

# UNIT - V

# *Emerging Tourism Destinations of India*

- ▶ Traditional pattern visiting mass popular tourism destinations and undertaking stereotype activities at such destinations have in recent times been out of fashion in tourism industry.
- ▶ New age tourists have diversified to hinterlands from cities and metros, from polluted beaches to mountains, streams, dense forests, from sun, surf and sand activities to trekking, bird watching and admiring nature.
- ▶ The visits to natural and unpolluted places as per statistics have grown more than overall trend of tourism growth.
- ▶ In search of new tourism products, travellers and suppliers are today seeking to reshape the meaning of nature as a tourism attraction.
- ▶ Modern nature based tourism focuses on experiencing flora and fauna in natural settings.

- ▶ *The nature based tourism related to nature, its attractiveness so that the visitors experience it in its natural settings.*
- ▶ *Tourism in the new age takes into account of unspoiled natural and socio-cultural attraction.*
- ▶ *Today the term nature tourism is often used synonymously with any kind of tourism.*
- ▶ *Today nature based tourism is the fastest growing segment of the tourism sector. It comprises around 40-60% of all international tourism.*
- ▶ *India with its diverse population, culture, religions, languages and life style, land, climatic zones have been attracting tourists of every kind over the years.*
- ▶ *The snow-clad peaks of the mighty Himalayas, tropical rain forests, hot deserts and breathtaking beautiful coasts are some of the hall marks of Indian tourism.*
- ▶ *Each diverse geographical region generates a different picture and exploring them provides a unique experience.*

# ADVENTURE TOURISM

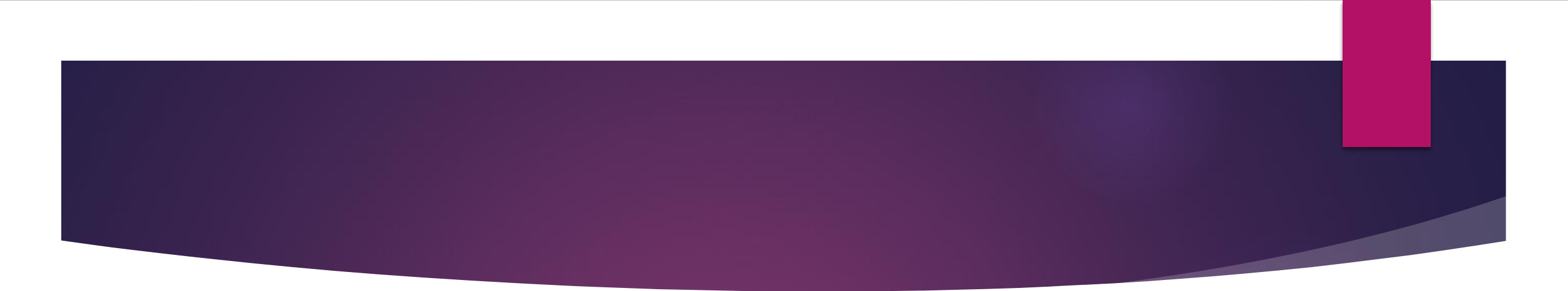
- ▶ Adventure tourism is defined as the movement of the people from one to another place outside their comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas. Adventure tourism is a type of tourism in which tourist do some adventures activities like as skydiving, hill climbing, scuba diving.
- ▶ Adventure travel is a **leisure activity that takes place in an unusual, exotic, remote or wilderness destination**. It tends to be associated with high levels of activity by the participant, most of it outdoors. Adventure travelers expect to experience various level of risk, excitement, and tranquility and be personally tested. In particular, they are explorers of unspoiled, exotic parts of the planet and also seek personal challenges.

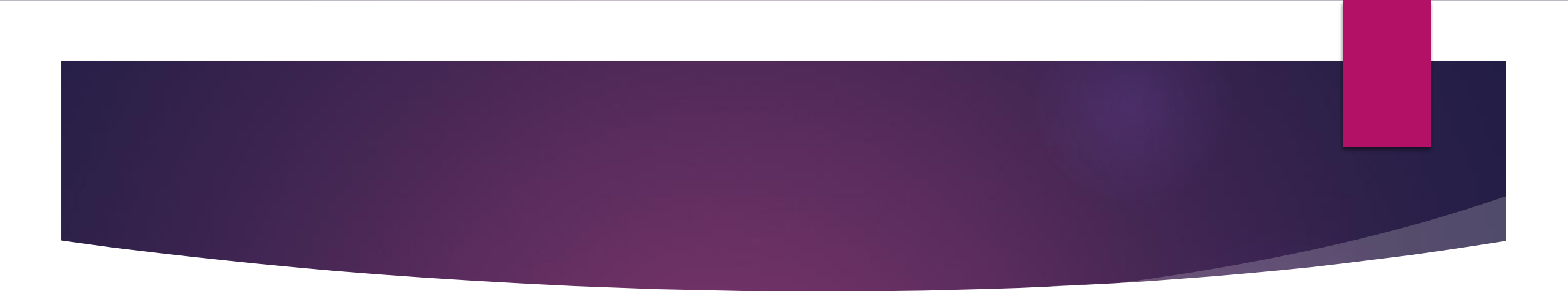
# ECOTOURISM

- ▶ Ecotourism is now defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education.
- ▶ Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement, participate in and market ecotourism activities should adopt the following ecotourism principles:
- ▶ Minimize physical, social, behavioral, and psychological impacts.
- ▶ Build environmental and cultural awareness and respect.
- ▶ Provide positive experiences for both visitors and hosts.
- ▶ Provide direct financial benefits for conservation.
- ▶ Generate financial benefits for both local people and private industry.

# RURAL TOURISM

- ▶ India lies in her villages as nearly 98 per cent of the total geographical area of India constitutes rural areas, in which majority of population (70.98 per cent according to 2001 census) live.
- ▶ Systematic tourism development in rural areas through public participation can contribute towards the socio-economic development of these areas, and on the other hand it can increase the attraction base for the modern tourists, which ultimately brings in foreign currencies and contributes to the GDP of the country.

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- ▶ According to Getz.D and Page S.J (1997) rural tourism can be described as
    - ▶ The spectrum i.e. rural and wild.
    - ▶ The rural appeal i.e. peace, solitude, lifestyle, nature, scenery, traditional people, recreation and adventure.
    - ▶ The rural product and services.
    - ▶ Involvement of rural entrepreneurs and operators.

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- ▶ Further Negi JM (1990) enumerated the attractions in rural areas. Which are:
    - ▶ ➤ Enjoyment of rural scenery.
    - ▶ ➤ The desire for open space, quiet and piece of mind.
    - ▶ ➤ Rural sports like hunting, fishing etc.
    - ▶ ➤ Ethnic attractions like folk life, custom, food, drinks and festivals.
    - ▶ ➤ Educational and historical attractions like castles, churches, temples, monasteries etc.



# GOLF TOURISM

- ▶ Sports tourism in India is an upcoming market in India, especially after the successful completion of Commonwealth Games 2010 tourism importance of conducting mega sports events have largely been felt in all quarters
- ▶ One of the latest trends in this sports tourism is the game of golf.
- ▶ The game has been a recent fashion amongst youth the world over.
- ▶ The objectives framed by the government for golf tourism are to:
  - ▶ ➤ Promote India as a golf destination for domestic and international tourists.
  - ▶ ➤ Earning of additional foreign exchange through development of this niche product and thereby contributing to economic growth.
  - ▶ ➤ Socio economic development through employment generation, both for men and women.
  - ▶ ➤ Encourage creation of additional world class golf infrastructure in the country.

# TRIBAL TOURISM

- ▶ **Tribal tourism** is visiting a place in order to see or meet the indigenous people who live there.
- ▶ “Ethno-**tourism**” and “ethnic **tourism**” are sometimes used to describe the same thing.
- ▶ Tribal tourism is a travel type in which people visit special destinations to observe and witness indigenous people, their culture and lifestyle.
- ▶ In today’s global world, urban people don’t know much about the tribal lifestyle. What travelers hear and read about tribal lifestyle attracts them as it is authentic and carries its own mysteries and traditions in itself, which is a great source of curiosity to explore it.

# WINE TOURISM

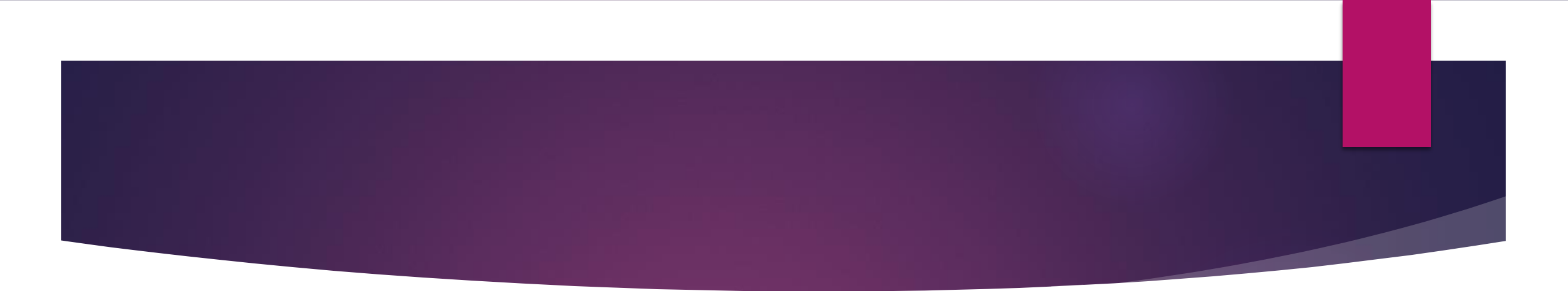
- ▶ **Wine tourism** can be defined as a visitation to vineyards, wineries, **wine** festivals and **wine** shows for which grape **wine tasting** and/or experiencing the attributes of a grape **wine** region are the prime motivating factor for visitors
- ▶ Wine players are extensively marketing wine tourism for monetary gains.
- ▶ To cater to the growing demand for foreign wines, local players are including affordable imported wines in their product portfolios to attract new consumers.
- ▶ The majority of the wine consumption is from Tier-I cities, such as Mumbai, Delhi, Bangalore etc.

# CAMPING TOURISM

- ▶ Camping is synonymous with youth and adventure in the context of the tourism.
- ▶ Young tourists constitute the largest segments of global and domestic tourism.
- ▶ The young travellers are primarily experience seekers, collecting, enquiring unique experiences.
- ▶ Adventure and risk have a special role to play in the behaviour and attitudes of young travellers.
- ▶ The growing number of young travellers is being fuelled by a number of factors such as increased participation in higher education, falling level of youth unemployment, increased travel budget through parental contribution, search for an even more exciting and unique experience and cheaper long distance travel. Youth and adventure tourism appears to have considerable growth potential.

# MEDICAL TOURISM

- ▶ Medical tourism in recent times has found a new vigour in the territory of India.
- ▶ India is promoting the high-tech healing provided by its private health care sector as a tourist attraction, which is being readily accepted by the industry.
- ▶ This budding trade in medical tourism, selling foreigners, the idea of travelling to India for world-class medical treatment at lowest cost, has really got attention in the overseas market, which is being reflected in the charts of the passengers flowing down to India for the purpose of medical tourism.
- ▶ The medical system which is perceived in India is highly differentiable from the practices of the West.
- ▶ The Indian system of medicine, which incorporates ayurveda, yoga, sidha, unani, naturopathy and other traditional healing treatments, is very unique and exotic, hence attracting a large number of seekers for this experience.

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- ▶ This medical expertise coupled with allopathic and other modern methods become our new focus segment to project India as a Global Healing Destination.
  - ▶ The cost factor in favour of Indian medical practices act as a major factor in feeding the tourism circuit with a constant supply of medical tourists.
  - ▶ The cost of same treatment in the US is ten times more than that in India. Many state governments like Kerala, Andhra Pradesh, Uttarakhand and Karnataka have been showcasing their medical tourism segment in certain focused market like the Gulf and African regions.

# MICE TOURISM

- ▶ The process of extensive expansion of industries and their growing needs, the acronym MICE have gained prominence.
- ▶ The meetings, incentives, conferences and exhibitions (MICE) industry is extensively and rapidly growing and is largely associated with travel for business purpose.
- ▶ MICE related events include meetings, conferences, conventions, exhibitions and incentive travels.


# DARK TOURISM

- ▶ **Dark tourism** (also **Thana tourism**, **black tourism**, **morbid tourism** or **grief tourism**) has been defined as tourism involving travel to places historically associated with death and tragedy.



# Offbeat Destinations

- ▶ The **offbeat destinations** in India offer an awesome experience. Escape the hustle-bustle of cities and indulge in incredible experiences.
- ▶ Vacations in these lesser-known locales of the country are truly memorable.
- ▶ Nowadays, more and more tourists are looking for **destinations** off the charted routes

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- ▶ Thachi Valley, Himachal Pradesh
  - ▶ Kinnaur, Himachal Pradesh
  - ▶ Jabalpur, Madhya Pradesh
  - ▶ Great Himalayan National Park etc.,