

CHAPTER- 3

INTERDISCIPLINARY APPROACH TO STUDY TOURISM

3.1 GEOGRAPHICAL RELATIONSHIP BETWEEN SPACE & TOURISM

Tourism is considered as one of the largest Industry in the world. In India, tourism is one of the sectors supporting national economy. The Geographical variation from north to south & east to west in India provide favorable conditions for tourism development. The Geographers are interested in three main geographical components of tourism; that is the place of origin, the place of destination and the space en-route (**Bhushan R. 1995**). In other words they are interested in the spatial features of the phenomena, viz. from where to which place through an area tourism moves. Tourism is very much concern with the spatial circumstances mainly the location of tourist areas and the movements of people between places. The tourism cannot be studied without Geography, because it is particularly concern with the nature of environment, location of phenomena and spatial distribution and relationships between places within space and between of spaces. So the Geography plays an essential role in investigating the spatial interplay of tourist demand and satisfaction. There are many branches of geography, which directly or indirectly deals with the tourism activity, such as the Transportation, Physical, Historical, Cultural, Resource Geography and also the place significance.

The tourism phenomenon is closely related to the structure, form, use and conservation of the landscape. The tourism perceptibly affects land use but leads to two different, almost conflicting, twofold landscape effects: the first, in which the tourism brings the physical change of the landscape in terms of sprouting hotels and other kinds of structural installation for the tourist and also attempts to preserve and conserve the natural landscape through the setting up various kinds of cultural structures such as parks, natural & man made reserves, etc. Thus the Geography has an important part to play in the integration of tourist activity with other demands upon particular environments. **Boesch** has drawn attention to "*the influence of tourism upon particular levels of the formal structure of the landscape, as may be exemplified by characteristic changes in demographic composition*"¹. The large number of people attracted to non-ecumene (mountains, deserts etc.) areas which is now providing a new source of livelihood for the natives as well as to the visitors, that all possible because of tourism development. This development brought a new revolution in the areas where still the other economy is not possible but culturally and historically well endowed with traditional structures.

¹ H. Boesch, *A Geography of World Economy*, D. Van Nostrand Co., 1964, p. 228.

To study and understand the significance and magnitude of tourism potentiality the geographical components plays a key role. The scope of tourism lies within the purview of space in general and place in particular. Actually the tourism is the result of positive interaction between the biotic and abiotic occurrence on the earth. Here the man standing alone aside of nature (living and non-living) and generate economy. It is that type of development method in which economy is abstracted without affecting much of the natural environment. Tourists and Tourism both are two side of one coin, one become cause and other effect. As the Geography is the subject of spatial relationship between man and environment, same the tourism makes this relationship more strong or in other words it maintains the direct relation between them. The geography of migration provides better stage for the development of tourism, where people move from area of origin to destination for short duration and stay there at least for one day and night to perform leisure, entertainment, business, education and other activities. In another context, Human Geographers also relate the tourism with Recreation Geography. And as the "Recreation Geography is the systematic study of recreation patterns and process on the landscape" (Smith, 1984:xiii). *'it means any activity undertaken during leisure time'* (Small and Withericks, 1986:217). *"Tourism represents the particular form of recreation and is defined as, "A leisure time activity involving an overnight stay or more away from home"* (Small and Withericks 1986 : 177). It is an outdoor recreation activity, and can broadly be grouped into two categories: International tourism and Domestic tourism². As such tourism geography is the interdisciplinary branch of Human and Physical Geography, it wouldn't be wrong to say that Geographical components definitely play an important role in preparing a priceless juncture between man and environment for tourism encouragement.

Geography, as a discipline encompasses both natural as well as cultural phenomena. Such as, environments, relief features, settlements, material culture social norms etc. & spatial distribution & their relationships. Tourism is also very much concern with the spatial condition such as the location of the tourism area, thereby climate variation & movement of people from one place to another. In this way space becomes one of the most important interfaces. In this context **Mr. Wilkinson** has rightly observed about the tourism relations, consists of cost & benefits, sustainability, socio-cultural relations and strategies for development. "The concept of tourism "relations" (rather

² Navale A.M., Deshmukh S.B., "A View on Pilgrimage Tourism : A Study in Human Geography", published in *The National Geographical Journal of India*, Vol. 35, pt. 1, ISSN: 0027-9374. March 1989: pg. 24.

than the more traditional concern for impacts) is deployed as a more reflexive way of thinking about how tourism relates to the places that are toured and the discussion also connects to wider issues of sustainability, circuits of production and consumption, commoditization, and power relations”³.

The nature & phenomena of tourism is intricately related with geography of any area. The impact of tourism on the landscape can be seen in the form of sprouting hotels restaurants, & others kinds of related infrastructures, which fulfils the demand of the tourists. Rise of cultural landscape in the form of nature park natural reserves, parks, golf courses etc. transforms the natural landscape. In short complete land use pattern alter in the places of tourists interests. On the other hand geography also determines the type of tourism in an area. As for example the recent offshoots of tourism such as adventure tourism. (mountain tracking, gliding etc) can only be developed in a higher relief area. Similarly, beaches, river sites, deserts etc. have their own taste and quality of tourists.

At present tourism is considered as one of the important economic sector which impels the growth & development of many of the states on India, if not all. Religious tourism has been one of the most important types of tourism & its result can be seen in the form of several tourist spots whose economy is directly dependent upon the tourism. Tourism being a commercial activity falls within the domain of economic geography. Since the tourism is related to the movement of people both starting from the local level to the international tourists, tourism also enhance the import & export of goods.

Tourism is also associated with the exchange of social behaviour & customs & these hold a great academic importance to the geographers. The movement of money itself stimulates several social & cultural changes. Several infrastructures such as the roads, water supply electricity, hospitals, post offices, shops, etc becomes necessary when an area is developed for tourism.

Concludingly, it can be said that Geography as a spatial science, has a wider scope in the study of tourism. And, a researcher with specific geographical approach will be capable enough to justify the same.

³ Wilkinson F. Paul, “*Tourism Geography: A New Synthesis*”, York University, Toronto, Canada, *Annals of Tourism Research*, Vol.-37, No.-2, pp. 561, (A Book Review, 2010).

3.2 GEO-TOURISM

The concept of Geo-tourism is very new concept in the field of tourism within the perception of man-environment relationship. The etymological meaning of Geo-tourism is the “aesthetic discovery of places by travel”. The term literally originates from the geographical character of a place with respect to tourism. The geographical character of a place means, its environment, culture, aesthetics, heritage, which enhances the quality and well being of its residents. In this context the exact definition is “tourism that sustains or enhances the geographical character of a place- its environment, heritage, aesthetics, culture and the well beings of residents”⁴. The concept was introduced publicly in a 2002 report by the Travel Industry Association of America and National Geographic Traveller magazine. According to **Jonathan B. Tourtellot** and his wife, **Sally Bensusen**, this concept is more encompassing than “ecotourism” and “sustainable tourism.” The Geo-tourism promotes a wide circle whereby tourism revenues provide a local incentive to protect what tourists are coming to see, but extends the principle beyond nature and ecology to incorporate all characteristics that contribute to “sense of place”—historic structures, living and traditional culture, landscapes, cuisine, arts and artisan, as well as local flora and fauna. Geo-tourism incorporates focuses on the place as a whole. The concept support biodiversity, cultural diversity, beautification, community-based tourism, even the place-based Slow Food movement. The “Sameness is the enemy of Geo-tourism”, says **Tourtellot**. The concept of Geo-tourism is synergistic in nature in which, all the elements of geographical character together create a tourist experience that is richer than the sum of its parts, appealing to visitors with diverse interests. It also includes the concept of sustainable tourism that means the destinations should remain unspoiled for future generations—while allowing for enhancement that protects the character of the locale. Geo-tourism also adopts a principle from its cousin, ecotourism—that tourism revenue can promote conservation.

In actual term the Geo-tourism encompasses what I understood is purely should be a nature based tourism activity. But some authors also interested in keeping the cultural phenomena in the context of Geo-tourism. As the Geo means the earth which include both physical and cultural environment are inseparable, and form a complete material for the study of the earth. So, both play a significant role in developing and augmenting tourism phenomenon. Besides natural environment it involves the community, both

⁴ Tourtellot Jonathan, Sally B., “Geo-tourism For Your Community”, *A Guide For A Geo-tourism Strategy*, (by National Geographic).

visitors and host, provide a distinctive, authentic experience. As local people develop pride and skill in showing off their tourists get more out of their visit. It benefits residents economically. The Geo-tourism supports integrity of place that means great trips. Enthusiastic visitors bring new knowledge home, telling stories that send friends and relatives off to experience the same thing—a continuing business for the destination. The National Geographic Mission Programme actually centers for sustainable destinations i.e. Geo-tourism.

The 8th **World Wilderness Congress (WWC)** announced on October 10, 2005 that it has officially endorsed the principles of National Geographic's Geo-tourism Charter, thus becoming the first major global assembly to do so. Geo-tourism is defined as tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents. In the past 12 months, three countries—Honduras, Norway, and Romania—have also signed the Geo-tourism Charter, a set of principles designed to protect and promote authentic sense of place⁵. Honduras was the first country to adopt National Geographic's Geo-tourism Charter in October 2004; Norway was the first European nation to sign on, in August 2005, and Romania celebrated World Tourism Day, Sept. 28, 2005, with a signing in Bucharest. "Geo-tourism focuses on those attributes that make a place worth visiting. It's about what places are. It's about what makes one place different from the next," said **Jonathan Tourtellot**, director of National Geographic's Center for Sustainable Destinations, who originated the concept. "We are thrilled to have these countries as our first signatories and hope they will demonstrate to the world how wisely managed tourism can sustain local culture as well as natural surroundings."⁶ Geo-tourism includes not only flora and fauna, which are the focus of nature based tourism, but also historic structures and archaeological sites, scenic landscapes, traditional architecture, and local music, cuisine, crafts, dances and other arts.

The Geo-tourism resolution was proposed by James Dion of National Geographic's Center for Sustainable Destinations (CSD), supported by delegates from the U.S. Bureau of Land Management and the Norwegian Mountain Guides Association. The resolution endorses Geo-tourism as a strategy for gateway regions next to wild areas

⁵ "Eighth World Wilderness Congress Adopts Geotourism", a news from the centre for Sustainable Destinations on October, 20, 2005.

⁶ "Three Nations Adopt National Geographic's Geotourism Charter", A News On Honduras, Norway, Romania Commit To Be Sustainable Destinations On Washington (Oct. 5, 2005)

attractive to tourists. "Coming from a global, nature-based organization, the WWC endorsement sends a signal to environmental interests that the broader Geo-tourism concept and principles can advance the conservation agenda," says **Jonathan Tourtellot**, CSD director. "Protecting and enhancing historic sites, cultural assets, and aesthetics as well as natural habitats creates a conservation ethic. That means a more appealing destination for visitors and more support for nature conservation."

3.3 TOURIST AND TOURISM

The word 'tourist' has been originated dates back to the year 1292 A.D. 'Tourism' or 'Tourist' word is related to the word 'tour' which is derived from the Latin word 'tornus'. It means a tool for describing a circle or a turner's wheel. This is a word of compass or rather a pin at the end of a stretched string, used to describe a circle. It is from the word 'tornos' the notion of a 'round tour' or a 'package tour' has come in vogue.⁷ The 'Tour' is Hebrew word which derives its meaning from the Hebrew term 'torah', which means learning studying search. "Torah" is the name given to Jewish Law-the book that defines the Jewish way of life. A tour represents an attempt by the traveler to discover something about a place he visits⁸.

The tourist is relatively a new word in the Tourism Language and also a product of 19th century and often referred to as a Sojourner or a traveler for pleasure. Hence, a tourist may be called as a person who undertakes a Journey for enjoyment and jollification and he may sojourn at a particular place and spend money as his pocket permits and also he does not take any assignment or Job⁹. **Tourism** is travel for recreational, leisure or business purposes. The World Tourism Organization (WTO) acknowledges the problem relating to precise definition. "There, very often exists some confusion with regard to the term 'tourist'. In many cases, the term is applied only to persons who travel for holiday reasons. In reality the word 'tourist' embraces many categories of travelers over and above the holiday makers. A tourist is someone who travels at least fifty miles from home", as defined by the **WTO**¹⁰.

A tourist is a 'temporarily leisured person who voluntarily travels away from the place of residence for the purpose of experiencing a change' (Smith, 1977). Tourism has

⁷ Ravi Bhushan Kumar, "Coastal Tourism and Environment", edition 1995. page 6.

⁸ Singh, Ratandeep, 1994, 'TOURISM TODAY' structure, marketing and profile, Vol. 1 Dynamics of modern tourism, page 100.

⁹ Tourism development in India (A case study)

¹⁰ Prof. Rana Pratap, Dr. Kamla Prasad, "Tourism Geography", edition: 2005.

been defined as circuitous movement from and to the place of residence¹¹. Sometimes Tourism and Travel are used interchangeably. Travel is a primitive phenomenon has a similar definition to tourism, but implies a more purposeful journey. "Travel", as an economic activity, occurs when the essential parameters come together to make it happen. In this case there are three such parameters¹²:

- *Disposable income, i.e. money to spend on non-essentials.*
- *Time in which to do so.*
- *Infrastructure in the form of accommodation facilities and means of transport.*

Clearly, there is confusion and controversy surrounding the definitions of travel and tourism. From the viewpoint of economic development and/or economic impact, a visitor –normally called tourist- is someone who comes to an area, spends money and leaves. On the other hand Tourism can be viewed as:

- *A social phenomenon, not a production activity.*
- *The sum of the expenditures of all travelers or visitors for all purposes, not the receipt of a select group of similar establishments.*
- *An experience or process, not a product- an extremely varied experience at that"¹³.*

If, one really observes the difference between the tourist & tourism, the 'tourist' is a person who attains the ultimate satisfaction for his own body by traveling from one place to another (Its one sided benefit activity). On the other hand the 'tourism' is a dynamic process which, not only attain the ultimate satisfaction to tourist but also to other who come under influence, belongs either natural or cultural'.

This term was first used in 1643 in the sense of going round or moving from places to places, around a pleasure trip, a travel including visits to many places in course or sequence, embracing the key places of a country or region¹⁴. In the French literature the French term 'Grand tour' i.e. 'great tour' is used in the sense of tour through France, Germany, Switzerland and Italy.

The dictionary defines a tourist as 'one who makes tour, a sightseeing traveler.' According to Dictionaries Universal, the term tourist dates back to the year 1976. It describes a tourist as a person who makes journey for the sake of curiosity or for the fun

¹¹ Singh Sagar, "Key issues for effective Management" forwarded by Tej Vir Singh (1999), pp14-15.

¹² Prof. Rana Pratap, Dr. Kamla Prasad, "Tourism Geography", edition: 2005, page 2.

¹³ Singh, Ratandeep, 1994, 'TOURISM TODAY ' structure, marketing and profile, Vol. 1 Dynamics of modern tourism.

¹⁴ Negi, J.M.S., 'Tourism and Hoteliering: A worldwide Industry', Gitanjali publications (New Delhi, 1982) pg. 20.

of traveling to tell others that he has traveled¹⁵. According to the Oxford Dictionary, the word 'tourist' was used as early as 1800 A.D. The '19th century Dictionary' defines 'tourist' as '*a person who travels for pleasure of traveling, out of curiosity and because he has nothing better to do*'. Here this definition entirely the other aspects of tourism such as economic, sociological, educational & ecological. According to Concise Oxford Dictionary (2000) defines this word as follows:

(A) *A person who travels for pleasure*

(B) *A member of a touring sports team*¹⁶.

Another definition is also similar in nature, given by 'Dictionnaire Universal'. It defines a tourist as '*a person who makes a journey for the sake of curiosity, for the fun of traveling, or just to tell others that he has travelled*'. Both above mentioned definitions are not correct totally but partially as they have considered only the fun and entertainment like aspects of tourism.

The League of Nations did a pioneering work in defining the term tourist. Realizing the importance of collecting tourist statistics and of securing international compatibility, the Committee of Statistical Experts of the League of Nations in the year 1937 established the definition of the term 'tourist'. They defined the term 'foreign tourist' as: "*any person visiting a country, other than that in which he usually resides for a period of at least 24 hours*". This definition was confirmed by the United Nations in the year 1945.

The tourism is not a new phenomenon for Indians. In Sanskrit literature we found three terms for tourism derived from the root 'atan', which means leaving home for sometimes to other places. The three terms are:

a) **Paryatana-** *It means going out for pleasure and knowledge.*

b) **Deshatana-** *Going out to other countries primarily for economic gains.*

c) **Tirthatana-** *Going to the places of religious importance*¹⁷.

These three terms are well in defining the economic, social & educational aspect of tourism but it lack the idea of environmental & ecological aspects of tourism.

According to Lickorish '*All persons staying for more than twelve months and less than twenty-four hours should be excluded from the category of tourists. Those staying*

¹⁵ Murray Sir James A. H., *A New English Dictionary on Historical Principles* (Oxford), 1926 Vol. I part I.

¹⁶ A. Kumar, "*Tourism Administration & Management*", (by a team of experts), Vol.1, pg.1.5, 2005.

¹⁷ Singh, Ratandeep, 1994, '*TOURISM TODAY* ' structure, marketing and profile, Vol. 1 Dynamics of modern tourism, page 111.

for less than twenty-four hours, we should use the word excursionists and tourist visitors”¹⁸. He has further suggested that for those who staying for less than 24 hours, we should use the word “excursionists” and “tourist visitors”. In this definition he (Lickorish) has given the time dimension aspect of tourism. Norval, an economist and writer on tourism, defines tourists as “every person who comes to a foreign country for a reason other than to establish permanent residence or to work there regularly and who spends, in the country of his temporary stay, the money he has earned elsewhere.”¹⁹

India, till 1970, the tourist arrival figures were compiled on this definition : ‘A person visiting India on a foreign passport for a period not less than twenty-four hours and not exceeding six months for non-migrant, non-employment tourist purposes’. From 1971, the ‘**Department of Tourism**’ has adopted the following definition as per the recommendation of U.N. Conference of ‘**International Tourism Rome 1963**’²⁰, ‘A foreign tourist is a person visiting India on a foreign passport for a period of not less than 24 hours for non-immigrant, non-employment tourist purposes.’”

According to the generally accepted definition ‘tourists’ are temporary visitors making at least an overnight stay in the country visited and the purpose of whose journey may relate to **leisure** (recreation, holiday, health, study, religion and sport) and **business** (family, mission or meeting).

3.4 CONCEPT OF APPLIED TOURISM IN THE STUDY AREA

For a development of subject, the application part seems to be an important task for a researcher. In more clear way, it will be worth to discuss about the applicability of tourism under this topic, because of its multifarious nature. The usefulness of any branch of knowledge lies in the fact that it helps in identifying and ameliorating the problems, faced by human society, arising out of interactions of human activities and environmental systems. The knowledge of geography in tourism may more useful in understanding such relationships and paving the way for better establishment of the subject. In a generic sense, the study of application of tourism subject must be in relation to the economic development and management. Travel and tourism is a huge sector of today's economy. The amount of tourism expenditures is such a high number, that many countries rely directly on these monies as the number one contributor to their economies. Actually this

¹⁸ Lickorish L.J., *An Interim Study of Tourism*, 1953 p. 15.

¹⁹ A.J., *Norval Tourist Industry*.

²⁰ *Ministry of Tourism and Civil Aviation : Published in India, 1985. : Statistical Abstract’ No. 28, Central Statistical Organization, department of Statistics, Ministry of Planning, Govt. of India. Pg. 320.*

subject is highly recommended for academicians and researchers who interested in economic management. Tourism is a vast phenomenon, which implies different type of tourism activity, in the various fields of natural, cultural, social and economic areas. In natural scenic areas the application of tourism becomes a sole condition for physical and economic management. The application of tourism phenomena in the field of Hospitality & Hotel management examines innovative tools for evaluating performance and productivity of hotels and restaurants. The tourism forecasting may enhance & improve the advertisement efficiency in the field of economic and also tourism development. Today the tourism can be applied in the various fields such as demographic, social, economic, cultural and even to maintain the political harmony between the countries. The geographical components, not only in the field of social and economic, also could uphold the environmental sustainability in tourism way. Applied tourism may be defined as “the application of geographical components in the analysis and solution of problems concerning the exploitation of natural and cultural resources its management, regional and spatial planning”.

At applied tourism we are focused on examining this correlation between popular attractions and various economies. Our goal is to stimulate travel and promote continued exploration of our vast and diverse world through useful and valuable technologies focused on providing the resources and knowledge needed to have the right information. The Gujarat has vast potential areas for tourism applications, which could propel the economic development and also for resource management. The Gujarat is a land of vast physiographic & cultural resources, so applicability of tourism boost can be a good task to be taken into consideration. The other features which could enhance the applicability of travel and tourism industry in the regional development are: price/value for money, consistency/accuracy, reliability, staffing levels/qualities to meet the demands of seasonality, enjoyment of experience, healthy and safety, cleanliness/hygiene, accessibility and availability of tangible products and services & provision for individual needs²¹.

3.5 MEDICAL TOURISM

Many patients in recent years are travelling far distances to avail medical care, whether the destination is halfway around the world or the facility is several hours away

²¹ GCE in travel and tourism, OCR Advance Subsidiary GCE in Travel and Tourism H189. Sept 2009.

in any neighboring state. The Medical tourism, where patients travel overseas for operations, has grown rapidly in the past decade, especially for cosmetic surgery while simultaneously being holidaymakers, in a more conventional sense. "Medical tourism- the process of "leaving home" for treatments and abroad or elsewhere domestically – is an emerging phenomenon in the health industry".²² *'Medical Tourism- the act of travelling abroad in search of health care.'*²³ It has grown dramatically in recent years primarily because of the high cost of treatment in rich world countries, long waiting lists, the relative affordability of international air travel and favourable economic exchange rates. Medical tourists in India are generally patients of the most industrialized nations of the world, primarily comes from U.S. Canada, UK, Europe, Australia & the Middle East. According to an estimate around 450,000 tourists in 2007 migrated to get medical treatment that would cost avg. 20% of U.S.\$. Over 150,000 medical tourists travelled to India in 2002 alone... number of such travellers has been increasing by at least 25% every year.²⁴ The domestic medical tourism Industry in India is trying all out to grab its pie from the evolving global health bazaar.²⁵ India advertises itself as offering every type of treatment from Ayurvedic Therapy to coronary bypasses and cosmetic surgery (Connell, 2006). An important comment shared on medical tourism by Matt Rosenberg, found an interesting summary of the Medical Tourism Report to the American College of Surgeons, that "we see that someone in the U.S. who is not insured might pay as much as \$230,138 for a heart-valve replacement in the U.S. but less than \$10,000 in India". This is possible because of rapid improvement in healthcare facilities and widening gap in medical cost between countries.

The high cost and long waiting lists at home, new technology and skills in destination countries alongside reduced transportation cost and internet marketing have all played a role.²⁶ As health care costs skyrocket, the patients in the developed countries are looking overseas for medical treatment. India is capitalizing on its low costs and highly trained doctors. Medical travellers are motivated to seek care outside of their area

²² Paul H. Keckley, (2008), Ph.D., Executive Director, 'Medical Tourism: Consumers in Search of Value', Deloitte Centre for Health Solutions,

²³ Medical Tourism: a survey, (2010), An document prepared by Anna Luisa Paffhausen, Carolina Peguero and Laura Roche Villarreal for the ECLAC Washington Office, United Nations Publications, LC/WAS/L 111.

²⁴ <http://timesofindia.indiatimes.com/articleshow/2924252.cms>

²⁵ Swamy, G. Anjaneya, (), "Medical Tourism: An Analysis with Special Reference to India", Department of Tourism Studies, School of Management, Pondicherry University, India, published in Journal of Hospitality Application and Research (JOHAR), pg-1.

²⁶ Connell John, (2005), "Medical Tourism: Sea, sun, sand and ... surgery", A research article from School of Geosciences, University of Sydney, NSW 2006, Australia, Tourism Management 27 (2006) 1093-1100.

of residence by many factors, including more advanced technology, quicker access, higher quality of care, or lower cost of care in the destination locality (Guevara & Mango, 2008).²⁷

According to **Ross (2001)** the earliest form of health tourism is said to date back to the Neolithic and Bronze ages in Europe when people travelled to visit mineral and hot springs. Earlier form of 'health tourism' were directly aimed to increase health and well being in many parts of Europe such as Spa (taking the waters) became common by the 18th century. But in 19th century the emergence of hill stations further emphasized the health tourism. Later the recreation & tourism shifted seawards in developed countries and sea bathing became a healthy form of tourism. Even more recently tourists have travelled in search of yoga and meditation. With partial exception of Spa, none of them has involved actual medical treatment. In some circumstances-the rise of 'medical tourism' actually becomes the central theme of tourism- where, the tourism is deliberately linked to direct medical intervention and the outcomes are expected to be substantial and long term.

With aim of the national goal to promote India as the most favoured Medical tourist destination, Gujarat has aggressively adopted the concept of medical tourism. Gujarat has a great opportunity to promote its medical tourism for NRG's and NRI's on the basis of world class medical facilities and medical expertise. The NRI's and NRG's are coming to Gujarat for treatment which is estimated to be contributing 25-31% of the industry earnings of 100 thousands crores. The Gujarati community comprises of 32% of the total 20.1 million people of Indian origin worldwide.²⁸ In India, the Gujarat is becoming a medical hub for patients from across the world because of multiple factors. There are Multiple factors contribute to the growth of the medical tourism industry and suggest a continuing trend toward growth of future. This industry represents a significant market opportunity to entrepreneurs and investors in the healthcare tourism, and hospitality markets.²⁹ Zero waiting hours and most importantly, 1/10th of medical costs spent in the US or UK, Gujarat is evolving into a preferred medical tourist destinations. According to an rough estimate, about 1,200 to 1,500 NRI's and a small percentage of

²⁷ Wendt Krista, (2012), "Medical Tourism: Trends and Opportunities", (University of Nevada, Las Vegas), UNLV Theses/Dissertations/Professional Papers/Capstones. Paper 1483.

²⁸ Bhattacharya Mousumi, (2008), Advantage Gujarat in Medical Tourism, Conference on Tourism in India- Challenges Ahead, IIMK.

²⁹ Wendt Krista, (2012), "Medical Tourism: Trends and Opportunities", (University of Nevada, Las Vegas), UNLV Theses/Dissertations/Professional Papers/Capstones. Paper 1483, pg-2.

foreigners come every year for different medical treatment, the majority being cardiac patients and a good number of patients coming for joint replacement, plastic surgery and In-vitro fertilization (**Bhattacharya, 2008**). The Major factor of increasing medical tourist is the low cost treatment & health packages for all elite diseases. Medical tourism is the forthcoming tourism sector in Gujarat. In an exploration about **Dr. Harshad Joshi**, Surat (a knee replacement surgeon) *'Around 70% of his patients who would be operated upon during November-December are NRG's from the USA, the UK, South Africa, Australia and New Zealand.'* Also the medical tourism is picking up in south Gujarat. *'Five years ago, just 10% of NRG's from south Gujarat used to plan medical treatment to coincide with visit to their native places. Now, this percentage has gone up to 60%'*, **medical fraternity sources said**. Comparatively the Gujarat's medical expertise and strength of facilities are better than those of some of the south-east Asian nations. Among the other advantages are the highly qualified specialists in the field of Ophthalmology, Urology, Embryology, Orthodontics, Oncology and Orthopaedics. A simple knee-joint implant is available for Rs. 90,000 in India against \$80000 in foreign countries. As a result, many NRG's patients, who are without insurance in the USA and the UK, pre-plan their treatment during the visit to their homes in India. A cervical disc surgery is done for Rs. 1.5 lakh, it cost nothing less than \$10000 abroad. Even, *"The cases of NRGs coming to India for spinal surgeries have gone up. Its percentage is low as compare to knee-replacement or eye surgery cases, but there has been a steady 10% rise year-on-year basis,"* **said Dr. KC Jain, a neuro-surgeon**. *"The treatment here is affordable. It is a huge saving for the NRGs. We have started bookings from NRIs in South Africa and the UK"*, said Dr. Harshad Joshi. As the State is growing rapidly in medical sector, there is good chance for the development of medical tourism in the State. Government's efforts in tourism sector will generate many new employment opportunities. Also looking to the increasing number of medical tourists the Govt. Has announced a medical tourism policy in 2006, which helps and gave major exposure to the medical fraternity. Under this policy it provides all types of health facility such as Allopathic, Homeopathy, Ayurveda, Yoga, and Nature therapy & so on related to other alternatives.

Apollo Hospitals, Ahmedabad, with the world class health facilities and affordable cost, is the most preferred destination for medical tourism in the world. It receives high number of foreign tourists for all types of surgeries and health checkups. People awareness and the knowledge of English language is another major advantage for Ahmedabad. 'Medical at doorstep' (108) service has also boosted up the patients who

sought treatment and surgery with 'cost effective' benefit services. Most of the times medical camps also organized at large level by either public or private health organizations for all its population sometimes free or at affordable cost. Names of Gujarat hospitals featuring amongst the Best Hospitals and Clinics in India:

- *Apollo Cancer Hospital, Ahmedabad*
- *Sterling Hospital, Ahmedabad*
- *SAL Hospital, Ahmedabad*
- *Gujarat Cancer Society, Ahmedabad*
- *Bhailal Amin General Hospital, Baroda*
- *Siddhi Vinayak Hospital Cancer Treatment, Ahmedabad*
- *Dr. J.M. Mehta Hospital, Ahmedabad*
- *UN Mehta Institute Cardiology, Ahmedabad*
- *Baroda Heart Institute & Research Centre, Baroda*
- *Eye Research Centre and Retina Foundation, Ahmedabad*
- *Smt, Anilaben Kantilal Kothari Cancer Chikitsa Bhawan, Rajkot*
- *Krishna Heart and Super Specialty Institute, Ahmedabad*
- *Advance fertility and Endoscopic Centre, Ahmedabad*
- *Gujarat Ayurved University, Jamnagar, Specialize in Parkinson Treatment.*
- *Ksilash Cancer Hospital and Research Centre*
- *Muni Seva Ashram, Vaghodia, Baroda*

There is no doubt that Gujarat can become one of the biggest destinations for medical tourists but it has some biggest challenges regarding the infrastructure development and up-gradation of basic amenities and hospital infrastructure. Besides this the specialized and skilled manpower, improve success rate of treatment and air connectivity would definitely boost the medical tourism in Gujarat.