

Recent Global Trends and Challenges in Indian Tourism Industry in the perspective of digital age.

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Abstract: *Tourism and Hospitality Industry is third most foreign exchange earner for India. This new booming of FTA (Foreign Tourist Arrivals) and NRI (Non-Resident Indians) gives a boost International Tourist Arrivals (ITA) of India. So, our aiming in these studies is to show the position of India in the new economic transformation and new generation tourism mode. Here, we take the internet based and leisure based tourism industry where India plays a crucial role either policy making or contributing in global and national economy. The authors have study the data published by leading consultancy and economic forums as well as Tourism Organisations. The data available by Open source of Government helps authors to study the comparative study and competitiveness of India in several scope of tourism industry along with new challenges arises for new tourism mode like hotel booking, solo travelling, sports tourism, eco-tourism, experiential learning through tourism, media houses etc . The study shows several future prospect of Indian tourism globally and the attraction of foreign tourists to take tastes the diverse cultural, culinary and scenic beauty of India as well as medical tourism opportunity. The recent trends show new generation and outlook on tourism. A paradigm shift may occur in Indian tourism. Solo Travelling, Girls Only Travelling, Boutique Hotels, Experience travelling, Home stay, adventure sports as tourist attraction, food vlog (video blog) are in vogue. It ventures for a new economic attraction over hospitality industry, like travel booking facility, car rentals and taxi services, social media travelling group concepts, you tube tourism vlog channels.*

Keywords: *blog and vlog, Hotel, Online Booking, Tourism, , trends in tourism.*

I. Literature Review:

The concept of non-conventional type of tourism started in the 'Internet of Thing' (IoT) era. Basic internet connectivity, accessibility, cost effective medium emphasise a new market of tourism that totally physical hustle free. Now travellers explore the tourist spot more easily through online booking, Geological Positioning System in hand, through social media community. The preference also changes and segmentation also diverse. As in the book, 'Tourism: The business of Travel', Pearson Education by Roy A. Cook, Laura J. Yale, and Joseph J. Marqua[1] emphasise, "How we behave as consumers is determined by a variety of interpersonal influences and by our individual characteristics." The united States Tour Operators Association (USTOA)[2] thus includes the Psychographic segmentation on its website. Viewers are open to take a 'Vacation Personality Quiz' online includes 15 sets of statements that link to personality type and activities, interests, and special opinions. In the journal 'Anatolia: An International Journal of Tourism and Hospitality Research', Brotherton, Bob, and Himmetoglu define the Special Interest Tourism (SIT) as "Defined as tourism undertaken for a distinct and specific reason; thereby indicating interest-based motivation for his/her travel to another destination."(pp 11-30). In the journal Leisure Studies, Volume 27, Issue 3 of 2008, 'Tourism and the sexualisation of the gaze: solo female tourists'[3] experience of gendered power, surveillance and embodiment' by Fiona Jordan and Cara Aitchison revealed "the links between gendered power and surveillance by shifting the focus of tourism studies' analysis from 'the tourist gaze' to 'the mutual gaze' and 'the local gaze'." WOW club or 'Women on Wanderlust' in India started on June 2005, by Ms Sumitra Senapati and it is a completely women travel club, including all the traveller and guide are women[4]. In Journal, Current Issues in Tourism, Volume 11, 2008 - Issue 2: 'The Solo Female Travel Experience: Exploring the 'Geography of Women's Fear' by Erica Wilson and Donna E. Little explore "Drawing from leisure theory on constraints, feminist discourses on leisure/tourism, and the work of 'new' cultural geographers, this paper empirically explores Valentine's (1989) concept of the 'geography of women's fear', as it applies to solo international travel." The old but new term Sport Tourism is emphasise now in continents. When a country host a large tournament like Olympic or World Cup games, it not only receives the players from different countries but tend to attain a large number of supporters from each participating countries and reporters from different continent. In 'Sport Tourism Development' book, 2nd Edition, published by Channel view publication, the authors Tom

Hinch and James Higham emphasise the historical data and new trends of sport tourism and explore new opportunity for tourism economy.

“Atithi Devo Bhava ”is India’s motto while servicing the world and local tourists and its meaning is: ‘Our Guest is Blessed’ or ‘Guests are God’. Through this programme Government of India and Ministry of Tourism facilitate, training the young mind to make them economic self-sufficient and spreading the Hospitality culture of India towards the world.

II. Introduction:

Tourism Industry in India has a wide range of viability and a source to earn foreign currency and turn a huge capital from world community. India is a subcontinent with 3,287,263 square Km with approximate 7000km long coast line. This is a bio-diversity hot spot and can be divided bio-geologically 10 zones i.e. i) Himalayan; ii) Trans-Himalayan; iii) Desert Zone; iv) Semi-arid zone; v) Gangetic Plain; vi) Deccan Plateau; vii) North-East Zone; viii) Western Ghat Zone; ix) Coastal zone; x) Islands.

This wide range of variety inculcated variety in anthropology, culinary diverse culture, scenic beauty from back water to the beaches to the desert safari to jungle night to Himalayan hiking’s, cultural diversity and rich cultural heritage preserved from 3000 BC. These opportunities embark the tourists to India and make it Incredible.

In this internet era, the new trends of tourism are explored in new dimensions. The UNWTO (United Nations World Tourism Organization)[5] define ‘Tourism’ as: “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.” So far, the travellers from outside Indian continents travel India to explore new dimension of life. Indians too love to travel all over the country. But now-a-days just travel to explore new culture is not enough. We just not book a travel and go there for hectic holidays. People want pleasure and rest. But in modern world people just book a travel company to arrange all the necessities required to travel tension free like train, air booking, cab booking, hotel booking, guide booking, ticket arrangements etc. But the paradigm again shifts from just travel a destination to live the experience of the destination; from hotel luxury rooms to home stay; from family travel or going on a pilgrimage to solo travelling; from historical place tour to street food tour; even adventure tourism; sports tourism like rafting, hiking; eco-tourism; tourism on board of cruise, etc.

2.1 Objective of the Study:

The main objectives of these studies are:

- Identify the recent trends in vogue;
- The new trends in online travelling institutes;
- The impact of it in Indian tourism sector and economic growth.

III. Methods:

Observe and study the secondary data available from Government of India and different global councils and organizations and United Nations reports, various Scholarly Articles, and website of different web based travel and tourism companies.

IV. Study:

4.1. Before identify the trends, lets us check the arrivals of tourist in India (mostly foreign tourists) and the net earnings of foreign exchange or the contribution to GDP to know the growth rate and opportunity of tourism industry in Indian sub-continent.

4.1.1 Foreign Tourist Arrivals (FTA) in India on 2016 shows a growth of 10.7% and Foreign Exchange Earning in Rupees were Rs. 1,55,650 crore that also shows 15.1% growth.¹ So this study indicate a excellent growth in two digit annually and the contribution of Tourism sector to GDP of India is 7.5% and third highest Foreign Exchange earner on 2015. This is expected that 7.2% GDP contribution will be come from Tourism sector on 2016. [6]

The table no. 1 shows tourism sector’s contribution to GDP up to 2012-13 Financial Years.¹

Year	Contribution to GDP (%)		
	Direct Contribution	Indirect Contribution	Total
2009-10	3.68	3.09	6.77
2010-11	3.67	3.09	6.76
2011-12	3.67	3.09	6.76
2012-13	3.74	3.14	6.88

As per World Travel & Tourism Council total Travel & Tourism Industry in India contribute 9.6% of GDP in 2016 (Rupees 14.1 Trillion).

4.1.2 The table no.2 shows the Foreign Tourist Arrivals data and some trends:

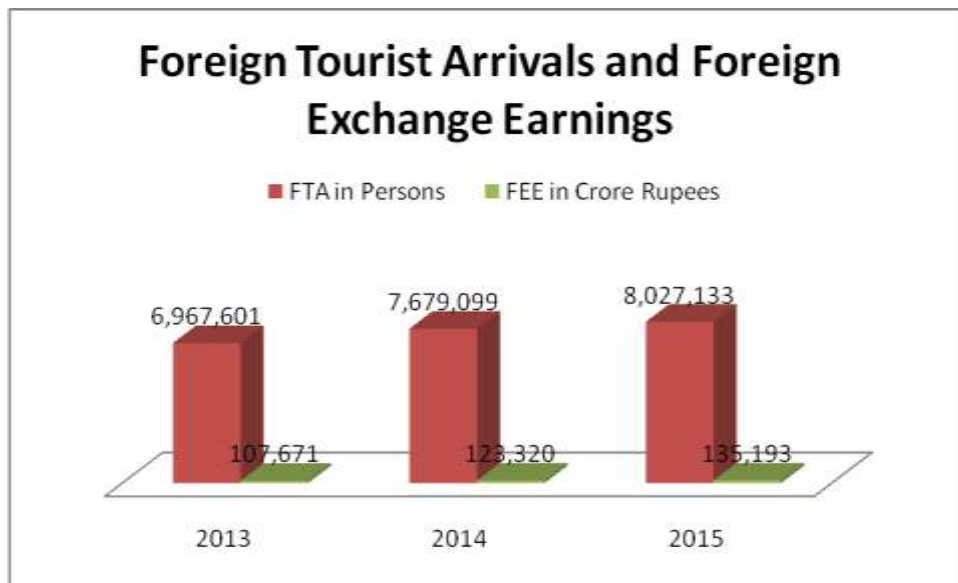
Foreign Tourist Arrivals per Year			Percentage Change	
2013	2014	2015	2014-2013	2015-2014
69,67,601	76,79,099	80,27,133	10.2%	4.5%

* Ministry of Tourism, GOI, Market research and Statistics

4.1.3 Table no. 3 shows the Foreign Exchange Earning data of India:

Foreign Exchange Earnings (in Core Rupees)			Percentage change	
2013	2014	2015	2014-2013	2015-2014
1,07,671	1,23,320	1,35,193	14.5%	9.6%

* Ministry of Tourism, GOI, Market research and Statistics



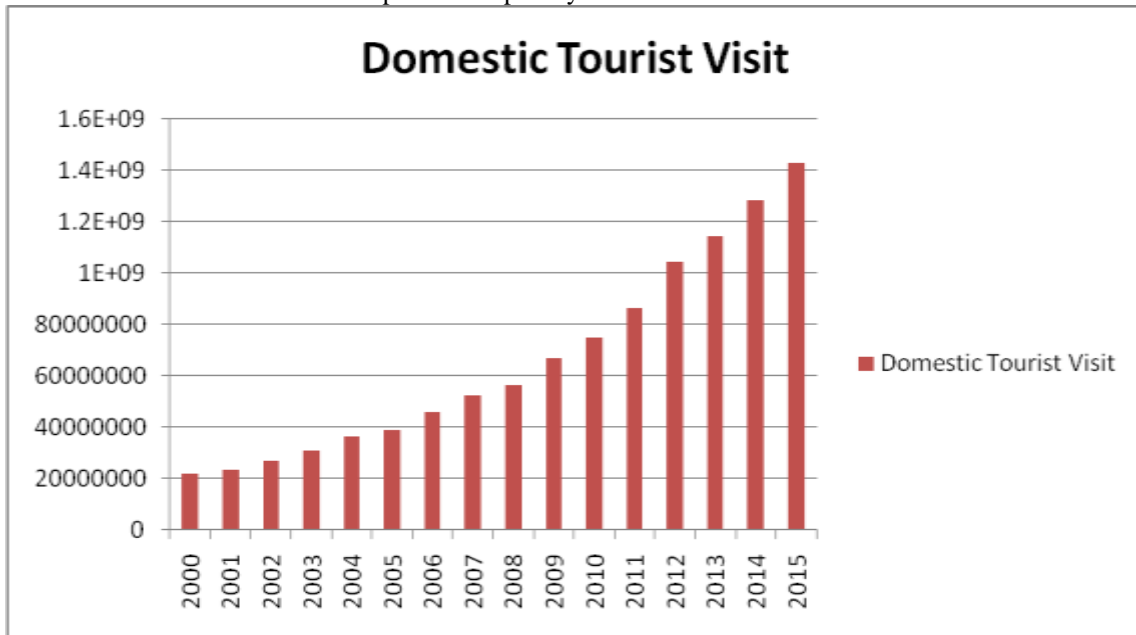
* Ministry of Tourism, GOI (Diagram-1)

Foreign Tourists Arrivals from 2010 to 2015 are:



* Ministry of Tourism, GOI, Indian Tourism Statistics 2015 (Diagram 2)

4.2. Domestic Tourism too have an impact in Hospitality sector.



* Ministry of Tourism, GOI, Indian Tourism Statistics 2015 (Diagram 3)

There are an increase of domestic tourist visit from 2000 to 2015 is 550% where the foreign tourists visit increases from 2000 to 2015 is 295%. [7]

4.3. As per UN World Tourism Organizations and Bureau of Immigration, India the total tourist arrivals in the world and India and their share and rank from 2010 to 2015 are described in the Table no.3:

Year	World		INDIA			
	No. in Million	% Change	NO. in Million	% Change	% Share of India	Rank of India
2010	948	7.4	5.78	11.8	0.61	42 nd
2011	994	4.9	6.31	9.2	0.63	38 th
2012	1039	4.5	6.58	4.3	0.63	41 st
2013	1088	4.6	6.97	5.9	0.64	41 st
2014	1134	4.2	7.68	10.2	0.68	41 st
2015	1186	4.6	8.03	4.5	0.68	40 th

* source: India Tourism Statistics 2015, Ministry of Tourism, GOI

Hence the chart shows that there are increases around 4.5% in world tourism constantly where India lays 40th Position and take not less than 4.5% of increase per year. Even India secures 11.8% and 10.2% of increase in tourists on 2010 and 2014 respectively.

4.4. When the tourism concept in vogue, the question on lodging is obvious. A recent data on Star category hotels as per Ministry of Tourism, GOI shows:

Table no. 4

Hotels	Number
1 star	2
2 star	11
3star	138
4star (with Alcohol)	194
4 stat (without Alcohol)	14
5 star Deluxe	135
5 star (With Alcohol)	115
5 star (Without Alcohol)	10

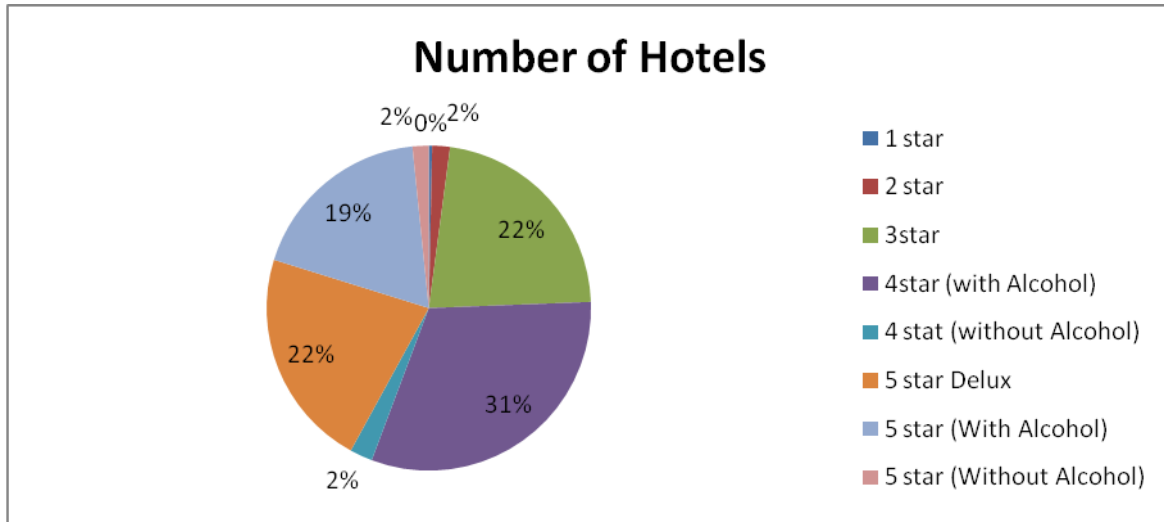


Figure-4

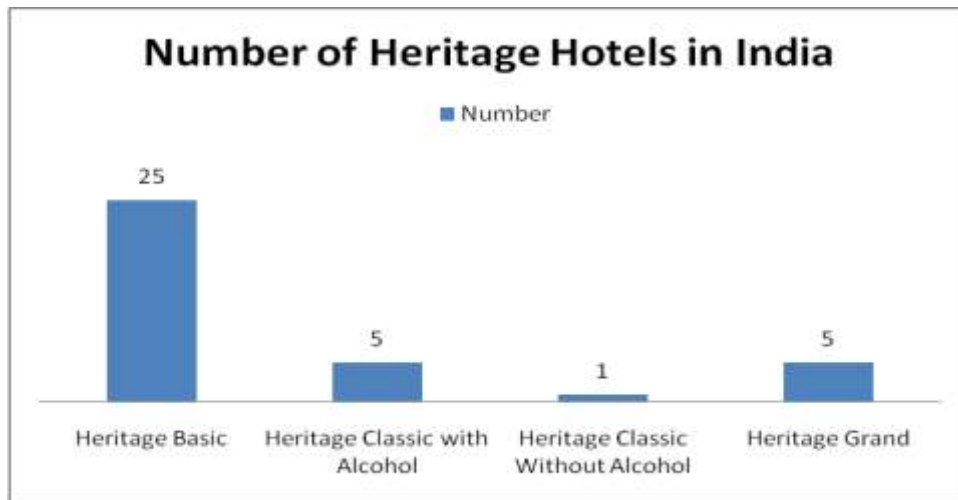


Figure-5: No. of Heritage Hotels in India

Room shares per hotels are:

Total Room: 62439 (Only Star category, Home stay or No star category are excluded)

Table No. 5 : Estimated room shares per hotel

Type of Hotels	% of Share in Room
Heritage Basic	1.01 %
Heritage Classic with Alcohol	0.457 %
Heritage Classic without Alcohol	0.024 %
Heritage Grand	0.359 %
1 Star	0.17 %
2 Star	0.53 %
3 Star	11.03 %
4 Star with Alcohol	14.65%
4 Star without Alcohol	1.03 %
5 Star Delux	47.13%
5 Star with Alcohol	22.34%
5 Star without Alcohol	1.27%

*Source: Open Government Data (OGD) Platform India 2012 [8]

4.5. From the above discussion (point no.1 to 4), this is concluded that foreign tourist arrivals, foreign exchange earnings, domestic tourism has a positive relation with GDP growth. Now, the facilitators for tourism are increasing in India in terms of number and size. This creates a positive impact on requirements of skilled human resources.

The nature of tourism is now changing its pace and medium to collect more revenue and ways of innovative ideas to attract tourists. From a detail observation, the changing tourism types and trends are listed below:

4.5.1 Comparative Hotel Booking Sites: Hotel booking through online is one of the major trends from past 5 years, and many online website and android apps are there to help the tourists to find a hotel. Now, for a same room, many companies have different price tags. For that a single search engine is introduced to compare room prices for a same hotel in different online website booking agents. In India, www.trivago.in is the portal to compare different prices for a same hotel so the customers can choose the best offer. [9]

4.5.2 Bids for Hotel Room: This is a very new idea and next generation concept to bids for a star category hotel rooms in a reasonable rate. Many star category hotels has empty rooms and some online platform allow them to sell the empty rooms in a lower rate to a customer. In India, <https://www.travelspice.com/> (Travel Spice) is the online factor where interested travellers can bids rooms in Star category hotels and if confirmed by the hotels then can book his/her rooms at a price the customer wants to. This is a innovative idea in tourism sector and soon it will take a leap from just hotel booking to whole travel schedule. [10]

4.5.3 Special Services by online booking facilities: Hotels booked through online facility often does not match the criteria that shows in the small pictures or sample pictures and facility list that listed in the website. To avoid this error, online booking facilitators make an impressive work and note down all the actual facilities of the hotel, as well as the actual footage of the rooms with basic facilities. As per OYO Hotels, they provide some common features to their provided hotel bookings, such as: [11]

4.5.3.1 Basic Facilities of OYO Rooms:

- Clean and Hygienic rooms
- TV with DTH connections
- Free Wi-Fi connections
- Room with Air-Conditioner
- Clean and hygienic washrooms
- Complimentary Breakfast
- Accurate Map Locations.
- Special Welcome Kit for guests.

4.5.3.2 Other Facilities by booking providers: Other facilities provided by the app based or internet based tourism and travel concerns are wallet facility, offer with every booking, special offer for frequent booking, offer for first time user etc. Coupon and offer is one of the best proceedings in this era. But this process is in stagnant mode now. Many tourism organization offers for points or wallet money that can be redeemed in next booking with the same portal.

4.5.4 Transportation booking: Travel companies are now adjoining booking facilities for cruise liners, air or train, even cab with their hotel booking facility. This integrated system customizes the travel option and give its access direct to the customers hand. That gives the authority to the customer's hand. They need not rely on the service only provided by the travelling company. A single window can provide hotel, air, train, cab booking to a customer with a smart phone and internet access.

4.5.5 VISA on Arrival and e-VISA: To strengthen the tourism sector, India introduces Visa on Arrival (VOA) facility for friendly countries. E-VISA is also available for 113 countries all over the globe. It has three categories: e-Tourist Visa, e-Business Visa and e-Medical Visa. It required very easy steps for fixed day visit to India. Also Indian are well accepted in 58 countries across the globe with the facility of Visa on Arrival, e-Visa or at all No Visa too. This new trends allow countries to go hassle free to any other friendly countries for leisure, simple tour, work purpose.

4.5.6 Boutique Hotel: This small size (Not greater than 100 rooms or less than 10), precious, with a special ambience, leisure, compact, theme driven, an attitude with smiling face, Boutique Hotels are new attraction for tourists. Legendary entrepreneur and hotelier Steve Rubell of USA first coined the name as 'Boutique'.

Boutique hotels are based on experiential tourism, where the guest experience an ambience or taste of special flavour of the place, like wine vine, historical architecture, local village experience, special theme etc. In India, the pioneer of Boutique hotels is The Park Hotels. Now in every corner of the country, one can find a Luxury Star Category Boutique Hotels. They offer the perfect blend of the luxury and local history, art, architecture, business and more. Tourists often like the peaceful and cool Boutique hotels than busy Business Hotels with big crowded. [12]

Several reasons a Boutique hotel overpower the traditional and modern luxury business hotels are:

- It has a small compact feeling; with a limited rooms and open space for relax.
- Local feeling, most of the Boutique hotels has a theme. May be it is the architecture that remind you a modern building or a historical place, the rare experience of a lifestyle that does not present in normal cookie-cutter hotels.

- Personalised service that often not present in big hotels. The employees with innovative idea and personal touch more attracted towards Boutique hotels. The guest experiences a personalised service from provider which makes them feeling special.
- Here the guests feel the luxury. The theme of specific architecture, image, design, art makes a cosier feel that attracts the traveller and often that indicate the USP of the hotel.
- The leisure of beautiful food and beverages along with a silent restaurant or poolside barbeque makes a special feeling to the guests as they are special. The hosts will take care personally to the guests in these small but compact hotels. This makes the difference and this will be the future of Indian hotel industry.
- The cultural purity and the modern comfort of rooms and adjoining area like balcony, poolside, and garden walk make a good psychological impact on the guest's cause of arrival and travel. A warm hearted welcome and well organised collaboration with the guest makes a Boutique hotel new trend for new India. [13][14]

4.5.7 Special wellness Hotels: This is the new trends of fit and wellbeing that support the life style of the traveller. To well connect with the fitness concern traveller, the hotels have a trend to establish gymnasium, spa etc. But the concept is little changed in this new era. The trend of traveller is not only bound to travel and explore but relax. Spa hotels are offer different types of Spa treatment, Yoga treatment etc. for the guest who wants to spend weekends for relax and relief from physical and mental tiredness. [15]

Some wellbeing and fitness hotels attribute that provide a full scale holistic service towards the guest are:

- Full Gymnasium with trainer and these types of fitness resorts are well established in Mumbai, Goa based tourisms.
- Spa services that gives the guest a unique feeling of relax and wellbeing.
- Yoga and Physical activity training classes are held in these wellbeing hotels.
- Special customer care services like natural cosmetics, facial, massages are special attraction.
- Special food with nutritionist advice. The foods may be balanced diet, vegan diet, specific customized diet, garden fresh components are used.

4.5.8 Special Type of Tours: Based on the purpose of visit, tourism is broadly categorised into following types:

- Coastal Tourism
- Natural Tourism
- Marine Tourism
- Cruise Tourism
- Eco Tourism

Now apart from this, there are other type of tourisms are flourish in this millennium and well accepted by the traveller widely all over the world included India. Both Foreign and Domestic travels are attracted the tourists in India for different kind of tourism.

4.5.8.1 Food Tourism: A new, attractive way to invite the guest is through local delicious foods and beverages. In the world, there are various regions which attract the tourist for their food preferences. European delight in Mediterranean Sea regions, French, Italy, Belgium food are more preference for tourists in Europe. Also several Beer distilleries in UK, Germany, fine Wine Tourism in the picturesque of the vineyards of France and Italy are attract tourists for a long time. The different South-East Asian food like Chinese foods, authentic Thai food, special Vietnamese food tours are becoming very popular. [16]

In India, the food walk in streets of different cities and metros, special food tours in locality of different areas are very popular and attract the domestic and foreign arrivals as well as attention of media houses related to tourism. Broadly Indian cuisine divided into four major categories: a) North Indian, b) South Indian, c) East Indian and d) West Indian. But firmly India has lots of different cuisine that indicated the different culture and climate zone. They are all divided in taste, methods of cooking, ingredients and colour. Major Indian cuisines are: [17]

- Kashmiri Cuisine
- Punjabi Cuisine
- Uttar Pradesh and Typical North Indian Cuisine
- Mughalai Cuisine
- Rajasthani Cuisine
- Gujarati Cuisine
- Bengali Cuisine
- Andhra Cuisine
- Goan Cuisine
- Tamilian Cuisine

- Kerala Cuisine
- North-East Cuisine

India has a wide variety of vegan and non-vegetarian food stuffs and food cultures. Some are overwhelmed by spices; some are by taste (Mustard, Tamarind, Lemon, Chilli- red and green both), Oil (Clarified Butter, Butter, Mustard Oil, and Coconut Oil), Sweets and Desserts, and a never ending list of variety.

Many professional tourism media making a lots of food related vlog and tour programmes with a very high TRP. India is known not only by his historical places, forests, beach, deserts, Himalayan ranges, but also food culture of different regions. A wide range of street food festivals and tourists attraction are evolve in different regions, especially in Delhi street foods and Kolkata Street Foods. India has one of the most visited places for food culture besides Thai, Chinese cuisines. According to the National Restaurant Association of India (NRAI), the restaurant industry expected to contribute more than 2.1% of GDP by 2021.

4.5.8.2 Cultural and Festival Tourism: Different cultural and festival tourisms are boosted the economy of the country. For example La Tomatina, an entertainment mock fight to throw fresh tomato to each other, is organise every year last Wednesday of August every year since 1945 and a huge crowd puller and one of the tourist attraction. In India, many festivals attract tourists foot fall for a specific time, like ‘Dol’ or ‘Holi’(colour-spring) festival, ‘Durgapuja’ in Kolkata, ‘Ganesh Chaturthi’ in Mumbai, ‘Pongal’ in Tamil Nadu, ‘Hornbill’ in Nagaland, ‘Bihu’ in Assam etc. Mathura experience a huge foot fall in ‘Holi’ seasons. There is the list of great Indian Festivals that attract huge foreign and domestic tourists: [18]

State Name	Festivals	State Name	Festivals
Assam	Magh and Kati Bihu	Andhra Pradesh	Deccan Festival, Lumbini Festival, Rayalaseema Food and Dance Festival
Arunachal Pradrsh	Solung, Mopin, Losar, Boori Boot, Dree, Nechi Dau, Khan, Kshyatsowai, Loku, Longte Yullo, Moi, Nyokum, Ojjale, Reh, Sanken, Si-Donyi and Tamladu.	Bihar	Chatth Puja, Sama-Chakeva in Mithila.
Chattishgarh	Goncha festival, Bastar Dussehra, Kajari Festival, Madai, Hareli etc.	Goa	Shigmoutsav, Feast of the Our Lady of Candelaria, Pop and Jazz Music Festival, Feast of three kings.
Gujarat	Navaratri, Janmasthami, International Kite Festival, Modhera Dance Festival, Saptak Music Festival.	Himachal Pradesh	Pori Festival, Festival of flower watching in Kinnaur Valley, Tribal festivals.
Jharkhand	Chatra Mela	Jammu & Kashmir	Religious festivals related to Hindu, Islam and Punjabi community.
State Name	Festivals	State Name	Festivals
Karnataka	Dusshera, Yagudi, Sri Vithappa mela, The Godachi Fair, Shri Yellamma Devi Fair, Banashankari Devi Fair.	Kerala	Onam, Ottappalam Nercha Festival, Guruvayoor festival, Vishu festival, X-Mas,
Madhya Pradesh	Madai festival, Bhagoriya Festival.	Maharashtra	Ganesh Chaturthi, Music and Art Festivals.
Manipur	Religious Festivals and Folk Dance.	Meghalaya	Wangala (Hundred Drums Festival), Doregata Dance Fest, Nongkrem Dance, Shad-Suk Mynsiem.
Mizoram	Chapchar Kut (Spring Festival)	Nagaland	Moastu, Pithi, Hornbill Festival and other Tribal rituals and folk dance.
Odisha	The Rath Yatra, Chaita Parva, Bali Yatra, Puri Beach Festival, Konark Festival, Kalinga Festival for folk and cultural tradition.	Puducherry	Masimagam, Villianur Temple Car Festival, Bastille Day, French Food Festival, Birth anniversary of Sri Aurobindo, Fete De Puducherry.
Punjab	Baisakhi , Gurupurab, Lohri, Mehendi	Rajasthan	Animal Fairs, Desert Festival, Pushkar Festival, Gangaur, Elephant Festival, Mewar, Marwar, Camel Festival.
Sikkim	Saga Dawa, Lhabab Dhuechen, Phang Lhabsol, Drukpa Tsheshi, and Hindu festivals	Tamil Nadu	Temple Festivals, Pongal, Natyanjali Dance Festival, Kavadi Fest, Karthigai Deepam.
Tripura	Bisu, Garia and Gajan Festival, Hojagiri, Kharchi, Ker Festival.	Uttarakhand	Makar Sankranti, Kale Kauve or Ghughutia, Nandadevi Rajjat Yatra, Ganga Dusshera.
Uttar Pradesh	Holi in Mathura including ‘Latthmar Holi’, Ram Lila, Shravan Jhula Mela, Bateshwar Fair, Kampil Fair.	West Bengal	Durga Puja, Kaali Puja, Basant Panchami, Dol Yatra, Christmas, Beach Festival, countless festivals

			and fair, Laxmi Puja, Nabanna, Tusu and Vadu Festival, Folk and dance festivals, Anniversary of Rabindranath Tagore etc.
State Name	Festivals	State Name	Festivals
Telangana	Bonalu and Batakamma, Sadar Festival, Bhimanna,	All Over India (Common)	Dusherra, Diwali, Holi, National Celebrations like Independence Day, Republic Day, Gandhi Jayanti, Childrens Day, Id, Muharrum, Christmas, Mahabir Jayanti, Guru Nanak Jayanti etc.

4.5.8.3 Music, Dance, Art and Movie Festivals: India organized a huge number of art, dance, and music festivals all over the country. Many traditional dance forms are prevail in India like Bharatnatyam (Tamil Nadu), Kathak (Northern and Western India), Kathakali (Kerala), Kuchipudi (Andhra Pradesh and Telangana), Odissi (Odisha), Sattriya (Assam), Manipuri (Manipur), Mohiniyattam (Kerala) etc. Apart from this many Folk dances are there like Chhau dance in West Bengal, Rouff (J&K), Bhangra (Punjab), Rasleela (UP), Garba (Gujarat), Bihu (Assam), Lavani (Maharashtra), Raut Nacha (Chattishgarh), Ghoomar (Rajasthan), Ghumura (Odisha), Puli Kali (Kerala), Matki Dance (UP), Dollu Kunitha (Karnataka), Veeranatyam (AP), Tribal Dances from North East, West Bengal, Jharkhand, Telangana etc. [19] All local dance festivals in different time and season attracts domestic and foreign tourists. This will be a huge economic benefit for India. Recent trends shows, music and dance in western form too attract population. Like Sunburn Festival in Goa attracts 3,50,000 gathering annually.[20] Bollywood dance also has a attraction in foreign land and may have a potential source of tourism in form of theme or park.

4.5.8.4 Medical Tourism: India is a most potential place for medical tourism. The current growth estimated in the Financial year 2015 is USD 3 Billion, but this is estimated that it will touch the USD 7-8 Billion with in 2020 said by Grant Thornton India's National Managing Partner Vishesh C Chandiook. Indian Medical Value Travel is dominated by Afghanistan and Bangladesh by 34%, and Gulf Cooperation Council (GCC), Commonwealth of Independent States (CIS) are expected to be one of the major contributor in the future, which have 30% Medical Value Travel in India right now. India ease the facility of medical Visa for patients and patient relatives from 2012 (which is restricted after 2009 Mumbai Terror Attack), that boosted the Foreign Traveller count in India for medical purpose. [21] Director General of Commercial Intelligence and Statistics of India shows the latest medical Visa statistics, and this indicates in 2015-16, total 4,60,000 International Patients are admitted in Indian Hospitals, medical visa is half of the number. From Bangladesh, total 1,65,000 patients are coming to India as they admitted in different hospitals but the number of medical Visa is only 58,300. So, India has an immense opportunity to contribute its potentials to medical tourism to release more easy medical Visas. Other countries with medical Visa are:

- Afghanistan: 29,492
- Iraq: 9,131
- Nigeria: 5,994
- Kenya: 3,240
- Pakistan: 1,921

Highest average earning for India per foreign patients are: USD 2904 against Pakistan, USD 2084 against Bangladesh, USD 1950 for CIS, USD 1618 for Russia, USD 1530 for Iraq etc. [22][23]

Services Export Promotion Council (SEPC) and Government of India jointly started portal called www.indiahealthcaretourism.com to promote the health tourism all over the world with all facilities online. That a revolutionary steps.

In Modern Medicine system, India is one of the most cost effective countries with International Accreditation of quality in the world. Not only public, but private brands are too promoting the medical tourism. Some leading brands are: Apollo Hospitals, Columbia-Asia Hospitals, Aster Hospitals, Care Hospitals, Fortis Healthcare, Medanta Groups, Narayana Health etc. Total 37 Hospitals are Accredited by JCI (Joint Commission International) [24] This accreditation has an impact on the quality service provided by Indian Hospitals, and through this accreditation, Indian hospitals get world class quality and medical care tag, that improves the strategic business as well as attract the foreign patients. The most important thing is the cost-effectiveness. A survey told us that the difference of same treatment in India is cost effective. Example: While Bypass Surgery (CABG) in US cost USD 1,36,000 that costs only USD 7000 in India; Angioplasty in US, USD 57000 that in India USD 3,300; similarly Knee Replacement in US costs USD 45,000 but in India it is USD 6,800. [25]

India finds a way to promote his rich culture through medical tourism. It provides Ayurveda, Unani, Yoga, Meditation, aromatherapy, Homeopathic treatment facility apart from modern medicine system. Kerala provides wide range of Ayurvedic and Siddha treatment facility that attracts the foreign tourists most. Some

Ayurvedic resorts are situated in the states of Kerala, Karnataka, Rajasthan and Goa. Some Ayurvedic Spa resorts are too flourished in Bangaluru and Rishikesh. A wide range of Ayurvedic treatment facilities are available with different packages for tourists along with holiday packages. As per the report of Times of India, 5 most valued Ayurvedic Medical Tourism destinations are:[26][27]

- i) Somatheeram Ayurveda Resort, Kerala;
- ii) Ananda in Himalayas, Uttarakhand;
- iii) Devaaya, The Ayurdeva and Nature Cure Centre, Goa;
- iv) Kairali Ayurvedic Health Village, Kerala;
- v) The Leela, Udaipur, Rajasthan.

V. Conclusion:

The Hospitality industry in India and this subcontinent is growing ever with a competition with South-East Asia. That increases the compatibility and competitiveness of Indian hospitality industry. Many different types of tourism segments are evolving in India and concepts of consumerism are in vogue. The limitation is that India required many better grade hotels and tour operators with unique idea and operations. India has world class infrastructure for facilitate skill development for tourism related industry. This should be improved and will become a centre of excellence. The above paper is just a overview of different segments that are in vogue in India.

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