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New Products of Tourism in India

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ABSTRACT

India tourism sector is one of the most crucial sectors of the economy in the country. This sector is declared as high priority sector. It is not only a significant contribution to GDP and foreign exchange reserves of the country, but also it provides wide spread employment. Tourism sector can also be considered the backbone for allied sectors, like hospitality, civil aviation and transport. Indian government has declared that Foreign Direct Investment up to 100% under the automatic route is permitted in 'Hotel & Tourism Sector'. Thus, tourism sector in India is very important for the Indian economy.

INTRODUCTION

Tourism is an important sector of the economy and contributes significantly in the country's GDP as well as Foreign Exchange Earnings (FEE). Tourism is the third highest net earner of foreign exchange for the country, and also one of the sectors that employs the largest number of man power. It is estimated that the tourism industry could contribute about US\$ 1.8 billion to the GDP by 2020. Indian tourism is one of the most diverse products on the global scene. Tourism sector linkages with other sectors of the economy like transport, construction, handicrafts, manufacturing, horticulture, agriculture, etc, tourism has the potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with equity. 'Conde Nast Traveler' one of the world's most famous magazines on tourism ranked India among the top 10th tourist destination in the world. In the year 2010, the tourism sector witnessed substantial growth as compared to 2009. The Foreign Tourist Arrivals (FTA) in India during 2010 were 5.58 million as compared to the FTA's of 5.17 million during 2009, showing a growth of 8.1%. The growth rate during 2009 over 2008 was (-) 2.2%. FEE from tourism during 2010 were Rs. 64889 crore as compared to Rs. 54960 crore during 2009, registering a growth rate of 18.1%. The growth rate in FEE from tourism during 2009 over 2008 was 8.3%.

TYPES OF NEW TOURISM PRODUCTS

(1) RURAL TOURISM

The scheme of Rural Tourism was started by the Ministry in 2002-03 with the objective of showcasing rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. The scheme of Rural Tourism was started by the Ministry in 2002-03 with the objective of showcasing rural life, art, culture and heritage at rural locations and in villages, which he intention is to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience. The promotion of village tourism is also aimed at generating revenue for the rural communities through tourists visitations, thereby stopping the exodus from rural to urban areas. While in the initial two years of the scheme, only physical infrastructure (Hardware or HW) development activities were taken up under the scheme, from the year 2004-05 capacity building (Software or SW) activities too were taken up. The HW components of the rural tourism projects (RTPs) have been provided funds from the plan scheme 'Product/ Infrastructure development for destinations and circuits' (PIDDC). The SW components of 36 RTPs sanctioned during 2004- 05 and 2005-06 have been funded from GOI-UNDP Endogenous Projects scheme.

All SW components sanctioned from 2006-07 have been funded from the plan scheme 'Capacity Building for Service Providers' (CBSP). As on 28 February 2011, 169 rural tourism sites in 28 States/Union Territories have been sanctioned by the Ministry of Tourism. The Village Level Council (VLC) is the interactive forum for local community participation in work plan implementation of the projects, further supported by other community level institutions.

The Rural Tourism Project at Hodka village in Kutch District of Gujarat won the Pacific Asia Travel Association (PATA) award for the year 2010 under the Heritage category. The citation awarded read The scale of this project is very welcome and could have major positive impacts on the community."

(2) GOLF TOURISM

Recognizing the potential to develop golf as a niche tourism product for attracting both international and domestic tourists, especially the high end visitors, Ministry of Tourism organized a workshop in January, 2011 in New Delhi on "Promotion of Golf Tourism". The objective of the workshop was to evolve a road map for formulating strategies for development and promotion of golf tourism in India. Participants included golf clubs, corporate, travel trade representatives, professional golfers, golf event managers, etc

(3) CRUISE TOURISM

(A) OCEAN TOURISM

'Cruise Shipping' is one of the most dynamic and fastest growing components of the leisure industry worldwide. It is fast emerging as a new marketable product. India with its vast and beautiful coastline, virgin forests and undisturbed idyllic islands, rich historical and cultural heritage, can be a fabulous tourist destination for cruise tourists. With the Indian economy developing at a steady pace, middle class growing in number and increasingly possessing disposable incomes which could be spent on leisure activities, Indians could also take on cruise shipping in a big way. The Cruise Shipping Policy of the Ministry of Shipping was approved by the Government of India on 26th June, 2008. The objectives of the policy are to make India an attractive cruise tourism destination with the state-of-the-art infrastructural and other facilities at various parts in the country; to attract the right segment of the foreign tourists to cruise shipping in India; to popularize cruise shipping with Indian tourists. The Ministry of Tourism has accordingly included promotion of Cruise Shipping under its "New initiatives". Some of the major initiatives of Ministry of Tourism to promote the cruise tourism include : A Steering Committee has been constituted under the chairmanship of Secretary (Shipping) that would act as a nodal body to address all issues regarding Cruise Tourism. Joint Secretary,

Ministry of Tourism is the Member Secretary of this Committee. Ministry of Tourism has sanctioned ₹1450.00 lakh in 2008-09 to Cochin Port Trust for infrastructure development at Cochin Port. Ministry of Tourism has sanctioned an amount of ₹52.70 lakh for the purchase of ferries to Poompuhar Shipping Corporation in 2008-09.

(B) RIVER CRUISE

Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments/Union Territories for development of tourist infrastructure and promotion of tourism including River

(4) ADVENTURE TOURISM

Adventure travel involves exploration or travel to remote, exotic areas. Adventure tourism is rapidly growing in popularity as a tourist seeks different kinds of vacations. Any constructive activity which tests the endurance of both a person and his equipment to its extreme limit is termed as Adventure.

(5) MEDICAL TOURISM

Medical tourism (also called medical travel, health tourism or global health care) is a term used to describe the rapidly-growing practice of traveling across international borders to obtain health care. Services typically sought by travelers include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries. However, virtually every type of health care, including psychiatry, alternative treatments, convalescent care available. The key reasons for India emerging as Medical Tourism Destination :

There are several Asian destinations like Singapore, Malaysia, Thailand etc. that are offering Medical care facilities and promoting Medical Tourism, India stands out among them for following reasons:-

- ❖ State-of-Art Medical facilities
- ❖ Reputed health care professionals
- ❖ Quality Nursing facilities
- ❖ No waiting time for availing the medical services India's traditional health care therapies like Ayurveda and Yoga combined with allopathic treatment provides a holistic wellness which is comparative advantage.

It is rightly said that in India "To cure with care is a tradition" The Medical tourism activity is mainly driven by the private sector. The Ministry of Tourism has only the role of a facilitator in terms of marketing this concept and promoting this in the key markets. The Ministry of Tourism has taken several steps to promote India as a Medical and Health Tourism Destination, which are as follows:

- ❖ Brochure, CDs and other publicity materials to promote Medical and Health tourism have been produced by the Ministry of Tourism and have been widely circulated for publicity in target markets.
- ❖ Medical and Health tourism has been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin , ATM etc.
- ❖ A new category of 'Medical Visa' has been introduced, which can be given for specific purpose to foreign tourist coming to India for medical treatment.
- ❖ Yoga/Ayurveda/Wellness has been promoted over the last two years in the print, electronic, internet and outdoor medium under the Ministry of Tourism's "Incredible India Campaign".

- ❖ Brochures and CDs on Body, Mind and Soul covering the traditional system of medicine have been produced and circulated extensively by the Ministry of Tourism.

- ❖ Road Shows focussing on Medical Tourism was organized in West Asia (Dubai, Riyadh, Kuwait and Doha) in October 2009 which was led by Minister of State for Tourism.

- ❖ The Ministry of Tourism has commissioned a study on problem and challenges faced by Medical tourist visiting India. The study was commissioned on 26.03.2010 through Indian Institute of Tourism and Travel Management, Gwalior.

(6) WELLNESS TOURISM

Wellness Tourism is about traveling for the primary purpose of achieving, promoting or maintaining maximum health and a sense of well-being. It is about being proactive in discovering new ways to promote a healthier, less stressful lifestyle. It is about finding balance in one's life. Health Tourism holds immense potential for India. The Indian systems of medicine that is Ayurveda, Yoga, Panchakarma, Rejuvenation Therapy etc. are among the most ancient systems of medical treatment of the world. India can provide Medical and Health care of international standard at comparatively low cost. Most of the hotels/ resorts are coming up with the Ayurveda centres as an integral part. The leading tour operators have included Ayurveda in their brochures

(7) SUSTAINABLE / ECO TOURISM

Ministry of Tourism in its initiative to achieve sustainable Tourism growth is in the process of evolving the sustainable Tourism criteria for India. In recent years tourism industry in India has registered a considerable growth. However uncontrolled and unorganized growth could lead to an irreversible impact on the ecology and environment of the country. This particular initiative of Ministry of Tourism has assumed greater significant in such a backdrop.

(8) FERTILITY / REPRODUCTIVE TOURISM

Fertility Tourism or Reproductive Tourism is the practice of traveling to another country for fertility treatments. It may be regarded as a form of medical tourism. The main reasons for fertility tourism are legal regulation of the sought procedure in the home country or lower price. In-vitro fertilization and donor insemination are major procedures involved. It has been proposed to be termed reproductive exile to emphasize the difficulties and constraints faced by infertile patients, who are 'forced' to travel globally for reproductive procedures. There are generally a demand for sperm donors who have no genetic problems in their family, 20/20 eyesight, with excellent visual acuity, a college degree, and sometimes a value on a certain height, age, eye color, hair texture, blood type and ethnicity.

CONCLUSION

India tourism sector is one of the most crucial sectors of the economy in the country. This sector is declared as high priority sector. It is not only a significant contribution to GDP and foreign exchange reserves of the country, but also it provides wide spread employment. Thus, tourism sector in India is very important for the Indian economy.

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