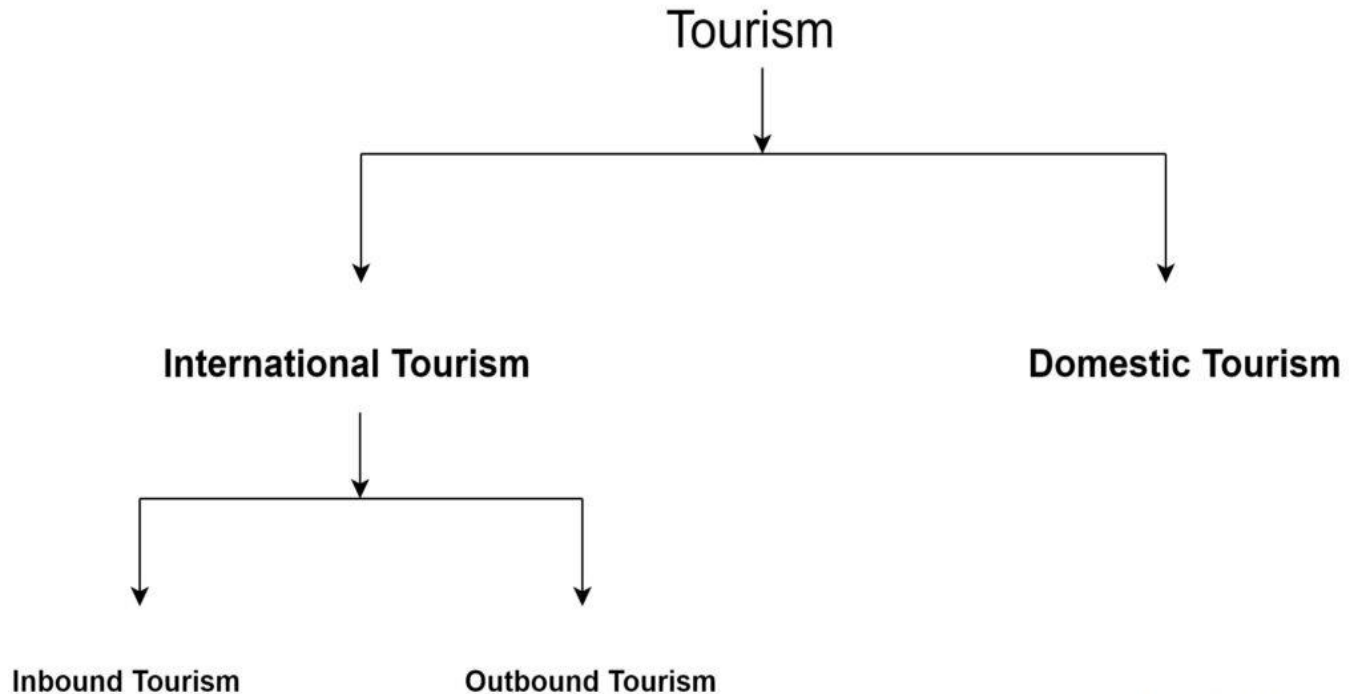


# Types of Tourism

Tourism has two types and many forms based on the purpose of visit and alternative forms of tourism. Tourism can be categorized as **international** and **domestic** tourism.

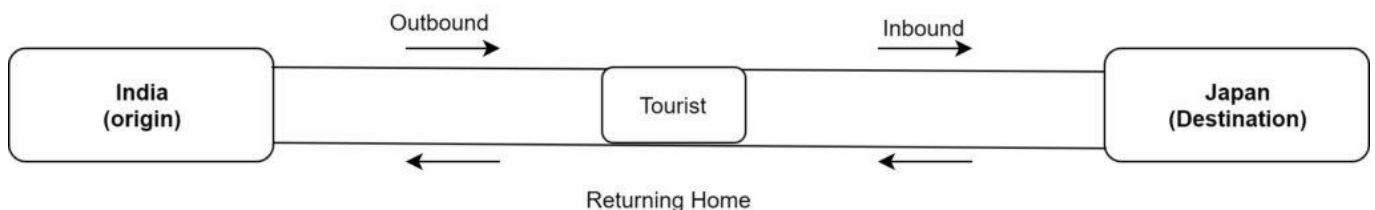


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Tourism has two types and various forms. Based on the movement of people, tourism is categorized into two kinds. These are the following:

## International Tourism

When people visit a foreign country, it is referred to as International Tourism. To travel to a foreign country, one needs a valid passport, visa, health documents, foreign exchange, etc.



International Tourism

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International tourism is divided into two types; **Inbound Tourism** & **Outbound Tourism**.

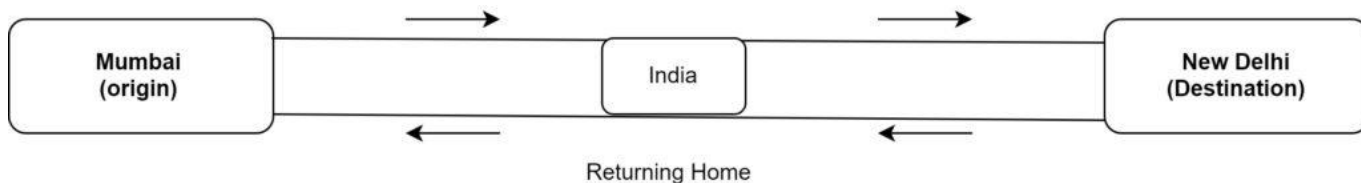
**Inbound Tourism:** This refers to tourists of outside origin entering a particular country. Traveling outside their host/native country to another country is called inbound tourism for the country where they are traveling.

For example, when a tourist of Indian origin travels to Japan, it is Inbound tourism for Japan because foreign tourists come to Japan.

**Outbound Tourism:** This refers to tourists traveling from the country of their origin to another country. When tourists travel to a foreign region, it is outbound tourism for their own country because they are going outside their country. For example, when a tourist from India travels to Japan, it is outbound tourism for India and Inbound tourism for Japan.

### Domestic Tourism

The tourism activity of the people within their own country is known as domestic tourism. Traveling within the same country is easier because it does not require formal travel documents and tedious formalities like compulsory health checks and foreign exchange. A traveller generally does not face many language problems or currency exchange issues in domestic tourism.



Domestic Tourism

TourismNotes.com

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## Factors of Tourism

### A) Environmental factors

Two main environmental factors that have led to the growth of tourism:

**Good climate:** Good climate is one of the most important features of attraction for any tourist place. Pleasant climate with warmth and ample of sunshine attracts tourists who come from the temperate and colder regions. For example, most of the sea-side resorts in U.S.A and U.K are located on a warmer southeast. On other hands, people from summer areas migrate to cooler regions to seek pleasure of cold fresh environment. For instance, in India places like Lonavala, Mahabaleshwar near Mumbai, Kullu and Manali, Shillong, Kashmir, so on are well-known for their cool and pleasant climate. Other countries with cooler climate that attract tropical tourists are Switzerland, Sweden, etc.

**Beautiful scenery:** Tourism booms at picnic spots with beautiful sceneries. For example, sunrise and sunset points, long sea beaches, fresh water lakes, waterfalls, etc., often attract large numbers of tourists.

### B. Socio-economic factors

Four important socio-economic factors that influence the development of tourism:

**Accessibility:** Of all socio-economic factors, accessibility is the most important one. All tourist centers must be easily accessible by various modes of transportation like roads, railways, air and water. To enjoy nature's beautiful sites seeing traveling by roads and railways is a better option. If a tourist plans to reach a remote tour-destination in the quickest possible time, then airway is the most suitable choice. Generally, waterways are seldom selected unless a tourist decides to enjoy a luxury cruise experience in sea and/or interested to visit an isolated archipelago.

**Accommodation:** Places of tourists' interest must be capable enough to provide good accommodation and catering facilities. A type of accommodation required by tourists depends on their lives-styles, standard of living, capacity to spend money, nature of services expected, etc. Classification of accommodation centers (i.e. various hotels, motels, dormitories, etc.) on basis of rating like five stars and below are essential so that tourists can make a proper choice and plan their trips appropriately. Generally, tourism mostly prospers in those areas where good lodging and food facilities are available at reasonable prices.

**Amenities:** Growth of tourism at a particular place is also influenced crucial factors like; how well the site is maintained for touring activities like skiing, roping, paragliding, rowing, fishing, surfing, safari adventure, etc. Whether emergency facilities are available or not, so on.

**Ancillary services:** If a tour destination is equipped by ancillary (supplementary) services like banking and finance, the Internet and telecom connectivity, hospitals, insurance, so on, then such a place succeeds to hold (retain) more tourists for a longer time. This overall helps to boost the local economy to some extent.

### **C. Historical and cultural factors**

Many tourists are attracted to places of historical significance and that which have a legacy of rich cultural heritage. People love and enjoy exploring destinations where there are famous ancient monuments, marvelous forts, castles and palaces of earlier kings and queens, etc.

Examples of places that are famous throughout the world for their historical and cultural accounts are; Taj Mahal in India, Nazca lines and Machu Picchu in Peru, Pyramid of Giza in Egypt, Great wall of China and Stonehenge in England.

### **D. Religious factors**

People often make pilgrims to places of religious importance to seek inner peace, get blessing of their favorite deities and gurus, attain salvation before death, etc. Here, faiths, beliefs and sentiments of people contribute in booming tourism at holy places.

Examples of places that are well-known for their religious significance are Jerusalem in Israel, Mecca and Medina in Saudi Arabia, Varanasi and Amritsar in India, etc.

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# Nature tourism

**Nature tourism** - It is a responsible travel to natural areas, which conserves the environment and improves the welfare of local people. It is tourism based on the natural attractions of an area. Examples include birdwatching, photography, stargazing, camping, hiking, hunting, fishing, and visiting parks. These experiential tourists are interested in a diversity of natural and cultural resources. They want what is real, and they want to be immersed in a rich natural, cultural, or historical experience.

From the standpoint of conservation, nature-based tourism provides incentives for local communities and landowners to conserve wildlife habitats upon which the industry depends - it promotes conservation by placing an increased value on remaining natural areas. As nature tourism becomes more important to the local economy, communities have additional incentive to conserve their remaining natural areas for wildlife and wildlife enthusiasts.

The nature-based tourism efforts in Texas will continue to focus on achieving habitat conservation by providing information and assistance to private landowners, communities, businesses, and local community leaders wishing to make nature-based tourism an integral part of their business and community. By empowering people at the local level, we hope to build and provide guidance to a growing industry that holds great promise for sustainable economic development and conservation of wildlife habitat.

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# Cultural tourism

Cultural Tourism is the subset of tourism concerned with the country or region's especially its arts. It generally focuses on traditional communities who have diverse customs, unique form of art and distinct social practices, which basically distinguishes it with other types and forms of culture. Cultural Tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the tradition of indigenous cultural communities (i.e. festivals, rituals) and their values and lifestyles. It is generally agreed that cultural spends substantially more than standard tourists do. For the present study, the term Cultural Tourism will be understood as travel directed towards experiencing the arts, heritage and specific character of a place so that the traveller will be able to learn about the history, heritage and lifestyle of others while contributing to the economic well-being of the host community.

## Different aspects of cultural tourism:

**Indigenous people:** The populations of a region are composed of a diverse ethnic, cultural and linguistic stock. The geographical condition, physical features, soil, climatic condition together determines the culture and way of life of its people. As a whole the indigenous society is quite distinct from any other societies of a country like India. For example, the inhabitants of Assam can be broadly classified into three categories namely - The Tribal"s, The Non-Tribal"s and the Scheduled Caste. The Tribal"s of the state mainly live in hills and consists of people of various ethnic groups such as the Bodo-Kacharis, the Deories, etc. The non tribal"s generally live in the plains which include the Ahoms, the Kayasthas, etc. The Scheduled Caste however includes the Baniyas, the Kaibartas etc. The culture of these three categories of people as depicted in its festival, dresses, costumes, handicraft, etc. may itself be an attraction for tourists.

**Fairs and festival:** A region has various groups of people with their own social and cultural traditions, many types of fairs and festivals are held in the region which is of great importance from the tourism point of view as they can provide a good opportunity to experience their rich and diverse cultural heritage. For example, in Assam, the festivals practice by most of the groups are connected with agriculture and celebrated with ritualistic gaiety either to God for His providence or to pray for a bumper harvest. Bihu is one of such festivals celebrated mainly in Brahmaputra Valley. Other such festivals are Ambubachi Mela of Kamakhya temple, Shivaratri of Umananda, Tezpur, Sivasagar, Deodhal of Kamakhya, Rash of Majuli, etc. A number of fairs attracting tourists are also held namely the Jonbeel mela (Marigaon), Darranga Mela (Darranga in Nalbari). The tribal"s of Assam celebrate various festivals of their own which are partly secular and partly socio-religious in nature.

**Folk dances and music:** The folk dance and music of a region are also providing opportunities to development of cultural tourism. For example, the vibrant steps, colourful attires and wonderful music used while performing the folk dances of Assam creates a magical ambience. Satriya dance has achieved international repute. Certain dances have religious significance while others are performed for mere entertainment. Some of the folk dances of Assam are Bihu. Satriya, Ojapali, Deodhani, Bagarumba, Baishagu, Gumrag, Kherai, Bayukh, Jhumur, Haacha Kekaan and Chomangkan.

To depict various mythological stories, Sankardeva developed Bhaona (drama) which are frequently held in Satras (religious monastery) and Naamghars (community house for prayer). This Satras and Naamghars attracts the tourists. The Vaishnavite art tradition also developed Borgeet (devotional song). Dhulia Oja by the drummers accompanied by acrobatics is practiced in Barpeta, Nalbari and Darrang districts. Assam has a rich tradition of puppetry and is still quite active in some parts of Assam. Moreover, Assam has more than ten indigenous moving theatres where one can enjoy the traditional as well as the contemporary Assamese culture.

**Indigenous art and craft:** Indigenous cultural industries, particularly arts and crafts, are very popular with the tourists. Recent survey indicates that tourists regularly buy indigenous art and craft and the value of this art and

craft sales far exceeds the current value of cultural tourism. For example, the class and elegance of Assamese handicrafts holds a magnetic charm which can win anybody's heart and mind once for all. Cane and bamboo products like dhara (mats), Khorahi (small basket), Jaapi (headwear) etc. form the backbone of Assam handicrafts and are most sought items both in the domestic as well as in the global market. The replica of the world famous Kamakhya Temple and the figure of the one horned rhino are the two most important woodcraft items of Assam, which are highly demanded by the visitors. Brass and bell metal products such as xorai, bota, kahibati etc. form the important metal crafts of Assam, which are known for their beauty, strength and usefulness. Handloom weaving is the identity of Assamese women. They are expert weavers of a variety of handloom garments like woolen shawls, gamochas (towels woven in cloth), and the unique and graceful mekhela-chadar (the traditional dress worn by Assamese women) made of paat and golden colored Muga-silk. In addition, the Arts and Crafts of Assam also include masks used in Bhaonas, toys, ivory products, etc.

**Archaeological remains and monument:** Sometimes a region is endowed with a number of historical monuments and structures which reflect its glorious history which promoting the cultural tourism. The existing archaeological ruins go as far back as Gupta period (5th - 6 th century AD), though their numbers are very few. Ruins of the post Gupta period are also to be found in different parts of the state. Stylistically all the remains belong to different North-Indian art tradition with local influences. There are as many as twelve archaeological sites and about twenty-five major monuments dating back from 7th to 17th century AD. The state of Assam is enriched with a number of holy shrines representing different faiths, which provide sanctity to these places. There are some such unique temples in Assam which naturally came into existence without manmade effort and again there are such temples which reflect the architectural skill of the creative minds and artistic hands of the people residing here. These shrines can attract both domestic as well as international tourist. They are the Sukreshwara Temple, Kamakhya and Bhubaneswar Temple, Navagraha Temple, Umananda Temple, Poa Mecca, Satras of Majuli, etc.

## PROBLEMS RELATED TO THE DEVELOPMENT OF CULTURAL TOURISM

In spite of having such a vast potentiality the region has not been able to develop cultural tourism for the following reasons:

- a. **Poor state of publicity-** Though the state has a lot of cultural resources, it has not been able to give due publicity in national and international arena and thus tourist mobility is restricted to only a couple of destinations.
- b. **Lack of renovation of archaeological spots and monuments-** Only a couple of archaeological spots and monuments have been renovated so far.

**c. Inadequate infrastructural facilities-** Infrastructural facilities are highly inadequate in the state for tourism, both in terms of transportation and accommodation.

**d. Lack of imaginative organization-** Imaginative organization of the shows of traditional local art, culture, dance, drama, music session, fairs and festivals for the benefit of the tourists is lacking.

**e. Attitude of people-** Hospitality is a quality which is required in cultural tourism. The poor role played by the people in this respect affects the growth of tourism.

**f. Socio-political unrest-** Another very important deterrent to the development of cultural tourism is the socio-political unrest that is going on here. Bandhs, hartals, curfew and insurgency hinders to the growth of the tourism.

**g. Lack of promotion of indigenous crafts-** Practically nothing has been done in the state to sell the rich folk and cultural heritage as well as crafts through tourism.

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## **MEDICAL TOURISM**

The **Medical tourism** industry is booming all around the world. Medical tourism has drastically transformed the traditional tourism approach. Medical treatment used to be more beneficial in European countries for the wealthy. People in affluent countries are now preferring to seek medical treatment in developing countries such as India, Thailand, and Malaysia etc. The cost of treatment is quite high in wealthy countries, and patients must wait an extremely long time for treatment or surgery. People have begun to consider other viable options as a result of this. Searching for healing in other nations with good medical facilities at a reasonable cost is one of these possibilities. Medical Tourism's growing popularity has piqued the interest of policymakers, scholars, and the media. Today, we're seeing both qualitative and quantitative trends in patient mobility, as people go from more developed to less developed countries in search of health care.

**Medical tourism**, according to the World Health Organization (WHO), is defined as travel to health spas or resort destinations with the primary goal of improving travellers' physical well-being through a process that includes physical exercises and therapy, dietary control, and medical services related to health maintenance.

Goodrich and Goodrich have defined **medical tourism** as "the attempt on the part of a tourist facility or destination to attract tourists by deliberately promoting its healthcare services and facilities, in addition to its regular tourist amenities". Medical tourism is primarily carried out for the cost advantage in the destination country or because of the quality treatment offered in the destination country in comparison to home country. It is observed that medical tourists basically come from industrialized countries like United Kingdom (UK), United States of America (USA), Japan, Canada etc. where the medical cost are very expensive and have long waiting times for getting the



medical treatment. These people travel to countries like Thailand, Singapore, India, Malaysia, South Korea, Brazil, Belgium, Hungary, and Jordan etc. which are providing treatments at less cost along with hot tourist destinations.

## Medical Tourism in India

India is fast growing in the field of medical tourism and it is believed that after Information Technology, medical tourism is poised to be next success story.

In recent years the growth of medical tourism in India has been remarkable. According to surveys conducted by ASSOCHAM (The Associated Chambers of Commerce and Industry of India) and NSSO (National Sample Survey Organization) the market size is likely to more than double from Rs 4500 crore in 2011 to Rs 10,500 crore (US\$2 billion) by 2015; the inflow of medical tourists which stood at 3 lakhs in 2009 rose to 8.5 lakhs in 2011 and is likely to touch 32 lakhs by 2015)

Medical tourists in India basically come from Middle East, Iran, Pakistan, Bangladesh, Afghanistan, Turkey, Europe and United States of America (USA). The leading players catering to medical tourist in India are- the Apollo Hospitals, Escorts Hospital, Fortis Hospitals, Breach Candy, Hinduja, Mumbai's Asian Heart Institute, Arvind Eye Hospitals, Leelawati Hospitals, Fortis Healthcare, B.M Birla Heart Research Centre, Christian Medical College, Manipal Hospitals, Shankara Nethralaya etc. Public sector hospitals lack in catering to medical tourists but the All-India Institute of Medical Sciences (AIIMS) is doing well in this area. It receives patients from as many as 16 countries, mainly for complex surgical procedures. At AIIMS a dedicated healthcare team named International Healthcare Service team takes care of patient's right from arrival till their departure. The centres emerging as medical hubs in India are Bangalore, Chennai, Mumbai and New Delhi.

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## ADVENTURE TOURISM

**Adventure tourism** is a type of niche tourism involving exploration or travel to remote areas, where the traveller should expect the unexpected. Adventure tourism is rapidly growing in popularity as tourists seek unusual holidays, different from the typical beach vacations. **Mountaineering expeditions, trekking, bungee jumping, sea surfing, sky diving, paragliding, parasailing, ballooning, rafting and rock climbing** are frequently cited as an examples of **adventure tourism**. Adventure travel is a type of tourism, involving exploration or travel with perceived and possible actual risk, and potentially requiring specialized skills involving physical exertion.



## Adventure Tourism in India:

The tourism industry in India has emerged as the largest sector in the service industry as it contributes over 6.2% of its GDP. In addition, it provides jobs to more than 8.7% of the employed people in the country. Every year, the number of tourists making to India grows by over 5 million. In addition to the foreign visitors, there are more than 525 million local tourists in the country.

The leading adventurous activities available in India include:

**Camel Safari:** A Camel Safari in the Thar Desert is one of the most famous adventure holiday activities in Asia. A safari would give you the chance to explore camel treks, including the ones that pass across the sand dunes in Jaisalmer.

**Mountaineering:** Mountaineering is highly popular in India because of its Himalayan ranges, the highest mountain range in the world. The Himalayas offer ideal locations for rappelling and rock climbing, and the valleys and gorges are thrilling and offer higher levels of challenges. Those who want to enjoy mountaineering would also like to explore new activities like Jeep Safaris and biking trips at higher altitudes.

**Scuba Diving:** India has an extremely long coastline that has helped scuba diving to become a highly sought after adventure sport. The waters of Goa, Lakshadweep and the Andaman and Nicobar Islands make the perfect place for scuba diving and snorkelling.

**Elephant Safari:** India is home to the Asian tiger and elephant. There are a large number of tiger reserves and national parks that make elephant safari a leading adventure activity in the country. You can enjoy this adventure in the Amber Fort in Jaipur and watch tigers from the safe height of sitting on elephant back.

**River Rafting Adventure:** The large rivers of the country including the Brahmaputra, Ganges, Yamuna and the Kali have aggressive rapids that help tourists to enjoy thrilling river rafting experiences. For an adventure lover, India offers you everything to help you quench your thirst for adventure. The National Institute of Water Sports, another organisation of Ministry of Tourism based in Goa, is getting a new building and facilities upgraded for training in water sports activities.

**Skiing:** The abundance of mountains and snow during the winters means that skiing has become one of the most thrilling adventure sport pursued by people from all ages. There are many skiing destinations in India including Gulmarg, Alchi etc. The Indian Institute of Skiing & Mountaineering has been made fully operational in Gulmarg from January 2009.

## Steps taken by Government to Promote Adventure Tourism in India:

As per the policy for the diversification of tourism product of India, special attention is being given for the development of Adventure Tourism in the

country. The Ministry of Tourism has also issued Guidelines for Approval of Adventure Tour Operators, which is a voluntary scheme, open to all bonafide adventure tour operators. The Ministry of Tourism has also formulated a set of guidelines on Safety and Quality Norms on Adventure Tourism as BASIC MINIMUM STANDARDS FOR ADVENTURE TOURISM ACTIVITIES. These guidelines cover Land, Air and Water based activities which include mountaineering, trekking hand gliding, paragliding, bungee jumping and river rafting.

Central Financial Assistance is being extended to various State Governments/ Union Territory Administration for development of Tourism Infrastructure in destinations including Adventure Tourism destinations these include facilities for trekking, rock climbing, mountaineering, aerospots, winter/ water related sports, trekker huts, wildlife viewing facilities etc. Financial assistance for purchase of water sports equipment consisting of kayaks, canoes, paddle boats, fibre glass boats, hovercrafts, water scooters, etc. are also provided to State Governments.

The Indian Institute of Skiing & Mountaineering has been made fully operational in Gulmarg from January 2009. This institute now has its own building and all modern equipment and training facilities for adventure sports. Various adventure courses have been started and are being successfully run by this institute.

The National Institute of Water Sports, another organisation of Ministry of Tourism based in Goa, is getting a new building and facilities upgraded for training in water sports activities.

The Ministry is working with the Indian Mountaineering Federation and Adventure Tour Operators Association of India to explore positioning India as an Adventure Destination.

Ministry of Tourism has been following up with concerned related Central Ministries with regard to facilitation for development of adventure tourism. As an outcome, the Government of India has given security clearance for opening of 104 additional peaks in Jammu and Kashmir (Leh Area) subject to stipulations and clearances form State Govt., Home Ministry and other concerned agencies. The opening of the additional peaks will help in positioning the Indian Himalayas as Adventure tourism destination.

### **Scope of Adventure Tourism in India:**

India, which is blessed with magnificent geographical and natural locations, is the wonderful location for the adventure's activities for the tourists. There are plenty of adventures destinations and landscape locations, which are enough to provide an opportunity to engage in adventures activities in India. Here are varieties of locations like landscape, sea connected area, mountains and adventure with river, which attracts tourists and visitors for an adventures tour in India. These hot spots like Trekking, Camel Safari, White water Rafting, Wild life Safari, Skiing, Mountaineering etc. are one of the most preferred destinations in the world for its unique specialty and locations.

It is noted that India has a vast geographical richness, which consists of every Types of adventures activities in itself. Whether it is Mountaineering, Trekking, paragliding etc., there a number of destinations located here.

If we are interested in adventures like Forest safari then there are lot of destinations, which are enough to pacify your eagerness. Camel Safari, Jeep Safari is the special kind of adventures activities, which can be achieved in the many Wildlife sanctuaries and Wildlife National Parks in India. Mountain Biking is another adventures activity, which enchants visitors and in India. Leh and Ladakh Region provide a glorious site for the same where one can experience the adventures of biking here.

Adventure Scuba Diving: To go inside the sea and know about the separate life of creatures is also special kind of experience for tourists. India provides glorious destinations, which are full of sea, related life style of various creatures. White water River Rafting which also enchants the tourists who like to flow against the wave of water with full of risks and danger. In India there are many sites, which provide a glorious opportunity for White Water River rafting in Rishikesh, Zanskar River, Alaknanda River, Brahmaputra River and many more these rafting destinations.

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## Agrotourism

**Agrotourism** could be thought of as the crossroads of tourism and agriculture. Stated more technically, **agrotourism** can be defined as a form of commercial enterprise that links agricultural production and/or processing with tourism to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining and/or educating the visitors while generating income for the farm, ranch, or business owner.

Any definition of **agrotourism** should include the following four factors:

- combines the essential elements of the tourism and agriculture industries;
- attracts members of the public to visit agricultural operations;
- is designed to increase farm income; and
- provides recreation, entertainment, and/or educational experiences to visitors.

## Importance of agrotourism

Agrotourism presents a unique opportunity to combine aspects of the tourism and agriculture industries to provide a number of financial, educational, and social benefits to tourists, producers, and communities. Agrotourism gives producers an opportunity to generate additional income and an avenue for direct marketing to consumers. It enhances the tourism industry by increasing the volume of visitors to an area and the length of their stay. Agrotourism also provides communities with the potential to increase their local tax bases and new employment opportunities. Additionally, agrotourism provides educational opportunities to the public, helps to preserve agricultural lands, and allows states to develop business enterprises. While agrotourism may create new potential revenue streams, it also presents new legal issues for farmers and landowners.

### Role of agrotourism in sustainable development mainly in rural areas

**a) Economic development in agriculture:** Since the days before independence, agriculture has played a major role in the Indian economy. However, the country's agricultural economy has deteriorated in recent years due to the rise of industrialization and the entry of manufactured products into the market, causing the nation's farmers a great deal of trauma. Agro tourism, in the face of these challenges, is one of the saviours of agriculture as it encourages the protection of rural India's agricultural lands and highlights them as wonderful tourist destinations. In addition, farming also allows travelers to buy fruits, vegetables and other crops directly from producers, maximizing their income and offering them with social sustainability.

**b) Social Inclusion, Reducing Poverty and jobs generation:** Owing to the lack of contact between the two, the farming culture of the country is frequently ignored by those living in the cities. Agro tourism inspires the urban population to explore India's farms in order to fully appreciate the work that goes into producing the food we eat. This experience creates appreciation for the painstaking farmers of our country in the hearts of people and this knowledge encourages them to help the farmers in all potential ways. Travellers who purchase products manufactured locally help the rural economy prosper. The transformation of rural areas into agro-tourism centres also generates new livelihood opportunities for locals and provides them with other revenue sources other than agriculture.

**c) Capital quality & conservation of the environment:** The judicious use of natural resources, whether water or fuel, is encouraged by most agribusiness centres in the world. These farms follow environmentally friendly practices, such as the production of compost from organic waste, the recycling of paper and plastic products, and the harvesting of rainwater. They not only teach visitors about the conservation of the environment, but also help conserve the local ecosystem. It is these centres of agro tourism that prevent the destruction of agricultural land and surrounding forests by giving the recognition they deserve to these locations. Since these attractions provide the locals with jobs while attracting visitors, they are safe from being dismantled for industrial growth or city advancement.

**d) Traditional Inheritance and Plurality Preservation:** In addition to encouraging the protection of the environment, farming centres often illustrate local customs and rituals and familiarize visitors with the region's traditional culture. This helps to maintain rural India's earthy culture due to the promotion of craftsmanship, performance, foods, literature, and songs by the attractions of agro tourism. Village fairs and exhibits, as well as cultural activities at these farmhouses, allow visitors to envy and appreciate rural India's rich cultural heritage. In our multi-faceted country, this contributes to the preservation of the cultural diversity that our nation is recognized for and encourages the message of unity in plurality. These are some of the ways wherein agro-tourism centres across the country promote sustainable agro-tourism growth. These destinations encourage organic farming, provide local people with jobs and protect their homes and community from vanishing under the veil of urbanization.

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## **Pilgrimage tourism**

**Pilgrimage tourism** is the type of tourism that entirely or powerfully motivates tourists for the achievement of religious attitude and practices. It is an important segment of tourism, performed for peace and brotherhood. According to Hernandez 1996) pilgrimage tourism can be defined as a visit of pilgrims to cultural places for spiritual attainment and salvation Pilgrimage tourism has spiritual importance also associated with religious tourism (Dhar, 2015). Timothy and Olsen (2006) stated that pilgrimage tourism, the oldest form of tourism, has been practiced for centuries. Pilgrims of all religions visit pilgrimages all over the world (Stoddard & Morinis, 1997) and exchange ideas on culture and spirituality with each other (Chidester & Linenthal, 1995). Pilgrimages are important cultural spaces where the pilgrims perform penance for peace of mind. Thus, pilgrimage tourism is also called spiritual and cultural tourism (Digance, 2003). Pilgrimage tourism integrates religions, cultures, and faith, and injects deep feelings among the pilgrims (Sharma & Gupta, 2006).