Index

Adaptation, 195–196
'Adithi Devo Bhava' in 2009, 205
Aggressive marketing campaigns, 74–75
Aghoris, 127, 129–131
Art Deco Ensembles, 103
Audio walks, 118
Augmented Reality (AR), 182
Ayurveda, 61
Ayurvedic approach, 86

Bandra Kurla Complex (BKC), 102
Bandra-Worli Sea-link, 103
Bargaining and decision costs, 70–72
Bhau Daji Lad Museum, 105
Bhopal gas leak disaster (1984), 132–133
Bibliometric analysis, 50
Bibliometric review (BR), 36–37
'Body Shop' organisation, 162
Boosterism, 157–158
Bottom-up approach, 136
British Medical Association (BMA), 215
'British Nuclear Fuels' organisation, 162
Business-as-usual scenario (BAU scenario), 128

Carrying capacity, 165
Caste system, 144
Centre for Asia Pacific Aviation (CAPA), 14
Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, 105
Citation analysis, 42–43
Climate change, 190
Co-authorship analysis, 39, 41
Co-citation analysis, 39
Co-occurrence of author keywords, 39–41
Coastal tourism, rising sealevels and impact on, 192–193
Colonial consciousness, 129
Colonial discourse theory, 129
Community-based practices, 112
Community-Led Local Development (CLLD), 146
Confederation of Indian Industry (CII), 91, 192
Cost-benefit theory, 70
Country Brand Index (CBI), 22–23
COVID-19, 143–144, 199–200, 213–214, 232
  emerging crises, 78–79
  in Europe, 233–234
  expansion, 233
  infections, 111–112
  lockdown, 120
  pandemic, 78–79, 86–87
  safe tourism suggestions in, 206–207
  and scope of responsible tourism, 160
Culinary tourism, 72–73
Cultural heritage, 114–115
Cultural hybridisation, 61
Cultural tourism, 59–60

Darjeeling War Memorial, 133–134
Dark tourism, 126
  contemporary dark tourism in India, 131–134
  globalisation, ideological movements, and rise of, 128–131
  highlighting and promoting folkloric traditions and storytelling, 135–136

in India, 126–134
pilgrimage nexus, 127–128
recommendations and future directions, 134–139
responsible marketing narratives in, 138–139
as shared socio-cultural heritage experience and avoiding dissonance, 135
social sustainability, 136–137
in tourism planning and development initiatives, 137–138
Dekho Apna Desh, 5, 7
Deputy Director General (DDG), 5
Destination choice, 73
Destination image formation, 87–88
Destination management, 173–174
Dharavi, distinctive otherness of, 28
Digital tools, 62
Digital tourism solutions, 62
Digitalization in wellness tourism, 62
Domestic tourism for Indians, 207
Domestic tourists, 131–132
Domestic traveller, tourism for, 5

E-tourism, 175
Economic exchange, 70
Economic responsibility, 163
El Nino-Southern Oscillation (ENSO), 188
Electronic Word-of-Mouth (eWOM), 235–236
Elephanta Caves, 103
Enclosed tourism, restrictions in, 227
Environmental responsibility, 163
Ethics, 137–138
Europe, COVID-19 in, 233–234
European Landscape Convention, 114–115
European Union (EU), 146
Digital COVID Certificate initiative, 233–234
Expedia, 133, 236–237
Experience economy in rural India, 146–148
External Affairs Minister (EAM), 13–14

Familiarity tourists (FAM tourists), 11
Films, India in, 237
Flights, 236–237
Food, 69–70
experience, 84–85
marketing, 84
tourism, 72–73
Food Safety and Standards Act of 2006, 86
Food Safety Standards Authority of India, 91
'Forced Labor' by Berlin History Workshop, 120
Foreign Tourist Arrivals (FTA), 5, 35
arrivals, 7
for future, 14–15
metrics, 9
success, 7–9
Framework Convention on the Value of Heritage for Society, 114–115
Fun-filled experiences, 134

Gastro tourism, 72–73
Gastronomic experience, 69–70, 74–76
Gastronomic tourism, 70, 72–73
challenges, 85–87
conceptual framework for future research, 76
COVID-19 pandemic and other emerging crises, 78–79
definition and evolution of, 83–84
emerging trends and practices in utilisation of vlogging, 88–90
future research, 77–78
literature review and methodology, 70
opportunities, 84–85
recommendations to MOT, GOI, on utilisation of vlogging to, 90–92

sources of transaction costs, and benefits in, 76–77
tourist experience with Indian gastronomy, 74–76
and transaction costs and benefits evaluation, 73–74
transaction costs and benefits in food decisions, 70–72
vlogging in gastronomic tourism promotion, 87–88
Gateway of India, 103
Generic tourism scenario, 4
Geographical identification (GI), 84–85
Geographical indicator (GI), 75
GI Act of 1999, 75
Government of India (GoI), 5
Gross domestic product (GDP), 21–22, 152

Help Tourism (community-led programme), 145–146
Heritage, 97–98, 112, 127–128
Heritage tourism, 112–113, 115
in India, 115–116
sustainable future, 121–122
sustainable model for, 116–117
Heritage walks, 112–113, 116–117
and accessibility, 118
and activism, 118–119
and audience, 119–120
and communities, 119
and digitalisation, 120–121
and ecological consciousness, 119
and experiential awareness, 117–118
Hippie movement, 130–131
Holistic wellness, 57, 60
Hospitality management, 35

Inbound tourism, 22–24
'Incredible Indian' brand campaign, 22–23
'Incredible Tiffin' campaign, 74
India
attracting tourists to, 235–237
dark tourism in, 126–134
in films, 237
gastronomic tourism in, 70
heritage tourism in, 115–116
Inbound tourism, 9
in international context, 235
issues and challenges of responsible tourism in, 164–165
measures adopted by, 226
in social media, 235–236
Indian cuisines, 85
Indian food culture, 75–76
Indian Foreign Services (IFS), 14
Indian heritage tourism, 113
Indian initiatives, 177–182
Indian missions for tourism promotion, 13–14
Indian monsoon, 188
Indian National Trust for Art and Cultural Heritage (INTACH), 115–116
Indian tourism, 21, 29, 33–34, 219, 238–239
bibliometric review and systematic literature review, 36–37
competitiveness benchmark, 25
data analysis, 38–39
data collection, 37–38
differences, 22–23
distinctive otherness of Dharavi, 28
emerging research themes using SLR, 43–48
extremism of tourist experiences, 27–28
findings, 39–43
future directions, 48–49
global perception, 26–27
governance, policies and opportunities, 25–26
importance of Indian Travel Market in World Tourism, 24
insiders and outsiders perspectives, 23
methodology, 37–39
middle-class perspective, 25
paradigms, 36

robust demand for niche tourism products, 24–25
solo travellers, 28–29
studies on, 36
study limitations, 49–50
tourist gaze in India, 27
tourist safety framework for, 204–206
Indian tourism and hospitality (ITH), 34
progress in ITH literature, 40
research in, 35–36
Indian tourists, 23–24
Information and communication technologies (ICT), 174–175
Information costs, 72
Information search costs, 70
'Innovest' US-based Investment advising entity, 162
Insiders perspectives of Indian tourism, 23
Institute for Management Development (IMD), 175
Intangible cultural heritage, 112
Intelligent destination, 184
International Air Transport Association (IATA), 14
International Monitory Fund (IMF), 23–24
International tourists, 75–76, 84, 98

Jaipur Rugs Foundation, 145–146
Jehangir Art Gallery, 105
Job/employment and skill oriented measures, 225

Kala Ghoda Arts Festival, 116
Kargil War memorial in Jammu & Kashmir, 133–134
Kerala Tourism Mart (KTM), 8
Kohima War Cemetery in Nagaland, 134
Korea Tourism Organization (KTO), 89
KUNA (Kuwait-based news agency), 26–27

Leading journals, 39–40
Leisure tourism destinations, 98
Liaison Entre Actions de De´ veloppement de l'E´ conomieRurale (LEADER), 146
LK Jha Committee, 9–13
Low-cost carriers (LCCs), 193–194

Mani Bhavan Gandhi Museum, 105
Marina Drive, 103, 106
Marketing campaigns, 74
MERS, 232
Metrics, 4–5, 7
Middle-income countries (MICs), 23–24
Ministry of Tourism (MoT), 5, 15, 204
Monitoring and enforcement costs, 70
Morgan House, 133
Multaka Project, 120
Mumbai, urban tourism in, 98–99, 101

National Association of Street Vendors, 91
National Crime Records Bureau (NCRB), 144
National Museum of Indian Cinema, 105
Nehru centre, 106
Nehru Centre and Planetarium, 105
New Film Museum, 106
Non-Resident Indian community (NRI community), 189

Online travel agencies (OTAs), 236–237
Orientalism, 129–130
Outbound tourism, 22–24
Outsiders perspectives of Indian tourism, 23
Overseas promotion, 7–9
Overseas Tourism Offices (OTO), 10–11

Overtourism, 98, 158–159

Pakistan, gastronomic tourism in, 90
Pakistan's National Tourism Coordination Board (PNTCB), 90
Pandemic
  economic impact, 216–219
  global context, 216–218
  Indian context, 218–219
  social and psychological impact of, 214–215
  strategies to revive tourism under pandemic, 226–227
Perceived authenticity, 61–62
Phenomenological theory, 73
Philippines, gastronomic tourism in, 89
Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD), 5
Policing and enforcement costs, 71–72
Post-COVID-19 future, 92, 121–122
Post-monsoon season, 188
Postcolonial lens, 126
Preferred reporting items for systematic reviews and meta-analyses approach (PRISMA approach), 37–38
Private sectors, 207
  stakeholders, 10–11
Public sectors, 207
Public-Private Partnership (PPP), 26

Quality Council of India (QCI), 200
Quality overseas tourism promotion, 7–9

Registered tourist guides, scheme for, 226
Reiseangst (fear of travel), 214
Resilience, 213
Responsible cultural tourism, 113
Responsible marketing narratives in dark tourism, 138–139
Responsible tourism (*see also* Safe tourism), 116, 120–121, 159–160
  antithesis of, 158–159
  COVID-19 and scope of, 160
  in Indian context, 160–162
  issues and challenges, 164–165
  in Kerala, 163–164
  models, 162–163
  practical implications, 165–167
Return on investment (RoI), 12
'Risk-seeking' tourists, 203
Rural creative hubs, 150
Rural middle class (RMC), 148–149
  illustrative examples, 151–152
Rural Non-Farm Economy (RNFE), 144
Rural tourism (*see also* Urban tourism), 143
  conceptual framework, 148–151
  experience economy in rural India, 146–148
  key impediments to, 145

Safe tourism
  phased approach for, 207
  suggestions in COVID-19, 206–207
Safety and Security in tourism, 200, 202–203
Safety education, 205
Safety regulation, 206
Safety system, 206
Safety technology, 205–206
Safety threatening factors, 201–202
SARS, 232
Scopus database, 37
Search and information costs (SIC), 71–72
Sewol ferry disaster, 203
Skyscanner, 236–237
Slum tourism, 98
Slum tours, 105
Smart city, 174–175
  evolutionary pattern of global smart cities, 176–177

Smart tourism (*see also* Responsible tourism), 174–175
challenges and opportunities, 183–184
city global highlights, 178–180
Indian initiatives, 177–182
motivations, 182–183
recommendations, 184–185
smart experience, 175–176
Smart Traveller Enrolment Program (STEP), 205–206
'SmartCulTour', 119
Social distancing, 233
Social media, India in, 235–236
Social responsibility, 163
Social sustainability, 136–137
Solo travellers, 28–29
Sonoma Ashram Foundation, 131
South Korea, gastronomic tourism in, 89
Spa, 61–62
Stakeholder collaboration, 176
Sustainability, 115, 126, 158
Sustainable Hyderabad Project, 91
Sustainable tourism, 159–160
'Swachh Bharat Abhiyan' in 2014, 205
Swadesh Darshan Scheme, 5
Swadesh Darshan Scheme, 115
System for Assessment, Awareness & Training for Hospitality Industry (SAATHI), 200
Systematic literature review (SLR), 36–37
from 1976 to 1990, 44
from 1991 to 1999, 44–46
from 2000 to 2010, 46–47
from 2011 to 2019, 47
from 2020 to 2021, 47–48
emerging research themes using, 43–48

Targeted marketing and promotion, 75
Tawang War Memorial in Arunachal Pradesh, 133–134
Territorial Intelligence (TI), 177
Theory of planned behaviour, 73
Theory of reasoned action, 73
'3M' organisation, 162
3S India campaigns, 207
Thrill-seeking superficial experiences, 134
Tourism, 4, 112, 143–144, 157–158, 214
for domestic traveller, 5
global guidelines for tourism recovery, 220–226
human touch to tourism promotion, 13
innovation, 174
measures and initiatives to restart, 225–226
in Mumbai, 101–102
priorities for tourism recovery, 219
research, 37, 39–40
revival, 220
strategies to revive tourism under pandemic, 226–227
supply, 98
tackling tourism economy, 219–226
trends, 189–190
Tourism, Travel and Hospitality (TTH), 4
'Tourism Development Plan Mumbai', 106–107
Tourism Recreation Research (TRR), 39–40
Tourism safety, 200–201, 203–204
framework for Indian Tourism, 204–206
Tourist visa, relaxation of, 226
Tourists, 98, 103, 201, 203
experience with Indian gastronomy, 74–76
gaze in India, 27
Transaction costs, 79
and benefits in food decisions, 70–72
economics, 70
Transformational experiences, 149
Travel and tourism competitiveness, 202–203
Travel and Tourism Competitiveness Index (TTCI), 5–7

Travel and Tourism Stakeholders (TTS), 226
  scheme for, 226
Travel intention, 88
TripAdvisor, 103, 105–106, 133, 235–236
Triple bottom line (3BL), 162

United Nations World Tourism Organization (UNWTO), 84
United Nations World Travel Organisation, 35
Urban tourism (*see also* Rural tourism), 97–98
  assets and marketing, 102–105
  demand side and consumption patterns, 105–106
  in megacities, 98–99
  in Mumbai, 99–101
  planning and development, 106–107
User-generated content (UGC) (*see* Electronic Word-of-Mouth (eWOM))

Victorian Gothic, 103
Virtual dark tourism, 139
Virtual platforms for local business, 227
Virtual Reality (VR), 182
Visit friends and relatives (VFR), 7
Visiting friends and relatives (VFR), 24
Vloggers, 88–89
Vlogging in gastronomic tourism promotion, 87–88
Vlogs
  and destination image formation, 87–88
  and travel intention, 88
  WOM, 88
VOSViewer, 38–41

Weather and climate
  adaptation and resilience in changing climate, 195–196
  change impact on tourism infrastructure, 193–195
  changes to climate in Indian subcontinent and tourism trends, 189–190
  geography of India and influence on, 188–189
  monsoon rains and impact on tourism, 191–192
  rising sealevels and impact on coastal tourism, 192–193
  temperature changes and impact on tourism, 190–191
Well-being tourism, 60
Wellness products and services, 57
Wellness services, authenticity and quality of, 61
Wellness tourism sector in India, 57
  authenticity and quality of wellness services, 61
  conceptual background and current trends, 59–61
  current risks and challenges of tourism, 58–59
  current state, 62–63
  digitalization in, 62
Wellness tourists, 58, 60
Wine tourism, 72–73
Women travellers, 201
Women's Indian Chamber of Commerce and Industry (WICCI), 151
Word-of-mouth (WOM), 88
World Heritage City of Bamberg in Germany, 120
World Heritage Status, 115–116
World Tourism and Travel Council (WTTC), 4
  regional overview, 4

Yoga centres, 61

'Zespri' organisation, 162