focused on heavenly Ganges River. Badrinath, Kedamath, 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 numerous spiritual destinations in South India also which goes back past the tenth century. Rameshwaram, Mahabalipuram, Madurai Meenakshi temple in Tamilnadu and Tirupati in Andhra Pradesh are some pilgrim centers. Consistently a large number of travelers, both domestic and international, visit these places. There are number of spiritual tourist destinations in each religion in India.

3. CULTURAL TOURISM



India is known for its rich cultural heritage and a component of magic, which are the reason tourists come to India to experience it for themselves. The different fairs and celebrations that visitors can visit in India are the Pushkar fair, Taj Mahotsav, and Suraj Kundmela. Cultural tourism India is the dominating component behind India's recent ascent in the tourism segment in recent years, in light of the fact that from time immemorial, India has been viewed as the place where there is old history, heritage, and culture. The government of India has set up the Ministry of Tourism and Culture to help cultural tourism in India. The ministry in recent years has dispatched the Incredible India! Campaign and this has prompted the development of cultural tourism in India. India has had many rulers throughout the hundreds of years and every one of them had an effect on India's way of life and culture.

One can see the impact of different cultures in dance, music, celebrations, design, customary traditions, nourishment, and languages. It is because of the impact of all these different cultures that the heritage and culture of India is comprehensive and vibrant. This abundance in culture goes far in anticipating India as a definitive cultural tourism destination offered help to tourism in culture in India.

The most prominent states in India for cultural tourism are: Rajasthan, Tamil Nadu, Uttar Pradesh, and Uttaranchal. Tamil Nadu is also famous for cultural tourism in India, for it shows the Dravidian convention and culture. It has numerous sanctuaries which reflect the rich cultural heritage of India. Uttar Pradesh has a great deal of tourist spots which likewise vouch for the rich culture of the nation. The most well-known landmark is the Taj Mahal in Agra. Urban areas/ cities like Varanasi, Allahabad, Vrindavan, and Ayodhya in Uttar Pradesh likewise draw in countless for they typify excellent vignettes of India. (Arunmozhi1 and Panneerselvam 2013)

4. WELLNESS TOURISM

Wellbeing tourism is one of the fastest developing types of international and domestic tourism. This type of tourism includes individuals, who go to a better place to seek after exercises that keep up or improve their own wellbeing and health, and those are looking for extraordinary, real or area based experiences. Wellness tourism include massages, body treatments, facial treatments, exercise facilities & programs, weight loss programs, nutrition programs, pre- and post-operative Spa treatments and mind/body programs. (The Global Wellness Tourism Economy, 2013)

5. BUSINESS TOURISM

Business tourism can be characterized as go with the end goal of business. Business Tourism can be isolated into three segments: Trading for products to be exchanged on a wholesale premise Conduct business exchanges e.g. going by a customer, contract arrangements attending a meeting, display or occasion connected with their business (Nedelea, 2013). Business tourism is concerned with people travelling for purposes which are related to their work. As such it represents one of the oldest forms of tourism; man having travelled for this purpose of trade since very early times (Davidson, 1994).

6. HERITAGE TOURISM

Heritage tourism can be characterized as going to historical and archeological sites with the end goal of obtaining learning or entertainment. Visiting heritage and archeological destinations is a prominent tourist action among visitors in the world. Heritage tourism India has enlisted a massive development in the most recent few of years, as far back as extra activities were taken by the administration of India to help India's image as a destination for heritage tourism.



India has always been famous for its rich heritage and ancient culture. So the onset of heritage tourism in India was for quite some time expected. India's glorious past and important temple in Madurai is the Meenakshi temple. Heritage tourism India has developed as of recent but there is a degree for further improvement which can be accomplished just through consolidated endeavors of the legislature of India and the tourism boards (**Jiang and Homsey 2008**).

7. LEISURE TOURISM

They usually visit hill stations, beaches, waterfalls, zoological parks, etc. World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

8. CRUISE TOURISM

Rail and road transport are extremely basic among the general population. A few tourists go in for Air/Cruise mode of transport regardless of the possibility that it is costlier. At any cost, the tourists desire to enjoy the holiday even before they achieve the actual tourist spot.

9. SPORTS TOURISM

One of the industries on the planet is the tourism industry in which sport tourism has pulled in significantly more attention. Sport and Tourism make the world a small place upgrading all the more understanding amongst resilience and world peace. In the long run sport tourism is a monetary, ecological, social, and political phenomenon and in addition an appealing blend of both sport and tourism. People now from the rich and poor people need relaxation time for sports activities embraces, visits to close-by urban communities and abroad for games exercises. (**Sajjadi, Jamshidi, Heidary, 2012**).

10. EDUCATIONAL TOURISM

Students undertake trips to abroad to secure higher studies and professionals to polish their talents. Tourism here automatically gets triggered. The growth of tourism "Has led to the emergence of segments within the tourism industry, including educational tourism" (**Ritchie 2003 cited in Chew & Croy, 2011**).

According to **Patterson (2006)**, “Educational tourism involves travel as part of the learning experience”. Thus, as **CETA (2010)** defined, educational tourism is travel undertaken by an individual to a unique location for the purpose of formal or informal learning in various forms such as work experience, training in a new language, culinary training, medical tourism, cultural tours, and professional development (**Jeffrey, 2011**) School, university trips and specialty camps are also educational travel (**Sayre & King, 2010**).

11. NATURE/ ECO TOURISM

Today the nature tourism is frequently utilized synonymously with eco-tourism. Looking for new tourism items, travelers and suppliers are today trying to reshape the significance of nature as a tourism attraction. Modern nature constructs tourism centers in light of encountering widely flora and fauna in natural settings. The nature based tourism identified with nature; its attraction so that the visitors experience it in its natural settings. Today nature tourism is the fastest growing segment of the tourism sector. It contains around 40-60% of all global tourism. Differing qualities of India is to be seen not just in its kin, society, religions, language and way of life, the assorted qualities begins in the area itself. The snow-board peaks of the Himalayas, tropical downpour woods, and hot deserts and amazing wonderful coasts. Each assorted land district creates an alternate picture and investigating them provides a unique experience. Presently all these are packaged for tourists to give eco-friendly holidays in India.



TIES (**The International Ecotourism Society**) characterize ecotourism as “responsible travel to characteristic territories that moderates the earth and enhances the prosperity of local people.” Ecotourism India has grown as of late, for the idea it is a relatively new one. Ecotourism involves traveling out to spots that are famous for their natural beauty and social culture, while making sure not to harm the environmental parity. Ecotourism relates to a cognizant and capable push to safeguard the differing qualities of an actually enriched area and managing its magnificence and neighborhood society. Indians have been known since ages to love and ration nature. So the development of ecotourism in India is however common. Additionally, the government of India has set up the Ministry of Tourism and Culture to advance ecotourism in India nearby different sorts of tourism (**Prasad, Singh and Kumara 2013**).

12. MICE TOURISM

The meetings, incentives, conferences and exhibitions (MICE) industry is broadly and rapidly developing and is generally related with travel for business purpose. MICE related events include meetings, conferences, conventions, exhibitions and incentive travels. Each of these different subsections of MICE has quite different characteristics although the industry is often referred to as MICE. Progressively convention bureaus serve the necessities of gatherings, motivators and presentations coordinators and administration suppliers supply each of the sectors.

13. WILD LIFE TOURISM

The assorted qualities of wild life in India are as rich as that of its flora and fauna. The colossal wealth of Indian wild life can be envisioned with seeing great elephants, the dance of peacocks, the camel strides, the thunder of tigers are unparalleled acts of beauty.

Watching birds and animals in their common living space is an involvement in itself. The endlessness of untamed life and wild is India unparalleled on the planet. All these record for the huge open doors for wild life tourism in India. The monstrous heritage of wild life in India contains 80 national parks and another incredible 441 wild life asylums including bird sanctuaries. These reserves and forest areas are spread across the breadth and length right from the foot hills of Himalayan, the Jim Corbet National park to six national parks in Andaman, from Ranthambhor national park in Rajasthan to Hazaribag natural life haven in Bihar. India additionally boasts of the one of a kind biological community at Sunderbans which is an UNESCO world legacy site and home to the biggest number of tigers on the planet. The Himalayan locale is eminent for being the national environment for an assortment of natural life, elephants, snow panthers, deer, jaguar, wild bison, wild ass, one horned rhinoceros, porcupine, snow leopards, and so on.

The Kaziranga Game Sanctuary is ideal habitat for the rhino that the nature lovers and environmentalists are fascinated by. The great Indian bustard and the black buck of Kerera sanctuary attract a lot of tourists. The Madhav National Park (Shivpuri Park) is another rich habitat for the wild life. The royal animal, tiger happens to be symbol of strength and speed.

14. RURAL TOURISM

Rural tourism has been recognized as one of the need territories for advancement of Indian tourism. Rural tourism experience ought to be alluring to the visitors and sustainable for the host group. The Ninth Plan recognized fundamental goals of rural tourism as: -

- Improve the quality of life of rural people
- Provide good experience to the tourist
- Maintain the quality of environment.

Indian villages have the potential for tourism advancement. With alluring and one of a kind conventional lifestyle, rich society, nature, makes, old stories and work of Indian towns are a promising destination for the traveler. It additionally gives tourism offices as far as openness, convenience, sanitation and security.

15. MEDICAL TOURISM

It's identified with health care therapy system. India has possessed the capacity to influence on specific advantages circumstances it has over different nations like exceptionally skilled specialists and doctors, cost effective treatment, enhanced quality of private health care and so on. Our medicinal tourism gives minimal cost treatment. Maybe you will ponder that the expense of same treatment in the US is ten times more than that in India. Several state governments like Kerala, Andhra Pradesh, Uttranchal and Karnataka have been showcasing their medical tourism section in certain engaged business sector like the Gulf and African areas.

India gave medicines to which abroad patients are heart surgery, cosmetic surgery, dental care, and knee transplant. India's traditional restoration treatment like yoga and Ayurvedic treatment are additionally attracting foreigners to the India. Indians medicinal services delivery business sector is assessed at US \$18.7 billion and developing at around 13% every year.

“Health tourism, wellbeing tourism and medical tourism all are the same thing”.

India is advancing and promoting the high-tech healing gave by its private health care sector as a tourist attraction. This maturing trade in medical tourism, offering foreigners setting out to India for world-class medical treatment at most minimal expense, has truly got consideration in the overseas market.

India has been advancing its health care tourism by giving the guests private medicinal services Facilities at less expensive level – like heart surgery, bone narrow transplant and additionally Ayurveda, Yoga, meditation treatment, all opathy and so on. This medical expertise combined with allopathic and other present modern techniques turn into our new focus segment to project India as a Global Healing Destination. These super-specialty hospitals employ efficient and expert doctors and other paramedical staffs with modern facilities. The experienced doctors, dedicated service minded specialists have made accessible their services for giving alternative system of medicines and treatments. Wellbeing/health camps, lecture training classes are likewise organized general awareness.



Yogasana has become to be prevalent and across the board and numerous public and private and different associations conduct Yoga classes. Ayurveda, naturopathy and nature medicines are prevalent around the globe. On the off chance that we trust the report distributed by McKenzie Consultants and Confederation of Indian Industries (CII), the reaction is entirely positive and it could produce income around Rs.100b by the year 2012. India is continuously assembling ubiquity as a health tourist destination. United states 7,50,000 nationals experienced therapeutic medications abroad in 2007 and could reach as high as six million by 2010, according to Sunday time, UK report around 50,000 Britons went abroad for medicinal treatment. The vast majority of the remote patients from created country wish to take treatment in India.

16. SUSTAINABLE TOURISM

The idea of sustainability implies that humanity should live inside the limit of the environment that supports. Sustainability development has been characterized briefly as "that which addresses the issues of the present without compromising the ability of future eras to address their own particular needs"...The World Tourism Organization (WTO) characterized sustainable tourism development as "that which addresses the needs of present visitor and host areas while protecting and enhancing opportunities for the future. It is conceived as prompting the administration of all resources in a manner that financial, social and aesthetic needs can be satisfied while keeping up cultural integrity, vital for environmental procedure, natural differing qualities and life supporting system". Sustainable tourism has been characterized as 'a positive methodology planned to diminish the tensions and frictions made by the mind boggling connections between the tourism business, guests, the environment and the communities which are host to occasion makers approach which includes working for the more extended feasibility and quality of both natural and human resources (Bramwell& Lane, 1993).

The errand to arrange, develop and promote sustainable tourism is welcome and gainful for accomplishing a proportional equalization and a common beneficial interaction between the properly tourism exercises and nature's safeguarding. So as to finish this point a few requirements and conditions must be satisfied. The primary condition is identified with the district facilitating guests; this is the test of arranging and observing the facilities and activities (McIntyre et al., 1993).

17. AGRI – TOURISM

Agri-Tourism has incredible breadth in the present context for the accompanying reasons: 1. An economical door - The expense of food, convenience, amusement and Travel is minimum in Agri-Tourism. This extends the visitor base. Present concept of travel and tourism is constrained to urban and rich class which constitutes just a little portion of the populace. Nonetheless, the concept of Agri-Tourism takes travel and tourism to the bigger population, augmenting the extent of tourism because of its cost effectiveness (Kerri).

CONCLUSION

The types of tourism in India have grown-up and this has boosted the Indian economy. That it keeps on developing endeavors must be taken by the Indian government, so that the tourism sector can contribute all the more generously to the country's GDP.

Tourism has proved to being an engine of growth in numerous economies on the world. It provide the generation of income, wealth and employment, and aides in the supportable advancement of remote area. Subsequently the study is a critical issue in tourism industry. Also, new item innovation and development is vital for survival. Tourism ought to be developed in a way with the goal that it advantages the local communities, strengthens the local economy, employs local workforce and wherever ecologically sustainable, uses local materials, local agricultural products and traditional skills. Health tourism in India is promoted as high-tech healing destinations, which give world-class treatment at low cost, fusing the Indian system of drug ayurveda, naturopathy, unani, sidha and allopathy.

India is the seat of spiritualism. It is the intersection of various religions: Hinduism Sikhism, Islam, Christianity, and Jainism, and so on. The adherents of religion constructed numerous temples, mosques, monasteries and churches across the nation. These are drawing in both household and universal travelers.

In India, adventure tourism and nature tourism have been distinguished as the biggest portion of global and local tourism. The geological assorted qualities make India as a heaven for adventurers.

Ecotourism can likewise go about as a model for different types of environmentally responsible tourism Promoting best practice in arranging, configuration, administration and operation. MICE tourism is a fast developing area; particularly after the liberalization of the Indian economy and Indian tourism industry is outfitted with all facilities to welcome business visitors. Sustainable tourism is another idea, which says that the tourism development ought to address the issues of the present without bargaining the capacity of future generation to meet their needs.

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