

# India Tourism Industry 2015

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## Abstracts

Vijya Research & Advisory has released a report on Indian tourism sector laying out detailed insights about market scope, size & penetration, consumer behavior, macro trends, growth drivers. It discusses the trends and business opportunities in different tourism segments such as adventure travel, religious, medical, heritage, rural tourism.

Government policies affecting industry participation and investment in tourism sector are discussed in detail. The report also includes case studies on selected states with favorable tourism environment.

The outbound tourists from India visiting foreign destinations form a growing market. One page case studies on key foreign destinations for Indian tourists are included. It also includes consumer behavior patterns such as travel planning, spending trends, booking, choice of destination, customer attitude.

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