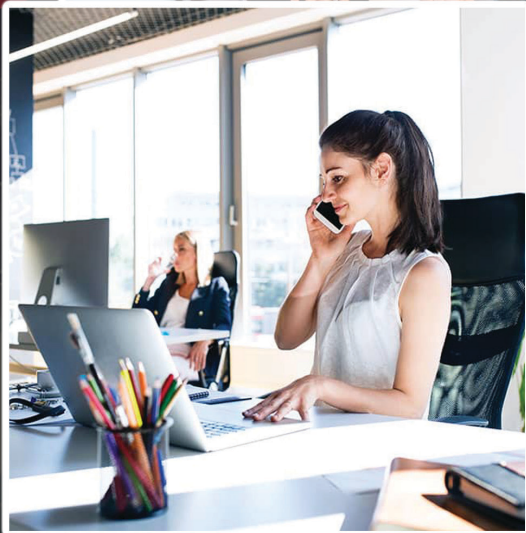
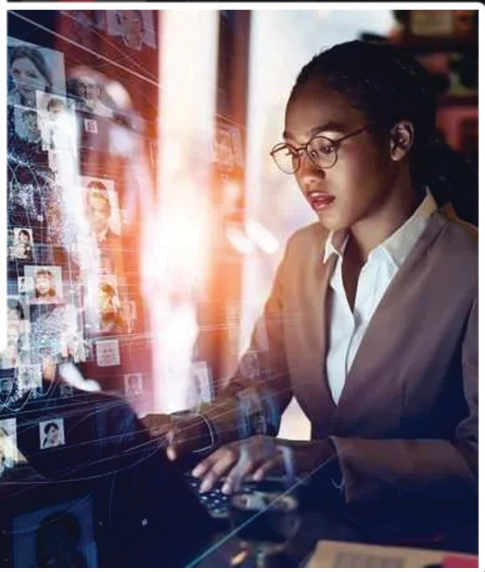


# Recent Trends in Business Management



**Prof. (Dr.) Arti Chandani**

**Dr. Rizwana Atiq**

**Dr. Prashant Ubarhande**

**Dr. Mohit Pathak**

**Ms. Smita Pande**

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# The Tourism Service Industry in India

## CHAPTER THREE

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### Abstract

Tourism in India has emerged as a significant contributor to the economy, offering a diverse range of attractions including historical monuments, natural landscapes, cultural heritage, and spiritual destinations. This abstract presents an overview of the current state of tourism services in India, highlighting key aspects such as infrastructure, technology adoption, sustainability practices, and marketing strategies. Wellness tourism focuses on holistic healing and rejuvenation, drawing visitors to yoga retreats, Ayurvedic resorts, and spa treatments. Eco-tourism initiatives promote sustainable practices and responsible travel, encouraging visits to national parks, wildlife sanctuaries, and eco-friendly accommodations. Overall, the tourism service industry in India is a significant contributor to the economy, providing employment opportunities and fostering cultural exchange while striving towards sustainability and responsible tourism practices.

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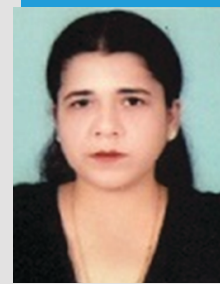
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Dr. Rizwana Atiq is an Associate Professor in Integral Business School, Integral University, Lucknow. She has more than 20 years of experience in teaching and research. She has published more than 20 papers in journals. She has taught International Marketing, Advertising and sales, Organizational Behavior and Services Marketing.



**Dr. Rizwana Atiq**



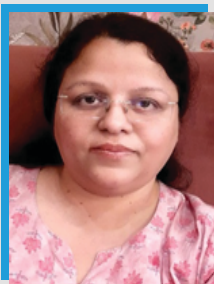
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