

Tourism potentials in India- Tourist attractions – Religion, Recreation, Sports and Games –festivals – Medical Tourism

Tourism potentials in India

In the present time of stationary economic growth and stagnant industrial activity there are very few sectors which are performing exceedingly well and tourism is one of them. This sector has shown excellent performance, which can be understood from few indicators like tourist influxes and income generated in the area. It has emerged as the top performer in service sector and accounts for substantial amount of foreign exchange earnings.

Tourism is a dynamic industry which is continuously evolving in response to changes in micro and macro environment. Over the years new forms of tourism have come up like medical tourism, sports tourism, eco-tourism, rural tourism etc. India is the world second largest country in terms of population and most of the population resides in rural area. According to 2001 census, 72.2% of the population lived in about 638,000 villages and enjoys the spectacular shade of nature and culture (Roy, 2012). The figure of villages in India, itself is the representation of great potential of rural tourism. The other side of the coin is that the residents of these villages are very poor and suffers from daily livelihood. Though the government of India through Ministry of Rural Development had initiated many schemes to bring up the standard of living of rural people, but they were insufficient to bring up the significant changes. The ministry of tourism off late realized the significance of rural tourism, which can be an important tool to provide better livelihood to rural people and developed the tourism policy in year 2002 aimed to develop few rural tourism sites as per the potential of area. Since independence, the Central and State, both the Government focused on agriculture, manufacturing, village and cottage industries and the development of infrastructure in rural India, but rural tourism was never seen as an economy contributing area and could not gain the space in the policy document, neither in the form of plan nor in the form of implementation. The rural tourism got little attention of policy makers in last decade, when the ministry of tourism planned a blueprint for the development of rural tourism sites in India. Tourism being a labour intensive industry can generate enough employment opportunities for the villagers thereby making them economically empowered. It has special significance for

the marginalized sections of society such as women and backward communities. Rural people will be able to find a source of livelihood in the nearby areas of their native place and thus can improve their wellbeing level. This shall have several other indirect benefits, as for instance it shall decrease the ever increasing burden on cities by slowing the rate of migration from rural to urban areas. Similarly, the local resources can be optimally utilized.

A survey conducted in 2002 by India's National Council of Applied Economic Research revealed that the majority of Indians (66%) chose "Social Purpose" as their purpose for travel. The specific breakdown showed a clear focus on ceremonial functions involving family and relatives with the specific breakdown of purposes including "visiting friends and family," "marriage," and "births and deaths." Categories other than social purposes included "religious and pilgrimage" (15%), "leisure holiday" (6%), and "business and commercial" (5%). It is evident that tourism in India takes a different form than the visits to tourist facilities and long-term stays in resorts common in Japan, Europe, and North America. In contrast, overseas travel by Indians increased rapidly. 1.94 million overseas travelers in 1991 increased to 4.41 million by 2000 and exceeded 10 million by growing to 10.86 million by 2008, reaching 12.98 million by 2010. The top five tourist destinations in 2009 were Kuwait (730,000), Singapore, Thailand, the United States, and Malaysia, followed by China and Saudi Arabia. While travel was concentrated on geographically close destinations such as the Middle East and Southeast Asia, the large economies of the United States and China were also popular destinations.

The Travel & Tourism sector in 2017 remains robust and will continue to be at the forefront of wealth and employment creation in the global economy, despite the emergence of a number of challenging headwinds. Direct Travel & Tourism GDP growth is expected to accelerate to 3.8%, up from 3.1% in 2016. As nations seem to be looking increasingly inward, putting in place barriers to trade and movement of people, the role of Travel & Tourism becomes even more significant, as an engine of economic development and as a vehicle for sharing cultures, creating peace, and building mutual understanding. Over the longer term, growth of the Travel & Tourism sector will continue to be strong so long as the investment and development takes place in an open and sustainable manner. Enacting pro-growth travel policies that share benefits more equitably can foster a talent and business environment necessary to enable Travel & Tourism to realise its potential. In doing so, not only can we expect the sector to support over 380 million jobs by 2027, but it will continue to

grow its economic contribution, providing the rationale for the further protection of nature, habitats, and biodiversity. WTTC is proud to continue TRAVEL & TOURISM'S RELATIVE CONTRIBUTION IN 2016 % OF GROWTH IN 2017

Relative Contribution Rank	% Growth Rank	Direct Contribution To GDP (US\$bn)	%	Total Contribution To GDP (US\$bn)	%	Direct Contribution To Employment	%	Total Contribution To Employment	%	Investment (US\$bn)	%	Contribution To Total Capital Investment	%	Visitor Exports	Contribution To Exports
105		71.7	3.3%	208.9	9.6%	5.8%	2.1	9.3%	1.8	34.0	4.5	5.7%	85	-	-

Indian Tourism to provide the evidence base required in order to help both public and private bodies make the right decisions for the future growth of a sustainable Travel & Tourism sector.

Tourism attractions in India

India Tourism

Tourism in India is important for the country's economy and is growing rapidly. Travel & tourism

is a ₹ 9.4 lakh crore industry in the country. The growing influence of the tourism sector as an economic powerhouse and its potential as a tool for development are irrefutable. Not only does the tourism sector spearhead growth, it also improves the quality of people's lives with its capacity to create large scale employment of diverse kind.

The Travel and Tourism Competitiveness Report for the year 2017, ranked India 40th out of 136

countries overall. The report ranks the price competitiveness of India's tourism sector 10th out

of 136 countries. It mentions that India has quite good air transport (ranked 32nd), particularly

given the country's stage of development, and reasonable ground transport infrastructure (ranked 29th).

The country also scores high on natural and cultural resources (ranked 9th). However, some other aspects of its tourism infrastructure remain somewhat underdeveloped. The nation has very few hotel rooms per capita by international comparison and low ATM penetration.

ICONIC TOURIST SITES:

Pursuant to Budget Announcements of 2018-19, Ministry of Tourism has identified 17 iconic sites in the country for development under Iconic Tourist Sites Development Project and proposes to carry out the development of these sites in collaboration with various Central

Ministries, State Governments, Urban Local Bodies, Local Community and Industry players/Private sector. These are 1. Taj Mahal (Uttar Pradesh) 2. Fatehpur Sikri (Uttar Pradesh) 3. Ajanta (Maharashtra) 4. Ellora (Maharashtra) 5. Humayun Tomb (Delhi) 6. Qutab Minar (Delhi) 7. Red Fort (Delhi) 8. Colva Beach (Goa) 9. Amer Fort (Rajasthan) 10. Somnath (Gujarat) 11. Dholavira (Gujarat) 12. Khajuraho (Madhya Pradesh) 13. Hampi (Karnataka) 14. Mahablipuram (Tamil Nadu) 15. Kaziranga (Assam) 16. Kumarakom (Kerala) and 17. Mahabodhi Temple (Bihar)

Tamil Nadu

Tamil Nadu has unique culture and rich tourism potential, tourists from upcountry and abroad gathers the tourist spots throughout the year. To facilitate the tourists, Tamil Nadu Tourism has been taking enduring efforts to promote tourist places by providing basic infrastructure like public convenience, rest shed, drinking water, road improvement, car parking, etc. The state offers different types of tourism activities like leisure, pilgrimage, heritage, adventure, cruise, rural, eco, medical, business, culture, education and sports tourism. The state is having 5 UNESCO recognized World Heritage Sites - Great Living Chola Temples –

Brihadeeswaram Temple (Gangaikonda), Airavateswarar Temple (Darasuram) and Brihadeeswarar Temple (Thanjavur),

Group of Monuments at Mammallapuram and Nilgiri Mountain Railway at Ooty. The state is well connected roads and 4 international Airports. Chennai has been designated as “Creative City for Music” by UNESCO. Strategy of the State Government

The state government has taken up following strategies for the upgradation of existing tourism infrastructure as well as building up new infrastructure for the overall development of tourism in the state. - Integrated development of high-priority tourism infrastructure in high potential tourism

circuits.- Enhanced connectivity, utilities and tourist services. - Improved co-ordination efforts of multiple agencies.

- Promotion of environmentally and culturally sustainable and socially inclusive tourism development

- Encouragement of private sector and community participation in tourism

- Capacity building and human resources development for sustainable tourism and destination management through employment generation, poverty alleviation, environmental regeneration, advancement of women and disadvantaged groups.

Participation in Domestic and International Marketing meets, Publicity Campaigns and Exhibitions

Religious Tourism

India is a secular country, where all the individuals have the right to practice the religion of his or her own choice. In India, there are number of religious places that individuals visit. The country has number of temples, mosques, churches and other religious places, associated with all the religions practiced within the country. Religious tourism is regarded as the most common form of tourism. The reason being, within the country, individuals possess strong religious perspectives that if they would make visits to certain religious places, their aspirations would get fulfilled and they will be able to provide solutions to their problems. The various places for tourists to visit within the country, are the Golden Temple of Amritsar, Vaishno Devi, Char Dham and Mathura Vrindavan. Throughout the country, there are religious places, which nationals and internationals visit.

Religion and pilgrimage tourism is primarily referred to the travel that takes place outside the usual environment for religious purposes. Though it does not take into consideration, professional work, for instance, when priests are travelling to other towns or cities for work. Attending wedding ceremonies or funerals are normally categorized under the heading of visiting friends and relatives. Nevertheless, in countries, where these ceremonies have a strong religious connotation, it may be more appropriate to classify them under the headings of religion and pilgrimage. The wedding ceremonies, funerals or the other rituals and celebration of festivals have a strong religious connotation, then when travel on a religious basis is planned by the priests or religious leaders or other individuals primarily in terms of these aspects, then it is regarded as religious tourism (Griffin, & Raj, 2017).

The concept of religious tourism can be highlighted by stating the example of the city of Benaras. Benaras is the city that is located on the banks of river Ganga. The city has around 4000 temples, 3000 heritage sites and 84 ghats. The individuals within the country and even from foreign countries have generated this viewpoint that if they would bathe in the Ganga, they would be able to repent against their sins. In other words, in order to obtain forgiveness regarding their sins or any wrongdoings, they bathe in river Ganga. One of the most common aspects of making visits to religious places is to pray, as all individuals believe in the Almighty. In India, the religious places too have been built with artistic and creative ways that they have attracted individuals.

Recreational Tourism

Modern day Indian leisure travel can be sub-divided into several areas, like beach or hill station tourism, heritage tourism, religious tourism, spiritual tourism, cultural tourism, historical tourism, adventure tourism and wild life tourism. Fortunately, unlike some Far East destinations, sex tourism is not a menace in India. Beach And Hill Station Tourism Several hill stations like Shimla, Darjeeling, Ooty, Nainital, Mahabaleshwar, Kulu Manali offer destinations with scenic beauty coupled with varied cultural backdrop to a traveller. India has several exceptionally beautiful beaches located in Goa, Kerala, Maharashtra, Chennai and Orissa. India has the benefit of having eastern as well as western coast, thereby the traveller being in a position to enjoy the beauty of rising as well as setting sun. Heritage And Cultural Tourism Heritage Tourism involves traveling to the destinations to have direct experience of the place, its topography, unique geographical facets, its bio-diversity, monuments, structures artefacts and activities that authentically represent the stories, legends, mythology and people of the bygone era. Cultural tourism (or culture tourism) is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, their history, art, architecture, religion(s), and other elements that help to shape their way of life and includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres; in rural areas it showcases the traditions of indigenous cultural communities (i.e. festivals, rituals), values and lifestyle; as well as niches like industrial tourism and creative tourism. India has several hundred places of interest like the Agra Fort , Ajanta Caves, Buddhist Monument at Sanchi , Champaner-Pavagadh Archaeological Park, Chhatrapathi Shivaji Terminus, Churches, Elephanta, Ajanta, , Ellora Caves, Fatehpur Sikri, Chola Temples, Monuments at Hampi., Mahabalipuram Humayun's Tomb, Delhi, Khajuraho Temples, Mahabodhi Temples, Mountain Railways of India, Qutb Minar and its Monuments, Rock Shelters of Bhimbetka, Sun TempleKonârak, Taj Mahal.

Sports and Games Tourism

The term 'Sports Tourism' basically means tourism that is based on the theme of sports. It refers to a specific travel outside the usual environment for either passive or active involvement in competitive sport. Sport is the primary reason for travel whereas the leisure element may reinforce the overall experience. Another school of thought explains it as a combination of sports activities and travel wherein it consists of two broad categories

1. Active Sports Tourism i.e. Travel for the purpose of participating in a sport, leisure or recreational activity.
2. Passive Sports Tourism i.e. Travel for the purpose of visiting a sport, leisure or recreational activity or an event. Sports tourism is a pretty popular

phenomenon in areas such as North America, Australia and Europe. Sport tourism is a fast growing sector of the global travel industry and equates to \$600 Billion a year. It has been given sub sectored into notable products such as Golf Tourism, Polo Tourism and Adventure Tourism through various activities. Economic Forces That Drive Sport Tourism In order for people to participate in any form of sport tourism, an adequate amount of money must be possessed. The affluence of families today has risen to new heights, mainly because of major changes in the type of jobs people are employed in, as well as how people work. Similarly, people are experiencing an increase in the amount of leisure time available for sport tourism activities. In general, the number of hours on the job has decreased significantly over the past century, particularly as the number of holidays has increased and improvements in technology have led to more disposable CNTO Sports Tourism in India time for many people. Ultimately, for most Western societies the economic changes in recent history have increased the amount of time and money available to individuals, and have motivated them to engage in sport tourism activities. Technological innovations that influence popularity of Sports Tourism Equally important in making it possible for sport tourism to expand to a more extensive cross section of the population are the recent innovations in technology. The best example of this new technology is illustrated by new methods in transportation. With the invention of automobiles and air travel in the past century, individuals have been able to move to various locations to take part in these sport tourism activities. Furthermore, with the creation of these new transportation methods, people began to require accommodations away from their homes. This led to the massive development of numerous hotels, inns, and motels. In addition to the crucial role that transportation and accommodation played in the increased popularity of sport tourism, new innovations in media technology also aided in the development. The press followed by radio and then television popularized spectator sport in particular. Lastly, the innovations in sport equipment production have also contributed to the development and the popularizing of sport. Because of the wide range in technological innovations, the opening of travel and appeal of sport has greatly increased, allowing for the rapid expansion of sport tourism. More specifically, increased access, expanded availability, and ease of participation have contributed to the increased rise in popularity of sport tourism. Economic impacts of sport tourism Much of the research on event sport tourists has focused on their economic impact upon a host community, although measuring spending patterns is a

difficult proposition. Tourism's economic impact is one of the most researched but least understood areas of tourism. Sport and tourism each contribute a great deal to the global economy and have become an element in the armory of politicians, planners and economists seeking to regenerate local economies. As a combination of the two, sport tourism has a significant economic impact. However, the exact impact of sport tourism is difficult to quantify. The availability of data and research both lag behind the market and it is difficult to measure the overall value of sport tourism. In addition, the industry is so expansive that it has caused problems for practitioners and academicians in determining the exact composition

General Benefits of Sport Tourism

- Sports are an investment in the tourism industry. → Creates economic growth through filled hotels, restaurants and retail establishments.
- Creates exposure and enhances a positive image for your community.
- Creates new product, a new tourism destination. → Maximizes facility use in your community.
- Builds community relationships and strengthens corporate support.
- Creates youth opportunity/entertainment.
- Attract high-yield visitors, especially repeaters.
- Generate favourable image for the destination.
- Develop new infrastructure.
- Use the media to extend the normal communications reach.
- Generate increased rate of tourism growth or a higher demand plateau.
- Improve the organizational, marketing, and bidding capability of the community

Fairs & Festivals

Name	Place	Time	Significance
The Elephant March	Trichur, Kerala	January	A 3 day festival where 101 elegantly decorated and beautifully ornamented Elephants march from Trichur to Thiruvananthapuram.
Lohri	Punjab, Himachal	January	This is the Harvest Festival of North India celebrated with

	Pradesh and Haryana		Traditional Dhol Music and Folk songs
International Kite festival	Ahmedabad, Gujarat	January	The Festival is to celebrate Uttarayan to mark the end of winter season.
Pongal	Tamil Nadu	January	It is the Harvest Festival of Tamil Nadu
Bikaner Camel Festival	, Rajasthan	January	Festival celebrates the Camels of the desert which are a great attraction for tourists from all over the world.
Republic Day Parade	New Delhi	January	Held on 26th Jan every year to celebrate the Indian Republic
Desert Festival	Jaisalmer, Rajasthan	February	3 days festival celebrating the Desert lifestyle with local cultural events like dance, music, camel race, etc
Nagaur Fair	Nagaur, Rajasthan	February	This is second biggest cattle fair of Rajasthan
Taj Mahotsav	Agra, Uttar Pradesh	February	It is a 10-day event to celebrate the beauty of Taj Mahal with Dance, Music and other cultural performances
Khajuraho Dance Festival	Madhya Pradesh	February	This festival celebrates the glory and extravagant beauty of Khajuraho Temples
Surajkund Crafts Mela	Haryana	February	The Fair showcases the finest Handlooms, Handicrafts and Cuisines from all over India
Kala Ghoda Arts Festival	Mumbai, Maharashtra	February	9-day open air exhibition of Contemporary Art
Elephant Festival	Jaipur, Rajasthan	March	Elephant Races, Elephant Polo matches and Man vs Elephant Tug of War are held in this

			festival to celebrate the Indian elephants
Mewar Festival	Udaipur, Rajasthan	March	The festival celebrates the arrival of Spring
Goa Carnival	Panaji Goa	March	Floats, Parades, Music and Dance bring the streets of Goa to life during this festival
Thrissur Pooram Thrissur	Thrissur, Kerala	April	It is celebrated at the Vadakkumnathan Temple. The elephant procession (Kudamattom) is the main attraction of the festival
Gangaur Festival	Rajasthan	April	Festival is to celebrate and worship goddess Gauri.
Ram Navami	All over India	April	Celebrate the birth of Lord Rama
Baisakhi	Punjab	April	This is the Punjabi New Year Festival
Tulip Festival	Srinagar, Jammu and Kashmir	April	Celebrates the beauty and grandeur of the Famous Tulip Gardens of Srinagar.
International Flower festival	Gangtok, Sikkim	May	One of the most popular flowers shows in India which displays the wide variety of flowers from the State as well as the country.
Buddha Purnima	India	May	To celebrate the birth of Lord Buddha
Ganga Dussehra	Varanasi and Haridwar	June	Celebrate the occasion of Gangavataran (Descent of Ganga on earth).
Sindhu Darshan	Leh and Ladakh	June	The festival is to celebrate the River Sindhu or Indus
Urs Fair Ajmer	Ajmer,	June	Held in the honour of famous

	Rajasthan		Sufi Saint Khawaja Moinuddin Chishti
Hemis Festival	Ladakh	July	It is held to commemorate the birth anniversary of Guru Padmasambhava at the Hemis Monastery.
Rath Yatra Puri,	Orissa	July	The yatra of Lord Jagannatha of Puri is to commemorate the journey of Lord Krishna from Gokul to Mathura.
Guru Poornima	India	July	It is celebrated in remembrance of Sage Vyasa.
Nehru Trophy Boat Race	Alappuzha, Kerala	August	It is an annual event also known as the Snake Boat Race
Janmashtami	India	August	It is to celebrate the birth of Lord Krishna.
Teej	Rajasthan	August	The festival commemorates the union of Lord Shiva and Goddess Parvati
Raksha Bandhan	India	August	It celebrates the relationship between a brother and a sister
EID UL FITR	India	Varies every year	The festival marks end of the holy month of Ramazan for Muslims all over the world.
Metemneo Festival	Nagaland	August	It is a 5-day harvest festival celebrated by the Yimchunger Tribe of Nagaland.
Onam	Kerala	September	Homecoming of the legendary king Mahabali is celebrated in this festival
Durga Pooja	West Bengal	September	Bengalis all over the country worship the divine power "Shakti" in the form of Goddess Durga

Ganesh Chaturthi	Maharashtra	September	The day marks the beginning of a 10-day festival where Lord Ganesh is worshipped with great love.
Ladakh Festival	Ladakh	September	It takes place from 1st to 15th September every year to celebrate the sports and culture of the Leh Ladakh region
Marwar Festival	Jodhpur, Rajasthan	October	Celebrated during the full moon, the Marwar Festival is dedicated to the folk Heroes of Rajasthan
Dussehra	India	October	Marks the end of Navaratri and victory of Lord Rama over Ravana
Diwali India	India	October/November	The festival of Light to mark of return of Lord Ram to Ayodhya
Rajasthan International Folk festival	Jodhpur, Rajasthan	October	It celebrated at the Meherangarh fort where the folk culture of Rajasthan is at display
Pushkar Fair	, Rajasthan	November	It is biggest cattle fair of the country and a major tourist attraction all over the world.
Hampi Festival	Hampi, Karnataka	November	Also known as Vijaya Utsav of Karnataka to celebrate the grandeur of Ancient Vijayanagar Empire whose capital was Hampi.
Kolayat Fair	Bikaner, Rajasthan	November	The celebration take place on the banks of lake Kolayat in Bikaner.
Ganga Mahotsav	Varanasi	November	Cultural Dance and Music performances along thousands

			of Diyas (Oil lamps) are the highlights of this festival
Chatth Puja	Bihar	November	Worship of Sun
Guru Nanak Jayanti	Punjab	November	Birth Anniversary celebrations of Guru Nanak, the founder of Sikh religion.
Christmas	India	December	To celebrate the birth of Jesus Christ
Kochi Carnival Kochi,	Kochi, Kerala	December	celebrated in the last 10 days of December to celebrate the new year

Medical Tourism

The concept of medical tourism has interlinked with marketing, nance, insurance, transport, corporate, human resources and other electronics communication and technology. The wellness tourism is the emerging marketing environments booming in an exuberant level due to corporate investors are concentrating medication industries. It results, franchise of corporate hospitals promulgated new ventures on different facilities (transport, residence, physicians, guides and assistances, medical technicians, labs and diagnosis centre and the like) linked with medication industries in certain packages as per the needs of the customers/patients.

There are several supporting systems have been done or the betterment of medical tourism such as medical educational institutes conducting seminar, workshop and symposia; government initiations on publicity and promotional activities for the medical tourism. Many of the international brands are promoting the medical tourism (Incredible India, and Wellness or Medical Tourism Service Providers)

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Present Scenario of Indian Health Care Sector With increasing urbanisation and problems related to modern-day living in urban settings, currently, about 50 per cent of spending on in-patient beds is for lifestyle diseases; this has increased the demand for specialised care. In India, lifestyle diseases have replaced traditional health problems. Most lifestyle diseases are caused by high cholesterol, high blood pressure, obesity, poor

diet and alcohol Vaatsalya Healthcare is one of the first hospital chains to start focus on Tier 2 and Tier 3 for expansion. To encourage the private sector to establish hospitals in these cities, the government has relaxed the taxes on these hospitals for the first five years. Many healthcare players such as Fortis and Manipal Group are entering management contracts to provide an additional revenue stream to hospitals. Telemedicine is a fast-emerging sector in India; major hospitals (Apollo, AIIMS, Narayana Hrudayalaya) have adopted telemedicine services and entered into a number of PPPs. As of FY16, telemedicine market in India was valued at US\$ 15 million and is expected to rise at a CAGR of 20 per cent during FY16-20, reaching to US\$ 32 million by 2020

Telemedicine can bridge the rural-urban divide in terms of medical facilities, extending low-cost consultation and diagnosis facilities to the remotest of areas via high-speed internet and telecommunication. Developments in information technology (IT) and integration with medical electronics, has made it possible to provide high quality medical care at home at affordable prices. It enables the customers to save upto 20-50 per cent of the cost. The home healthcare market stood at US\$ 3.2 billion in 2016 and is estimated to reach US\$ 4.46 billion by the end of 2018 and US\$ 6.21 billion by 2020. Gross healthcare insurance premium in the month of September 2017 stood at US\$ 2.7 billion. Strong mobile technology infrastructure and launch of 4G is expected to drive mobile health initiatives in the country

Cycle tel Hums afar is a SMS based mobile service designed for women, it enables women to plan their family in a better way. Mobile health industry in India is expected to reach US\$ 0.6 billion by 2017. Digital Health Knowledge Resources, Electronic Medical Record, Mobile Healthcare, Electronic Health Record, Hospital Information System, PRACTO, Technology-enabled care, telemedicine and Hospital Management Information Systems are some of the technologies gaining wide acceptance in the sector. AIIMS has converted all its payment transaction as cashless, for which it has associated with mobile wallet company. (MobiKwik, in January 2017) A new trend is emerging as luxury offerings in healthcare sector. More than essential requirements, healthcare providers are making offerings of luxurious services. For example: pick and drop services for patient by private helicopters and Luxurious arrangements for visitors to patient in hospital. The Indian medical tourism industry is expected to reach US\$ 6 billion by 2018 from US\$ 3.0 billion

in April 2017, growing at a CAGR of 27 per cent over 2013-16. The number of foreign tourists coming to India for medical purposes rose by almost 50 per cent to 201,333 in 2016 from 134,344 in 2015. Cost of surgery in India is nearly one-tenth of the cost in developed countries. There are 21 Joint Commission International (JCI) - accredited hospitals in India and growing
