

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.

Contents

1. OVERVIEW OF TOURISM SECTOR

- 1.1 Global tourism industry
- 1.2 Market size- 2015 & 2020
- 1.3 Market Penetration
- 1.4 Demand Seasonality
- 1.5 Hotel Capacity
- 1.6 Average Stay and Repeat Business
- 1.7 Indian internationally market competitiveness
- 1.8 Contribution of tourism to GDP and employment

2. INDIAN TOURIST – CONSUMER BEHAVIOR

- 2.1 Purpose of tourism
- 2.2 Mode of travel- Transport taken
- 2.3 Overnight vs same –day trips
- 2.4 Tourism expenditure – package vs non-package trips
- 2.5 Age groups
- 2.6 Type of stay
- 2.7 Impact of NRI visit on rate of trips

3. OUTBOUND TOURISM

- 3.1 Top Destinations for Indians outbound tourists: Case studies
- 3.2 Consumer trends: Indian outbound tourists behavior patterns
 - i. Travel Planning
 - ii. Choice of Destination
 - iii. Package booking
 - iv. Obstacles in trip planning
 - v. Attitude towards holidays
 - vi. Travel experience sharing

4. TOURISM SEGMENTS/ TYPES/ SECTORS

- 4.1 Adventure Tourism
- 4.2 Eco/wildlife Tourism
- 4.3 Medical Tourism

- 4.4 Heritage Tourism
- 4.5 Rural Tourism
- 4.6 Religious Tourism
- 4.7 Online Travel

5. GROWTH DRIVERS, TRENDS AND CHALLENGES

6. GOVERNMENT POLICIES & INITIATIVES

7. STATE LEVEL TRENDS

- 7.1 Kerala
- 7.2 Goa
- 7.3 Rajasthan
- 7.4 Himachal Pradesh
- 7.5 Uttarakhand
- 7.6 Jammu & Kashmir
- 7.7 Punjab
- 7.8 Uttar Pradesh
- 7.9 Gujarat

8. BUSINESS OPPORTUNITIES

List Of Tables

LIST OF TABLES

Table 1 1: Rate of growth in tourists flow between 1999-2013

Table 1 2: Travel and tourism competitiveness index

Table 2 1: Percentage distribution of overnight and same-day visitor-trips by destination type

Table 2 2: Tourism expenditure by type for rural and urban India (%)

Table 2 3: Percentage break-up of expenditure on overnight and same-day trips by major group of items(%)

Table 3 1: Top destination for Indian out bound tourists and five year growth, 2011

Table 3 2: Information sources for Indian outbound tourists before travel (Singapore)

Table 3 4: Sources of obtaining information for planning the trip (US)

Table 3 5: Preferred sources of information when booking a holiday (Australia)

Table 3 6: Preferred sources of information when planning a holiday (Australia)

Table 3 7: Advance planning and booking trends (Singapore)

Table 3 8: Number of days prior to which decision to travel before departure (US)

Table 3 9: Number of days prior to which air travel reservation made before departure (US)

Table 3 10: Sources for making airline reservations made for trip (US)

Table 3 11: Reservations made for lodging before leaving home (US)

Table 3 12: Booking methods - % used for last discretionary trip (UK)

Table 3 13: Factors for choosing any holiday destination (Australia)

Table 3 14: Constituents of 'interesting attractions' when choosing a holiday destination (Australia)

Table 3 15: Influences on destination choice of Indian outbound tourists (UK)

Table 3 16: Influences on destination choice of Indian outbound tourists (Australia)

Table 3 17: Information sources that influence destination choice of Indian outbound tourists(UK)

Table 3 18: Types of website used for selection of destination (UK)

Table 3 19: Components of pre-booked holiday by Indian tourists (Australia)

Table 3 20: Preference for package, group or independent travel to Australia by respondents' city in India, %

Table 3 21: Obstacles preventing consumers from planning a holiday to Australia

Table 3 22: Types of holiday taken in past three years (UK)

Table 3 23: Attitudes towards holidays (UK)

Table 3 24: Interest in using online social networks for travel-related activities (UK)

Table 4 1: Funds Released for Promotion of Medical/Health Tourism in India (Rs. Lakh)

Table 4 2: Distribution of medical tourism products demanded by foreign medical tourists in India

Table 4 3: Number of respondents indicating their preference of Indian cities for medical tourism by source markets

Table 4 4: Distribution of treatment taken by medical tourist by their age groups (%), 2011

Table 4 5: Distribution of medical tourism products demand by source markets%, 2011

Table 4 6: Number of rooms (size class) in Heritage Hotel, 2011-12

Table 4 7: Average annual revenue earned (Rs. in lakhs), 2011-12

Table 4 8: Average expenditure of tourist of Heritage Hotel accommodation and other tourist activities

List Of Figures

LIST OF FIGURES

- Figure 1 1: Share of domestic, foreign and outbound tourists, 2015
- Figure 1 2: Number of domestic tourist's arrival in India (in millions), 1997-2013
- Figure 1 3: Number of foreign tourist's arrival in India (in millions)
- Figure 1 4: Number of out bound tourists from India (in million), 1991-2012
- Figure 1 5: Foreign exchange earnings from foreign tourists (in USD million), 1997-2013
- Figure 1 6: Recognized tour operators and agencies in India, 2012
- Figure 1 7: Average tourism penetration rate in rural and urban India
- Figure 1 8: Average number of domestic trips per household in a year
- Figure 1 9: Seasonality in tourism sector in India
- Figure 1 10: Lean and peak months of FTAs in India from top 15 countries , 2011
- Figure 1 11: Category wise number of approved hotels in India (as on 31st Dec, 2013)
- Figure 1 12: Category wise number of hotel rooms (as on 31st Dec, 2013)
- Figure 1 13: Average number of stay by type of guests and hotel (in days), 2008-09
- Figure 1 14: Proportion of repeat guests by hotel category, 2008-09
- Figure 1 15: % share of India in World tourism receipts, 1997-2012
- Figure 2 1: Purpose of visits for domestic Indian tourists, 2012
- Figure 2 2: Mode of transport taken for domestic tourism, 2012
- Figure 2 3: Type of stay by rural and urban tourists in India, 2012
- Figure 3 1: Number of out bound tourists from India (in million), 1991-2012
- Figure 4 1: Percentage distribution of holiday tourists in Uttarakhand by sources of attraction, 2008
- Figure 4 2: Expenditure for Promotion of eco-tourism in India (Rs. Lakh), 2002-2012
- Figure 7 1: Top 10 States/UTs of India in domestic tourist visits, 2013
- Figure 7 2: Top 10 States/UTs of India in foreign tourist visits, 2013

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