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Types of Tourism in India

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A B S T R A C T

Tourism in India is a large industry. The World Travel and Tourism Council calculated that tourism generated \$121 billion or 6.4% of the nation's GDP in 2011. It was responsible for 39.3 million jobs, 7.9% of its total employment. The GDP of the tourism sector has expanded 229% between 1990 and 2011. The sector is predicted to grow at an average annual rate of 7.7% in the next decade. In a 2011 forecast the World Travel and Tourism Council predicted the annual growth to be 8.8% between 2011 and 2021. This gave India the fifth rank among countries with the fastest growing tourism industry. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about 9,500 crore by 2015. The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector.

Introduction

Tourism is the movement of the tourists from one place to another place. It is the temporary short-term movement of people to destinations outside the place where they normally live & work includes the activities they indulge in at the destination as well as all facilities and services specially created to meet their needs. Tourism does not only mean traveling to a particular destination

but also includes all activities undertaken during the stay. It includes day visits & excursions. The movement can be in your country or the tourists can also travel to the foreign destinations for the tourism purpose.

Adventure tourism

As a kind of tourism in India, adventure tourism has recently grown in India. This

involves exploration of remote areas and exotic locales and engaging in various activities. For adventure tourism in India, tourists prefer to go for trekking to places like Ladakh, Sikkim, and Himalaya. Himachal Pradesh and Jammu and Kashmir are popular for the skiing facilities they offer. Whitewater rafting is also catching on in India and tourists flock to places such as Uttranchal, Assam, and Arunachal Pradesh for this adrenalin- packed activity. Various kinds of adventure on water, land, and air can be enjoyed in India. The various kinds of adventure tourism in India are: Rock climbing, Skiing, Camel safari, Para gliding, Mountaineering, Rafting in white water, Trekking .

As a kind of adventure tourism in India, rock climbing is relatively new. Due to the presence of climbing rocks in large numbers throughout the country, rock climbing as a kind of adventure tourism in India is taking off in a big way. The various places in India where tourists can go for rock climbing are Badami, Kanheri Caves, Manori Rocks, and Kabbal. Skiing in India as a kind of adventure tourism has become popular in the last decade. The country has a large number of hill stations which have excellent skiing facilities. This has given rise to skiing adventure tourism in India. The places in India where tourists can go for skiing are Manali, Shimla, Nainital, and Mussoorie.

Whitewater rafting in India is a relative newcomer in the domain of adventure tourism in India. This has been increasing due to the presence of a number of rivers, water falls, and rapids. The places where a tourist can go for whitewater rafting in India are Ganga, Alaknanda, and Bhagirathi rivers. Trekking as a part of adventure tourism India has grown recently. Many tourists are coming to India

in order to go trekking in the various rugged mountains present in India.

Camel safari in India has also become very popular due to the initiatives 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 developed recently and paragliding facilities are available in a lot of places in India.

Mountaineering in India is also quite popular in the arena of adventure tourism. Tourists can go to Garhwal, Himachal Pradesh, and Jammu and Kashmir for indulging in mountaineering.

Adventure tourism India has registered a formidable growth in recent years. For this growth to continue, efforts must be taken by the government of India so that India ranks alongside international destinations for adventure tourism.

Wildlife tourism

India has a rich forest cover which has some beautiful and exotic species of wildlife – some of which that are even endangered and very rare. This has boosted wildlife tourism in India. The places where a foreign tourist can go for wildlife tourism in India are the Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, and Corbett National Park. Medical tourism.

Tourists from all over the world have been thronging India to avail themselves of cost-effective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes in the country that cater to foreign patients and impart top-quality healthcare at a fraction of what it would

have cost in developed nations such as USA and UK. It is expected that medical tourism in India will hold a value around US\$ 2 billion by 2012. The city of Chennai attracts around 45% of medical tourists from foreign countries.

Pilgrimage tourism

India is famous for its temples and that is the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. The various places for tourists to visit in India for pilgrimage are Vaishno Devi, Golden temple, Char Dham, and Mathura Vrindavan.

Eco tourism

Ecotourism India has developed recently, for the concept itself is a relatively new one. Ecotourism entails traveling to places that are renowned for their natural beauty and social culture, while making sure not to damage the ecological balance.

Ecotourism pertains to a conscious and responsible effort to preserve the diversity of a naturally endowed region and sustaining its beauty and local culture. Indians have been known since ages to worship and conserve nature. So the growth of ecotourism in India is but natural. Also, the government of India has set up the Ministry of Tourism and Culture to promote ecotourism in India alongside other types of tourism.

Cultural tourism

India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. The various fairs and festivals that tourists can visit in India are the

Pushkar fair, Taj Mahotsav, and Suraj Kund mela.

Cultural tourism India is the predominant factor behind India's meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture.

The government of India has set up the Ministry of Tourism and Culture to boost cultural tourism in India. The ministry in recent years has launched the 'Incredible India!' campaign and this has led to the growth of culture tourism in India.

India has had many rulers over the centuries and all of them made an impact on India's culture. One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food, and languages. It is due to the influence of all these various cultures that the heritage and culture of India is exhaustive and vibrant. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination given boost to tourism in culture in India.

The most popular states in India for cultural tourism are: Rajasthan, Tamil Nadu, Uttar Pradesh, Uttaranchal.

Tamil Nadu is also famous for cultural tourism in India, for it shows the Dravidian tradition and culture. It has many temples which mirror the rich cultural heritage of India. Uttar Pradesh has a lot of tourist places which also testify to the rich culture of the country. The most famous monument is the Taj Mahal in Agra. Cities like Varanasi, Allahabad, Vrindavan, and Ayodhya in Uttar Pradesh also attract a large number of tourists for they encapsulate beautiful vignettes of India.

Uttaranchal is also famous for cultural tourism India. This state has the Himalaya mountains which are called the abode of the Gods. Many ancient temples are found in the Kumaon and Garhwal regions of the state.

Wellness tourism

Wellness tourism is one of the fastest growing forms of international and domestic tourism. This form of tourism involves people who travel to a different place to pursue activities that maintain or enhance their personal health and wellness, and who are seeking unique, authentic or location-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.

Business Tourism

Business tourism can be defined as “*travel for the purpose of business*”. Business Tourism can be divided into three sections:
Trading for goods to be resold on a wholesale basis
Conduct business transactions e.g. visiting a client, contract negotiations
Attending a conference, exhibition or event associated with their business.

Heritage tourism India

Heritage tourism India has registered an immense growth in the last few years, ever since additional initiatives were taken by the government of India to boost 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 long anticipated. India’s glorious past and

cultural diversity make a potent blend which attracts millions of tourists each year to its heritage tourist attractions. The government of India and the Ministry of Tourism and Culture encourage heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists.

India's rich heritage is amply reflected in the various temples, palaces, monuments, and forts that can be found everywhere in the country. This has led to the increase in India's heritage tourism. The most popular heritage tourism destinations in India are: Taj Mahal in Agra, Mandawa castle in Rajasthan, Mahabalipuram in Tamil Nadu, Madurai in Tamil Nadu, Lucknow in Uttar Pradesh, Delhi, the Indian capital.

The maximum number of tourists who come to India visit the Taj Mahal for it is one of the 7 wonders of the world. It is made of marble which has intricate inlay work done in an exquisite and meticulous style. The Mandawa castle in Rajasthan, built in 1775 reflects India's rich heritage and attracts thousands of tourists each year to Rajasthan which seems especially popular for its antique paintings, jade jewelry, palaces, and costumes. Mahabalipuram has sculptural and architectural sites which are considered the greatest in India. Mahabalipuram has cave temples that have been carved from granite blocks and belong to the 7th century. This is the primary reason why many heritage tourists in India visit this place.

The tourism of heritage in India has also increased due to the interest of many foreigners in the temples of India. Madurai is known as the ‘temple city’ due to the presence of a large number of temples in the city. And for this reason, many tourists go and visit the place each year. The most

important temple in Madurai is the Meenakshi temple.

Heritage tourism India has grown in recent years but there is scope for further development which can be attained only through combined efforts of the government of India and the tourism boards.

Leisure Tourism

They usually visit hill stations, beaches, waterfalls, zoological parks, etc.

Cruise Tourism

Rail and road transport are very common among the people. Some tourists, go in for Air / Cruise mode of transport even if it is costlier. At any cost, the tourists desire to enjoy the holiday even before they reach the actual tourist spot.

Sports Tourism

People now from the rich and the poor, the young and the old spare leisure time for sports activities. One segment of them undertakes tours to nearby cities and abroad for sports activities. Inevitably Tourism participates in their tour.

Educational Tourism

Students undertake trips to abroad to secure higher studies and professionals to polish their talents. Tourism here automatically gets triggered.

The types of tourism in India have grown and this has boosted the Indian economy. That it continues to grow efforts must be taken by the Indian government, so that the tourism sector can contribute more substantially to the nation's GDP.

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