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## **UNIT 5 EMERGING TRENDS AND SPECIAL THRUST AREA IN TOURISM**

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### **5.0 OBJECTIVES**

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After reading this Unit, the learner will be able to:

- understand the concept of emerging trends and special thrust areas in tourism
- discover how the emerging trends keep changing
- identify the special thrust areas
- understand how special thrust areas provide a fillip to tourism in recognised areas.

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### **5.1 INTRODUCTION**

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'Trend' as you know is, "the general direction in which something is developing or changing" and in the rapidly changing and highly competitive landscape of tourism, various new travel trends keep emerging and also evolving from time to time. Keeping a track of these emerging tourism trends

and accordingly reorienting objectives and management strategies can help businesses to stay competitive and cater to the varying and changing needs of customers. To provide a boost to the ever-changing tourism industry, the stakeholders or people in tourism recognize certain areas for special focus or thrust. These are known as ‘Special Thrust Areas’ (STAs). Usually, governments identify and propose these thrust areas and very often also provide funding for their development. The private players in turn get a cue to start the development of tourism along these suggested lines. Often concessions are provided to encourage these STAs, which could include health, wellness, rural, education, yoga, ayurveda, handicraft, music, heritage tourism etc. It is the responsibility of the government to focus and implement these special thrust areas but as government channels are more formalised and take time to implement, the private sectors are roped in for effective and wider implementation and thus provide vibrancy to tourism. In this Unit, some of the important emerging tourism trends will be highlighted including the ones which are emerging amidst the Covid 19 pandemic. The Unit will also discuss the overall Special Thrust Areas in tourism and with specific reference to STAs in India.

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## 5.2 EMERGING TRENDS

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The dynamic nature of tourism keeps giving the industry emerging trends. The disposable income has been on the rise; life expectancy is now longer; the customers/tourists have shown higher reliance on technology; travel itinerary planning is now increasingly being done on palm held devices bypassing the traditional travel agent etc. All these have given birth to trends that are emerging in the industry and giving it a new dimension. Let us look at some emerging trends in the tourism industry along with their contributing factors:

- Technology has brought about new changes in the way services are provided. A great example is Disney World where they provide a Radio Frequency Identification (RFID) wrist band for personalised and streamlined services. These bands connect the visitors with the infrastructure in Disney World helping them avoid queues and thus save on time. Many airlines such as Lufthansa have also connected their bag services with the link on the boarding pass giving the travellers their peace of mind to track their bags simply by following the link. Voice-activated devices are also a new trend. Face recognition technologies are on a rise especially at the immigration controls which include iris recognition and fingerprint recognition. Global Positioning System (GPS) technology has assisted in locating tourists, travellers, target markets and help enhanced companies to target their customer at pre, during and post-sales encounters.
- There has been a bombardment of information or overflow of it. The tourists because of diverse and easy access to information are now involved in more research process. Self-booking of transportation and accommodation units is on the rise. The options of vendors both online and offline have also grown exponentially.

- Responsible Tourism is an emerging trend. The current genre of tourists is more aware and concerned with the environment, social and economic issues. This further impact in deciding which holiday destinations will be chosen by the tourist. The Consumer Travel Insights Survey, 2018 by STR (a company which provides premium data benchmarking, analytics and marketplace insights for global hospitality sectors) have estimated that fifty-five percent of tourist will avoid a destination due to overcrowding, forty-three percent travel during non-peak season to avoid the rush, sixty-six percent tourist will give more finances to travel to an environmental friendly destination and Nine percent of the tourist will use the environment as the key factor to decide upon a destination. The ethical travel options are now visible in all the areas of tourism. The electric-powered, solar led technologies have increased in demand. Flying is still a preferred option but travel by trains is equally growing because trains provide a much cleaner and greener travel. The uses of public transport are also being supported by the tourists.
- Travel has become more personalised. The modern-day traveller wants to not only book a package but believes in self discovery. The trend is of flexibility with tailored packages.
- A high percentage of travellers are time-poor and look out for experiences without actually experiencing them. Virtual realities (a result of technology) are of assistance in such a scenario. Simulation is provided through virtual reality and a niche market can enjoy experiences at travel hubs and destinations. It is also being used as a marketing tool in pre-marketing encounters for hotels and airlines. Robots are a reality and are substituting manpower at check-in desks, of hotels and at bars. Chatbots assist in answering pre-fed questions and are backed by artificial intelligence. Automation in the form of self- help kiosks is also a technology-led innovation.
- The experience economy has taken over-tourism. The companies that cater to such a market and satisfy the customers have greater chances of repeat customers. Repeat customers are a true test of customer loyalty. The tourist focus is now on experiential products. Originality, experience and authenticity are the parameters that guide the tourists.
- Convenience booking helps the tourist and have become a key issue for the tourist. The convenience defines the choice of the tourists. Tourism is also witnessing a longer break for tourists and a higher spending pattern. The tourist wants to use all the senses to see, feel, taste and smell the experiences at destinations. This enables tourists to move out of bubble or gated resorts exclusively made for tourists.
- Business travel is also merging with leisure and has given rise to a new segment **bleisure** travel. Here, the business clients indulge in leisure experiences also during their travel.

### 5.2.1 Emerging Trends amidst Covid 19 Pandemic

Ever since the first reported case of the Coronavirus disease (Covid-19) in Wuhan (China) in December 2019 which subsequently became a pandemic

(an *outbreak* of a disease that occurs over a wide geographic area and typically affects a significant proportion of the population), the world including tourism and travel have witnessed and created a new normal for itself. Mobility has been highly diminished because of the pandemic. Cancellation of bookings has been a constant feature post-pandemic in the tourism and travel sector. Let us now try to understand some of the impacts of this pandemic.

- Travel patterns and trends have moved from public accessed to private places be it transport or accommodation. Travel advisory and travel insurances have and will become an inseparable part of the new tourism functioning.
- Domestic and Regional Travels will increase compared to inter-continental or inter-regional.
- The neighbourhood cities and regions will be areas of exploration. The more favourable trips and destinations will be those closer to the usual place of residence of the potential tourist
- The booking windows of product/service providers have changed their return and exchange policies. Flexibility has become a common feature of airline booking windows.
- Operators need to handle tourists keeping in mind the hygiene protocols. Lesser number of tourists and an eye on their health conditions will be a norm.
- Extremely isolated and lesser crowded destinations will see an increase in the booking.
- Payment gateways have changed and technology dominates the payments too. Google Pay, PayTM, PayPal, Apple Pay have become more preferred compared to debit and credit cards. Cash payments are a passé.
- Increased utilisation of the Internet of Things (IoT) is yet another trend. IoT devices are gadgets and have microprocessor with digital connection, which could be connected to and controlled from the internet. All gadgets in a room can be controlled through IoT and their application in hotel rooms will enable tourists to operate appliances with less physical contact. Any facility of the hotel could be booked through the smart-phone application.
- The penchant for good health will lead to demand for healthy and organic foods. Special diets will also be a norm of the day.
- Web interface and exposure to technology will be an integral part of the overall customer experience.

**Check Your Progress 1**

1) Define the term ‘Special Thrust Area’

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2) How has Technology changed the travel, hospitality and tourism scenarios?

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### **5.3 SPECIAL THRUST AREAS IN TOURISM**

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You have learned that the Special Thrust Areas (STAs) are certain areas that tourism stakeholders recognize for special focus or thrust. The STAs are meant to provide a fillip to the tourism development in the identified areas and thus enhance the overall economy of the place. Tourists need something extraordinary to attract them to travel and therefore the identification of STA involves a certain amount of innovation and creativity. Some of the STA are discussed below. These have been selected out of many global studies and are representative of how different STA has been created to enhance tourism development.

#### **5.3.1 Volunteer Tourism**

Volunteer tourism is a form of tourism where tourists help out locals/hosts on projects/missions during their stay at destinations. Here the primary motive of the trip is the travel component but with a ‘volunteer’ component included. Organizational volunteering both at the national and international levels could be traced back to the 20<sup>th</sup> century. An example of volunteering in tourism is the indulgence of eco-tourists and sustainable tourists in environmental activities at the destination of visit. A tourist taking out a few days to teach the local children while on holiday is yet another example. Conservation is a theme closely related to volunteer tourism. Here conservation attains a broader meaning in terms of not only flora and fauna but also social, economic and ethical issues. The biodiversity areas and natural management programs are popular with youth tourists, especially in the hilly fragile terrains.

Volunteer tourism is serious leisure. This leads to creative work by tourists on their holidays. It assists in aiding or alleviating the material poverty of few groups in the society or restoration of certain environments in the society and environment. The work on vacation by the tourist is non-remunerative but still, a responsibility to the self exists. Such form of tourism is self-guided, self-motivated and helps achieve self-actualization. The giver (tourist) receives satisfaction from the task undertaken as much as the receiver (host) as there exist a common cause of catalysing welfare among the lesser privileged.

Now, there are different organizations all over the world that offer volunteer travel. In the Indian context some of these enterprises/organisations; to name a few are LHA Charitable Trust in Dharamshala; the Students’ Educational and Cultural Movement of Ladakh (SECMOL); Dakshinayan in Jharkhand; the Students’ Sea Turtle Conservation Network (SSTCN) in

Chennai; Mother's Hope in Nagaland; Ecotourism and Conservation Society of Sikkim (ECOSS) etc. All such initiatives will go a long way in giving rise to benign tourism which will be the order of the day.

### 5.3.2 Thanatourism

Thana tourism has been derived from the Greek term '*Thanatos*' which means death. Tourism and travel to places associated with death and suffering especially those that also hold historical value are often referred to as Thana Tourism or Dark Tourism. This form of tourism entered the academic discourse in the year 1996 and has now expanded its scope to include visits to battlefields, murder and atrocity locations as well the place where famous personality died; graveyards; intermittent sites and memorials. This tourism has a universal appeal with a regressive, childish desire for encounters with superheroes, a desire for novelty, nostalgia, a desire to celebrate crime and deviance. This is relevant in modern times as many countries are coming out of war periods or are getting out of the traumas of invasion and mass destruction.

The media and its exclusive coverage of murder settings, battlefields, and celebrity death sites also help in giving prominence to such places. The American Civil War sites being sold by Thomas Cook as a packaged holiday; Museum of Genocide in Cambodia, or areas of torture at Vietnam; erstwhile Concentration camps of the Nazis; sites where famous personalities like Mahatma Gandhi, Martin Luther King, Elvis Presley, Princess Diana etc died are all examples that negative places could also be a source of giving a fillip to tourism. Such places exist in every country. The Lonely Planet Guide has its own section for dark tourism sites which includes Tjan Funerals/Indonesia, Day of the Dead/Mexico, Anzac day/Turkey, Varanasi Burning Ghats/India, Sky Burials/Tibet etc.

**Box 5.1 CASE STUDY:** Thanatourism or Dark Tourism ---Manikarnika: The Burning Ghat, Varanasi

"Having become Time itself, I destroy the world here, O Goddess!"

~ *Shiva, Padma Purana.*

Tourists come across tourism of all kinds - adventure, eco-friendly, cultural and even virtual. But nothing as unusual and macabre as death tourism! The unearthly Manikarnika Ghat in Varanasi thrives solely on that. Not a single day passes when dead bodies are not cremated here with the number going up to two to three hundred every day.

Manikarnika Ghat is a place a Dark Tourist must visit, but it is not for the faint-hearted. It is probably the most ancient '*chitta*' – fire to burn dead bodies and it has been going on non-stop at this Ghat for years and years to come.

Varanasi is a sacred and holy place to cremate the dead. Hindus from all over the country and maybe even from the world are bringing their dead near and dear ones to Kashi, Manikarnika Ghat, to burn them here.

Thousands of bodies are cremated on the banks of the river Ganga every year, many being released into the river with hopes that their souls may have a direct path to heaven.

At a time there could be anywhere from 4 to 40 dead bodies being burned. Some covered partly, some fully covered and even adorned with ritualistic material.

Manikarnika or The Burning Ghat is just one of the many ghats of Varanasi. It is the main ghat where bodies are burnt. If one walks a little way beyond the burning ghat area, one arrives to the submerged temple.

So what is Manikarnika – and why is it synonymous with these other stuff? There is a small *kund* (well) just close to the submerged temple. Dirty, filthy, green with moss and filled with garbage. This *kund* is called Manikarnika – apparently Shiva's earrings fell into this kund when it was made. Hence it is called Mani(bead) Karni(ear)ka. The ghat is famous as Manikarnika. Since the burning grounds and submerged temples are totally adjacent to this kund, they are all referred often as Manikarnika.

At the Manikarnika Ghat, death is celebrated. Remorseful chants are sung every hour of the day and smoke engulfs the area day and night as dead bodies are cremated for eternal peace. Welcome to the gateway to heaven, at Manikarnika Ghat.

Source:<https://www.tripoto.com/varanasi/trips/manikarnika-the-burning-ghat-varanasi-58f473b55318f>

### 5.3.3 Space Tourism

*"Man must rise above Earth to the top of the atmosphere and beyond, for only then will he fully understand the world in which he lives"* – Socrates (469-399 BC).

Space has attracted humans since time immemorial and today many of the developed and developing countries in the world including India are running several space programmes. Some countries like Russia and USA have even ventured into commercial space travel initiatives that seek to provide tourists the opportunity to experience space travel for leisure, recreational or business purposes. Space Tourism activities are more visible in these two countries. In April 2001, Dennis Tito opened the door of the space as a possible tourism activity base by being the first private individual to pay for his own trip into space when he joined two Russian cosmonauts on a supply mission (onboard Soyuz TM-32) to the International Space Station. Tourists have a quest for novelty and space tourism can be a special thrust area as it will provide funding to the space programmes, a sign of progressive nations.

A categorisation of space tourism given by Crouch and Louviere (2001) is reproduced below to help better understand the activities involved in this niche tourism market segment.

- **Virtual:** This kind of experience will require active participation and will cater to the market for those who cannot afford it or who have a fear of

orbital space tourism experience. Here, the tourist will not have to leave their home since it will be a virtual experience. This Virtual Experience reality can be compared to staged experience. Examples include tracing and watching spacecraft ships to the moon like the Lunar Roving Vehicle (LRV) on the internet or at science centres.

- **Terrestrial:** This includes products like space camps, theme parks and similar activities where the tourists have access to the enjoyment of space-related entertainment without leaving the earth surface. Examples can be viewing Apollo 11 command module or suits worn by astronauts or visits to Space centres like NASA Johnson Space Centre. Private players are also involved including the likes of Space Adventures and Incredible Adventures.
- **Near-space:** Here, individuals will get to enjoy what is known as weightlessness or high-altitude supersonic joyrides. Russians are taking people on ZERO-G (microgravity) flights on IILYUSHIN-76-cosmonaut training aircraft.
- **Sub-orbital:** Here a tourist will not attain an orbit but will travel to an altitude that helps him/her to see the curvature and the darkness of the space for a glimpse.
- **Low orbital/high orbital:** This is the most expensive form of space tourism activities and is the ultimate adventure in terms of the highest form of risk. This may involve orbital experience which maybe for a day or two or for several weeks. It may involve being a companion to space mission crew or staying in a space station. It may include a stay at a hotel on Mars or Moon predicted by Futuristic models. Hilton is one hotel chain that is considering analysing the feasibility of a space hotel.

#### 5.3.4 Staycations

Staycation, or holistay can be defined as a holiday in which an individual or family stays home and participates in leisure activities. It differs from the tourist category in terms of the travel aspect. A staycation could involve travel within day-trip distance of their home, i.e within one's own hometown or regular place of residence and may or may not require overnight accommodation. The use of accommodation is optional in 'staycation' as the staycationer may stay and sleep, for example in his or her own garden under the stars. There may also be hotel staycation wherein the resident may check-in and stay at a hotel in one's own area of usual residence just for leisure or to learn a skill. A Staycation can thus be seen as a holiday spent in one's home country rather than abroad, or one spent at home and involving day trips to local attractions or stay in hotels within one's own vicinity or the same city or countryside.

There is a fine line of difference between the terms - excursion and staycation. An excursion is an adjunct or an addition to a longer journey or visit to a place whereas the focus of staycation is indulgence in leisure. Staycation generally avoids mass visitation places whereas excursion may be to mass visitation places. Excursion will always have an element of travel

whereas in staycation a person may sleep under the stairs of his or her home indulging in a kind of leisure.

The Covid 19 pandemic has hit the travel and hospitality industry with waves of cancellations and has changed the rules of travel. People want to take a break without travelling too far and 'Staycation' is now a special thrust area. The time crunch and travel restrictions combine have forced people to staycate in their own cities for leisure purposes. Here the focus is on the idea of staying at a comfortable and safe home-away-from-home accommodation with great views and without worrying about contracting the virus. Hotels and resorts around the world are promoting staycations, and simultaneously attracting customer attention to the extensive steps they are taking to minimize the chances of infections.

One of the benefits of a staycation is that it helps to find newer self by indulging in things which normally one does not, like exploring a museum or playing a sport one has never played etc. Staycation also supports the concept of the local economy since it patronises local producers, hotels, farmers etc.

### **5.3.5 Tourism at Borders and Military Zones**

The world is full of extremes. On one hand, the tourist have the privilege of being able to travel to any part of the world and on the other hand, the world grouping and divide between belligerent nations and rivalries have made certain borders more militarised and restrictive. Visits to places that demarcate the geographical limits of countries are collectively known as Border Tourism and when the visit is to places of high friction then it is referred to as Military Zone Tourism.

In some places, border tourism has the potential to provide a positive impact on international relations resulting in the reduction of friction between the two neighbours or countries; for example, South Korea and Cyprus which has a no-visa requirement to cross the borders. In certain other cases, neighbouring countries may have hostilities yet border tourism exists; living examples include North Korea and South Korea and certain countries of erstwhile USSR. In the context of India and Pakistan, both the Gurdaspur corridor and the change of guard ceremony at the Wagah border are specific examples of border tourism.

### **5.3.6 Health Tourism**

Tourism brings a new breathe of life into our routine and has always strived towards the wellness and well being of humans. The early history of spas, resorts, beaches was motivated by health reasons. Health Tourism refers to travel or tourism which has the primary motivation of contributing to physical, mental and/or spiritual health. Health tourism in its different capacities contributes to physical, mental, and social health and is thus a Special Thrust Area. Health Tourism can be broadly classified into two forms- Medical Tourism and Wellness Tourism. Medical tourism involves travel for treating existing medical condition while Wellness tourism involves

activities and travel to destinations which help one to proactively maintain and improve his or her overall health.

Countries with sound medical infrastructure are now promoting themselves as medical tourism destinations. Developing countries are enmeshing on the high cost of medical treatments and often long wait time in developed countries by offering affordable healthcare mixed with travel experience. One of the reasons for medical tourism is also to avoid questioning from relatives and colleagues and to maintain the secrecy/confidentiality of the procedure.

The factors that decide the success of destinations as a health tourism destination in the international market are the host country's economy, its world image, the cost involved in healthcare, the available post-procedure care, tranquil environment, availability of alternative forms of treatment etc. All these can make or break a destination. Some of the popular destinations are Canada, Japan, Singapore, UK, Costa Rica, Israel, Abu Dhabi, India, Mexico and Thailand etc.

**Check Your Progress 2**

1) Mention some of the Special Thrust Areas in Tourism.

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2) Write a brief note on Volunteer Tourism.

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## **5.4 SPECIAL THRUST AREAS WITH REFERENCE TO INDIA**

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The Indian government or the Union government in India has also selected certain Special Thrust Areas and have also launched specific schemes that define these special thrust areas. 17 iconic sites have been identified for development into world-class attractions. These sites will serve as a model for other tourism sites to boost the tourism influx in the country. The identified sites are listed below:

### Box 5.2 Iconic Indian sites identified for development

- 1) Taj Mahal in Uttar Pradesh
- 2) Fatehpur Sikri in Uttar Pradesh
- 3) Humayun's Tomb in New Delhi
- 4) Red Fort in New Delhi
- 5) Qutub Minar in New Delhi
- 6) Ajanta in Maharashtra
- 7) Ellora in Maharashtra
- 8) Khajuraho in Madhya Pradesh
- 9) Hampi in Karnataka
- 10) Colva beach in Goa
- 11) Somnath in Gujarat
- 12) Dholavira in Gujarat
- 13) Mahabalipuram in Tamil Nadu
- 14) Kaziranga in Assam
- 15) Mahabodhi in Bihar
- 16) Amer Fort in Rajasthan
- 17) Kumarakom in Kerala

The Ministry of Tourism has also listed the following as niche areas for tourism development: Eco & Wildlife Tourism, MICE Tourism, Sustainable Tourism, Cruise Tourism, Golf Tourism, Polo Tourism, Medical Tourism and Wellness Tourism.

Let us now look at some of the important schemes announced by the Government of India which are related to the tourism sector.

#### 5.4.1 Swadesh Darshan Scheme

India is a land of diverse cultural, historical, religious and natural heritage resources and thus provides a huge scope for the development of tourism and job creation in the country. The need of the hour is to adopt an integrated approach and develop tourist circuits on specific themes to attract the tourists having a special interest in visiting such places. Recognising this opportunity, the Ministry of Tourism (MoT), Government of India, launched the Swadesh Darshan Scheme for integrated development of theme-based tourist circuits in the country in 2014-15. The Scheme is 100% centrally funded and the unique element is the efforts made to achieve convergence with other schemes of Central and State Governments as well as leverage the voluntary funding available for Corporate Social Responsibility (CSR) initiatives of Central Public Sector Undertakings and Corporate Sector. The idea is to fully explore the tourism resources potential of the country and position the tourism sector as a major engine for job creation.

### Box 5.3 Objectives of the Swadesh Darshan Scheme

- To position tourism as a major engine of economic growth and job creation;
- Develop circuits having tourist potential in a planned and prioritized manner;
- Promote cultural and heritage value of the country to generate livelihoods in the identified regions;
- Enhancing the tourist attractiveness in a sustainable manner by developing world-class infrastructure in the circuit/destinations;
- Follow community-based development and pro-poor tourism approach;
- Creating awareness among the local communities about the importance of tourism for them in terms of increased sources of income, improved living standards and overall development of the area.
- To create employment through active involvement of local communities;
- Harness tourism potential for its effects on employment generation and economic development.
- To make full use of the potential and advantages in terms of available infrastructure, national culture and characteristic strong points of each and every region throughout the country by the development of theme-based circuits.
- Development of tourist facilitation services to enhance visitor experience/satisfaction.

Source: <https://www.india.gov.in/spotlight/swadesh-darshan>

Certain main circuits are identified under this scheme. These are the Buddhist Circuit, Coastal Circuit, Desert Circuit, Ecotourism Circuit, Heritage Circuit, Himalayan Circuit, Krishna Circuit, North-East Circuit, Ramayana Circuit, Rural Circuit, Spiritual Circuit, Sufi Circuit, Tirthankar Circuit, Tribal Circuit and Wildlife Circuit. Each of these main circuits is further subdivided into sub-circuits for proper development and implementation of the Scheme.

### 5.4.2 PRASAD Scheme

Introduced in 2015, the Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) is a central government scheme that focuses on identifying and developing the pilgrim sites across the country to enrich the religious tourism experience. It was launched by the Union Ministry of Tourism. The aims of PRASAD are the integrated development of pilgrimage destinations in a planned, prioritised and sustainable manner to provide a complete religious tourism experience.

The objectives of the PRASAD scheme are:

- 1) Harness pilgrimage tourism for its direct and multiplier effect upon employment generation and economic development.
- 2) Enhance tourist attractiveness in a sustainable manner by developing world-class infrastructure in the religious destinations.
- 3) Seeks to promote local art, culture, handicraft, cuisine, etc.
- 4) Under this scheme, the Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments for promoting tourism at identified destinations. For components within public funding under this scheme, Central Government provides 100% fund. For improved sustainability of the project, it also seeks to involve Public-Private Partnership (PPP) and Corporate Social Responsibility (CSR) as well. Some of the places included in this scheme are Gangotri and Yamunotri in Uttarakhand, Amarkantak in Madhya Pradesh, Sri Varahalakshmi Narasimha Swamy temple at Simhachalam and Parasnath in Jharkhand.

### 5.4.3 UDAN Scheme

Another scheme of the Government of India which has direct implications for the Indian tourism sector is the Regional Connectivity Scheme- Udan, of the Ministry of Civil Aviation. The full form of UDAN is 'Ude Desh ka Aam Nagarik'. This scheme is part of the national infrastructure plan and its specific aim is to link remote locations in the country and making flying affordable for the masses thus promoting domestic travel and balanced regional growth. Successful implementation of the scheme will ensure accessibility and faster connectivity to tourism destinations that otherwise were hard to reach.

The key features of the Udan scheme are:

- Development of new airports
- Enhancing the operational capacity of existing regional airport
- Capping of the base flight fare
- Adopts a market-based model wherein interested airlines and helicopter operators submit proposals to the Airport Authority of India (AAI) to operate on un-connected flight routes. Routes are then awarded to a particular operator after a competitive bidding process
- Certain concessions are provided by the airport operators and the state governments

The phases and the corresponding progress of the Scheme are as follows:

**Udan 1.0:** Under this phase, five airlines companies- Alliance Air, SpiceJet, Turbo Megha, Air Odisha and Air Deccan were awarded 128 flight routes to 70 airports which include 36 newly made operational airports

**Udan 2.0:** Awarded contracts to 15 airliners to operate flights and chopper services on 325 new routes under this second phase

**Udan 3.0:** The main highlight of this phase is the inclusion of tourism routes in coordination with the Ministry of Tourism as well as the inclusion of seaplanes for connecting water aerodromes

**Udan 4.0:** This phase was launched in December 2019 and 78 new routes have been approved by the Civil Aviation Ministry. Under this phase, the focus is on North-Eastern Regions, the hilly states and islands

**Check Your Progress 3**

1) List the objectives of the Swadesh Darshan Scheme

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2) Which according to you is a scheme of the government which would bring the maximum benefit of enhancing tourism development in the Indian Scenario? Support your answer with reasons.

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### 5.5 LET US SUM UP

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In the rapidly changing and highly competitive landscape of tourism, various new travel trends keep emerging and also evolving from time to time. Tourism with its wide-ranging experiences and activities is a result of the search for newness by the tourist and matching them by the government of states to provide a fillip to tourism. These result in what is known as special thrust areas which governments propose, initiate and very often fund. Often concessions are provided to encourage these STAs. Some of the schemes of the Government of India which have direct implications for the promotion of tourism include the Swadesh Scheme, PRASAD Scheme and Udan Scheme.

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### 5.6 KEYWORDS

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**Trend:** the general direction in which something is developing or changing

**STA:** Special Thrust Area

**Pandemic:** an *outbreak* of a disease that occurs over a wide geographic area and typically affects a significant proportion of the population

**Volunteer Tourism:** A form of tourism where tourists help out locals/hosts on projects/missions during their stay at destinations

**Thana Tourism:** Tourism and travel to places associated with death and suffering especially those that also hold historical value

**Space Tourism:** A special form of tourism which seek to provide tourists the opportunity to experience space travel for leisure, recreational or business purposes

**Staycation:** A holiday in which an individual or family stays home and participates in leisure activities

**Border Tourism:** Visits to places that demarcate the geographical limits of countries

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## **5.7 ANSWERS TO ‘CHECK YOUR PROGRESS’ EXERCISES**

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### **Check Your Progress 1**

- 1) Refer to Section 5.1
- 2) Refer to Section 5.2

### **Check Your Progress 2**

- 1) Volunteer Tourism, Thanatourism, Health Tourism, Space Tourism etc
- 2) Refer Section 5.3.1

### **Check Your Progress 3**

- 1) Refer to Sub-section 5.4.1
- 2) Read Section 5.4 and frame your answer