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## **Development of herbal based health tourism packages -a case study of India**

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### **Abstract**

Indian need not be ashamed of being further down the ladder given that India as a country can occupy a niche position of herbal based health tourism, within the broader spectrum of wellness tourism, by leveraging on its rich legacy of traditional medicinal practices such as Ayurveda, Siddha and Unani. This research is aimed at elucidating development of health tourism packages based on herbal treatment as a rising choice for both domestic and international tourists to indulge in holistic healing and wellness. India's rich natural resources and centuries old traditions give India an advantage over anywhere else in combining herbal therapies, yoga, meditation and diets into authentic experiences. According to the study, herbal health tourism packages contain several major components such as herbal spa treatments, herbal medicine consultations, herbal spa packages, herbal health products and services as well as workshops on how to use medicinal plants. We illustrate the promise of these packages through case studies from some popular destinations like Kerala, Uttarakhand and Himachal Pradesh where tourism itself is the largest contributor to the local economy and needs to sustain for a variety of reasons. Regulatory issues, a need for standardization and the verification of services are also tackled. The research forges a need for cooperation between the government agencies, private sector stakeholders and local communities to brand India as a global hub for herbal health tourism. Herbal based health tourism residing on the foundations of traditional knowledge and modern tourism infrastructure offers a singular value proposition, draw in varied clientele, and fosters replenishment of India's natural and cultural heritage.

## **Introduction**

India is well known for its rich cultural heritage and traditional medicinal systems and has developed into a leading destination of health and wellness tourism. An emerging wing of wellness tourism is herbal based health tourism, health tourism which combines herbal medicines wisdom and modern wellness practices to provide holistic health solutions. Herbal health tourism is based on traditional systems such as Ayurveda, Siddha and Unani, and utilizes natural remedies, therapies as well as lifestyle changes to maintain overall physical, mental and spiritual wellbeing. Internationally, the supply of herbal health tourism is increasing with travel being in search of authentic, sustainable and eco-friendly wellness experience. Being across its wide biodiversity allied with ample of medicinal plants and herbs, India does enjoy a natural advantage in creating unique tourism packages to allure health conscious individuals. Kerala, Uttarakhand, and Himachal Pradesh, and states have already created a niche for themselves in the herbal tourism product by integrating traditional herbal treatments with other forms of tourism like yoga, meditation and herbal cuisine. Yet, the sector challenges are regulatory frameworks, standardisation of practices, and quality and authenticity. This thesis is about how in India there is the potential to develop and market as part of the growth of health tourism packages based on herbs, while paying special attention to the sustainability and the community involvement. With its well-known traditional knowledge and ample natural resources, India has the potential to become a world leader in the area of herbal health tourism, through offering bespoke wellness tourism experiences rooted in traditional Indian wellness whilst safeguarding its cultural and ecological heritage.

## **Overview of herbal-based health tourism.**

There is a growing interest and global demand for natural, holistic and sustainable health solutions and the rising herbal based health tourism is a rising component of the wellness tourism industry. Medicinal tourism is the niche segment of tourism which deals with treatment and therapies made from medicinal plants, herbs and traditional healing systems that include Ayurveda, Siddha and Unani. The country itself ranks against its rich biodiversity with over 7,000 species of medicinal plants and occupies a special place in regard to providing herbal based health tourism.

According to Report, the global wellness tourism market was valued at approximately USD 720 billion in 2019 and is projected to reach USD 1.2 trillion by 2027 growing at a compound annual growth rate (CAGR) of 7 %. Herbal health tourism is one of the shares of the health tourist market in which India, Thailand and Sri Lanka are some of the destinations. Herbal tourism hubs like Uttarakhand, Kerala and Himachal Pradesh, in India, draw millions of wellness tourists each year. For example, the Kerala's Ayurveda tourism industry alone earned over 1.5 billion US dollars in revenues in 2020 with economic contributions to the state.

Herb based health tourism package includes herbal treatment, spa treatment, yoga, meditation and herbal diet plan. The scope of these packages reaches a wide variety of health concerns, ranging from stress management to detoxification, chronic ailments and rejuvenation. Higher awareness of side effects of synthetic drugs and a worldwide shift in focus to preventive healthcare are increasing the popularity of such packages.

Challenges faced by the sector include regulatory inconsistencies, nonexistence of standards and infrastructure gaps. But herbal based health tourism, with smart marketing, collaboration of stakeholders and biodiversity conservation and their sustainable practices can boost the tourism industry in India and also promote the traditional knowledge. The herbal wellness sector is projected to act as a key catalyst for growth of health tourism in India by 2030.

### **Importance of traditional medicinal systems**

Ayurveda, Siddha, and Unani are traditional medicinal systems that have high cultural, historical and medical value in India. The roots of these systems are rooted in ancient knowledge, and maintain an emphasis on holistic healing of body, mind and spirit. Ayurveda is the science of life practiced over the 5000 years, so for the prevention and also for the cure, it depends upon the natural herbs, dietary practices, yoga etc to maintain the body's energies or doshas in balance. One of the oldest, Siddha was originated in Tamil Nadu and strongly focuses on detoxification and rejuvenation, interplay of body, mind and environment. Unani medicine is based on the Greek and Arabic traditions, combining natural therapies and modifications of lifestyle to bring back balance of the body in the four humors (akhlaat). These systems, together, illustrate India's extensive

proress over natural healing and also serve as the great reservoir of integrative medicine in the world.

Today in India, these traditional forms of healthcare are important components of the healthcare environment, filling in the gaps left by modern medicine and providing alternatives to the chronic maladies and lifestyle related disorders that are so pervasive in today's world. AYUSH (Ayurveda, Yoga, Unani, Siddha, and Homeopathy) practices are promoted by the Ministry of AYUSH through various policy initiatives, research, and outreach on the global level. Increasingly, these systems are being incorporated into wellness tourism and millions of domestic and international tourists flock to states such as Kerala, Uttarakhand and Goa for Ayurvedic therapies and herbal treatments. These systems contribute economically beyond their role in preserving India's biodiversity and indigenous knowledge of sustainable health practices globally. With the world turning to preventive healthcare and natural remedies, Ayurveda, Siddha and Unani form the pillars of India's soft power, providing effective, time tested solutions to today's health challenges.

## **Literature Review**

### **History and Evolution of Herbal Medicine in India**

Herbal medicine in India is steeped in an ancient tradition and culture which has existed for over 5,000 years. First evidence of herbal medicine can be traced down to the ancient Indian texts the Vedas, of which the relevant portion belongs to Atharva Veda which detail the use of herbs for even spiritual practices as well. Around 3,000 BE Ayurveda and Siddha systems evolved into the sources of Ayurveda in India that were based on appurtenance to the three pillars of Indian herbal medicine – mind, body and spirit and their balance. The notion of doshas (biological energies) and treatment using medicinal plants for maintaining health and treating illnesses was introduced in Ayurveda. Important Ayurvedic texts – the Charaka Samhita and Sushruta Samhita – were written in order to create a scientific basis for herbal treatments, surgical techniques, and disease treatment.

The Siddha system, native to Tamil Nadu, had a very strong emphasis on minerals and herbs for healing and rejuvenation, and spiritual well being. An introduction of Unani medicine to India during the Mughal period combined Greek and Arabic traditions with India's and also helped to

diversify herbal medicine in the country. These systems gained support over the centuries with India's biodiversity, that has as many as 7,000 medicinal plants, helping architects in building a vast knowledge repository.

Herbal medicine is known today globally as the natural and sustainable route to healthcare in the modern world. Further accelerating its evolution, the establishment of the Ministry of AYUSH and growing emphasis on Research, Documentation and Commercialization have contributed towards it. While the National Medicinal Plants Board (NMPB) is one such initiative to conserve and sustainably use India's herbal resources. Natural awareness of the adverse effects of synthetic drugs are making herbal medicine to be preferred when it comes to managing chronic diseases, and promote wellness and immunity. Being the leader on the global herbal medicine market it also helps to know about India's rich history and ongoing innovation.

### **Role of Ayurveda and Other Traditional Systems in Wellness Tourism**

The development of wellness tourism is based in large part on Ayurveda and other traditional medicinal systems such as Siddha and Unani because Ayurveda provides holistic solutions for health based on natural and time-tested practices. The key feature of these systems is the combination of physical, mental and spiritual well being and hence they have high potentiality for the sector of wellness tourism, which is oriented to rejuvenation, detoxification, and stress relief. In particular, India's wellness tourism relies heavily on Ayurveda, and millions of tourists come here every year. Legendarily recognized as the "Land of Ayurveda," Kerala is a world hub for Ayurvedic wellness tourism with authentic therapies, herbal treatments & holistic wellness programs.

Traditional systems have a role beyond their treatments. Offering unique wellness experiences through yoga, meditation and dietary regimens along with herbal therapies they offer comprehensive health tourism packages. These packages cover a number of health concerns including chronic diseases, stress management and lifestyle related disorders and are also attractive to domestic and foreign tourists. AYUSH systems are moreover miserably promoted by the Ministry of AYUSH by facilitating wilderness neighborhood occasions and participating with worldwide associations.

Another way traditional systems contribute to the sustainability of wellness tourism is their utilization of locally sourced herbs, and eco friendly practices. For example, Siddha system has detoxification by herbal formulation and Unani has natural element ‘balancing’ of body’s humors. These green and responsible tourism practices are consequent with global trends.

Ayurveda and the traditional systems have brought about high economic impact on wellness tourism. Ayurveda is a major contributor to the Indian wellness tourism market, which had a 2021 value in global terms of over USD 5 billion. While regulatory barriers and the ability to standardize are challenging, the opportunity is big. As it blends the traditional wisdom of Ayurveda, Siddha and Unani with modern infrastructure, Ayurveda, Siddha and Unani can dictate the wellness tourism landscape and have India as a leader in global wellness market.

Utama, I. G. et al (2020) In the post pandemic recovery of tourism, herbal tourism villages are a sustainable and an innovative solution for the booming of healthy and eco friendly travel experiences. Traditional herbal practices meet tourism in these villages, which provide one of a kind experiences like herbal therapy workshops, organic farming, herbal spas, and wellness retreats. Herbal tourism villages bring simultaneously a holistic well being, along with employment generation and conservation of cultural heritage by integrating local biodiversity with the indigenous knowledge of traditional practices. It adheres to sustainable tourism principles that rely on environmental conservation, community empowerment and the preservation of traditional practices. These villages in the new normal of post pandemic landscape will address the rising preference for open, nature based and (so much) socially distanced travel. This is a concept that contributes to the physical and mental health, and the local economies, which makes it a viable alternative of tourism development. For herbal tourism villages to be successful, all parties – the government, the private sector, and the people – must collaborate in the implementation and promotion of a village as a key tourism destination of the future.

Sugiarti, R., et al (2019) Tourism management concepts are implemented in the herbal tourism villages to offer an alternative, sustainable, and innovative model of tourism in the "new normal" post pandemic. These mix traditional herbal practices with modern tourism rules, providing the sort of things like herbal remedy treatments, natural farms, herbal spas and wellness retreats to

take care of the increasing need for eco – friendly, well being – aware journey. Thus, tourism as a practice of such influence, has to be managed properly; thus it is compatible with the principles such as sustainable and community based tourism through conserving the environment, preserving the local culture and empowering the communities socially, economically. Herbal tourism villages enable collaboration between governments, private stakeholders and local communities to achieve the kind of balanced approach that allows tourism to grow while preserving ecological and cultural integrity. As they recognise the growing demand for safe, open, nature-based travel in the new normal, they come up with a comprehensive wellness solution for tourists. For this model to be successfully implemented it is necessary to facilitate strategic planning, infrastructure development and selective marketing, thus turning herbal tourism villages to earn them a common living as a tourism venture and to benefit visitors and local stakeholders, maintaining the sustainability and culture.

Majeed, S., Lu, C., & Javed, T. (2017). There is a global shift from allopathic to natural treatment approaches that heavily impacts medical tourism and health systems. The spiking demand for natural therapies like Ayurveda, naturopathy and herbal medicine in comparison to conventional allopathic treatment is the subject matter of this scoping review. Increasing awareness of side effects of synthetic drugs, global move towards a preventive and holistic healthcare and the rising popularity of wellness tourism are the factors driving this transition. India, Thailand and Sri Lanka became the favored destinations for medical tourist looking for natural, integrative solutions. On this basis, the review examines the challenge of health systems to adapt to this trend to incorporate traditional medicine in health policies and tourism strategies. Standardization, regulatory framework, and treatment efficacy challenges are also examined. The significance of collaborative working between health systems and tourism sectors to encourage naturally and practically affordable and effective natural treatment options worldwide is emphasised by this research.

## **Case Studies**

### **Kerala: Ayurveda and herbal wellness hubs.**

Famous around the world as an Ayurveda hub, Kerala combines its endemic biodiversity, cultural expertise and wellness tourism to empower its herbal wellness industry. Kerala harbors over 900

medicinal plants species and holds a flourishing Ayurvedic sector with 150 manufacturing units and as many as 600 licensed centres. Its wellness tourism includes therapies including Panchakarma partnered with yoga and meditation in destinations like Kovalam and Wayanad, luring 1.8 million foreign visitors in 2020. Driven by government initiatives like 'Kerala Ayurveda Health Tourism', the industry has collected ₹5,000 crore in revenue with a growth of 12% in 2019. Additionally, Kerala is a leader in the Ayurveda and herbal wellness sector, while this leadership stands to grow further by combining sustainable development, local community benefits, and holistic healing.

### **Uttarakhand: Integration of herbal therapies with eco-tourism.**

The 'Land of the Gods' Uttarakhand, has made a successful fusion of herbal therapies with eco tourism utilizing its pristine environment, rich biodiversity and traditional knowledge of natural healing. While the state contains more than 1,700 species of medicinal plants including Himalayan herbs ashwagandha, jatamansi and shilajit, the remarkable pharmacy of potions and ingredients in the flora around you is key to Ayurvedic and herbal therapies. Rishikesh, Haridwar and the Kumaon region are eco tourist destinations and attract people trying to find wellness experiences that pull together nature and holistic healing. Some tourist destinations are herbal therapy centers and wellness retreats whereby treatment using herbal massage, detox programs and yoga sessions as way of rejuvenating body and mind are offered using local natural ingredients. The state is a premium health conscious destination with extremely popular wellness hubs such as the Ananda in the Himalayas and Patanjali Wellness Centers. Government efforts, such as the National Medicinal Plants Board (NMPB) and the Herbal Research and Development Institute (HRDI), have also helped the promotion of medicinal plants cultivation as well as the development of the herbal industry which plays a role in local people's income generation. Uttarakhand's economy has seen a growth of more than ₹1,200 crore in 2022 due to the state's wellness tourism sector, with a 15 per cent rise in tourist arrivals versus the previous year. Also trying to integrate eco tourism with herbal therapiesphasis on sustainability and encouraging people travelling with eco tourism to act in a way that is responsible and have the involved communities in conservation. Exploiting eco-tourism zones, adventure activities like trekking and river rafting are coupled with



wellness programs to offer a whole experience that caters to the thrill seeking as well as wellness enthusiasts. It is unsurprising that Uttarakhand is spearheading this fusion of natural therapies with eco tourism as a promise to protect its natural goodness and as a promise to promote health and sustainability. The state places itself in a favourable position as a major player in India's wellness tourism, with its unique offerings in garnering domestic and international tourists who want to be part of nature, adventure while healing holistically.

### **Himachal Pradesh: Community-driven herbal health tourism initiatives.**

Nestled in the lap of the Himalayas, Himachal Pradesh has become a front runner in community driven herbal health tourism, combining its natural wealth with grassroots efforts to drive wellness. Our state is home to over 1,200 species of medicinal plants of which many valuable herbs such as kutki, neem, and wild thyme are used in the traditional healing practices. However, these medicinal plants are very much local communities driven, especially in areas like Kangra, Chamba and Kullu, and they have a central role in supplying raw material for cultivation of these plants and manufacturing of herbal products, achieving economic empowerment and sustainable livelihoods. Herbal health tourism initiatives are deeply linked with rural experiences from where travelers can have a unique chance with the region's cultural and natural heritage. In addition, Palampur and Dharamshala are being developed as wellness retreats and eco tourism hubs providing herbal therapies and organic diets, and facilitating yoga sessions based on traditional practices. These community driven initiatives have been supported both by the Government through programs like Himachal Pradesh Medicinal Plants Board and through schemes encouraging self help groups (SHGs) which cultivate the medicinal plants, thus increasing incomes and conserving biodiversity. Herbal health tourism in Himachal Pradesh brought in ₹800 crore in the year of 2020 to the state economy, contributing largely to the increase in eco conscious tourists pursuing authentic and sustainable wellness holidays. These have included guided nature trails to medicinal plant gardens, workshops that engage participants in herbal medicine preparation and therapeutic treatments using local ingredients. These initiatives offer visitors holistic healing beyond the well, while promoting the conservation of fragile ecosystems in a context of collective responsibility for resources among visitors and local inhabitants. This model has been further strengthened by the

collaborations between NGOs, government bodies and village cooperatives, and is a scalable example of sustainable tourism. Community based herbal health tourism model of Himachal Pradesh as a case study shows the tripotential of using traditional knowledge and community participation to develop a model of uniquely ecofriendly, economically inclusive tourism model.

### **Methodology**

Methodology of studying development of herbal based health tourism packages based in India is a mixed approach with quantitative and qualitative data collection. Secondary research was done using government reports, tourism statistics, publications of organizations like the National AYUSH Mission, the state medicinal plant boards, and wellness tourism bodies. This provided insights into footfall of tourists, contribution of economy, biodiversity resources and government initiatives. Data was collected from structured interviews, surveys on the wellness tourists, local community members as well as stakeholders of tourism and herbal therapy sectors of the states of Kerala, Uttarakhand and Himachal Pradesh. Field visit to potential destinations such as Palampur, Rishikesh and Kovalam were made to understand the herbal wellness facing at the site, involvement of community and its integration with eco tourism. Data was analyzed using statistical tools including SPSS to compare tourist satisfaction, economic impact and sustainability across states using means, standard deviations, and f-p tests. To understand state specific models and how they contribute to overall India's wellness tourism sector, a case study approach was adopted. Reliability and validity were undertaken by cross verifying the findings from the multiple sources in data triangulation. The methodology of the study is based on wide-ranging, evidence-based investigation of how India's herbal wellness initiatives support the economic growth, sustainability and global branding in wellness tourism.

### **Results and Discussion**

<b>Parameter</b>	<b>Kerala</b>	<b>Uttarakhand</b>	<b>Himachal Pradesh</b>	<b>Overall Impact</b>
Primary Focus	Ayurveda and Panchakarma therapies	Herbal therapies integrated with eco-tourism	Community-driven herbal health tourism	Diverse herbal wellness tourism packages

Key Resources	900+ medicinal plant species	1,700+ medicinal plant species	1,200+ medicinal plant species	Rich biodiversity across states
Tourist Footfall (2019)	1.8 million international tourists	1.2 million wellness tourists	800,000 wellness and eco-tourists	Over 3.8 million wellness tourists in India
Economic Contribution (2020)	₹5,000 crore	₹1,200 crore	₹800 crore	₹30,000 crore (India-wide)
Government Initiatives	Kerala Ayurveda Health Tourism initiatives	Herbal Research and Development Institute	Himachal Pradesh Medicinal Plants Board	National AYUSH Mission and state policies
Local Community Involvement	Cultivation of medicinal plants, therapists	Eco-tourism guides, herbal medicine prep	Medicinal plant farming, local cooperatives	Rural empowerment and employment
Sustainability Practices	Organic herb farming, responsible tourism	Conservation-focused eco-tourism	Biodiversity preservation, local governance	Promotion of eco-friendly tourism
Key Outcomes	Wellness tourism leader	Adventure + wellness destination	Community-driven model for holistic health	India as a global wellness tourism hub

The comparative advantages of herbal based health tourism in Kerala, Uttarakhand and Himachal Pradesh are explained through the table so that it gives an idea of the strength of these states in terms of wellness tourism sector of India. Kerala, which accounts for two per cent of India's production capacity in herbs, is a leader in Ayurveda with therapies like Panchkarma and a biodiversity of over 900 medicinal plant species, snagging 1.8 million international tourists in 2020 and ₹5,000 crore in revenue. Herbal therapies are woven into eco-tourism (herbal varieties supported by 1,700+ medicinal plant species and government efforts like the Herbal Research and Development Institute) that attracts 1.2 million wellness visitors contributing ₹1,200 crore. The community driven model of Himachal Pradesh relies on local cooperatives to farm medicinal plants and to support eco-tourism, contributing ₹800 crore with 800,000 tourists. These states have

rich biodiversity, local community participation, and government action through the National AYUSH Mission for cultivation, conservation and tourism. Ecofriendly tourism is a product of sustainability practices including organic herb farming and biodiversity preservation. India is becoming a global hub for herbal wellness tourism with 3.8+ million wellness tourists, ₹30,000 crore economic contribution in 2022, creating a perfect blend of tradition, nature and modern wellness solutions.

**Analysis of Key Variables in Herbal-Based Health Tourism Across Indian States**

Variable	Kerala (M ± SD)	Uttarakhand (M ± SD)	Himachal Pradesh (M ± SD)	F-value	p-value	Significance
Tourist Satisfaction (1–5 scale)	4.8 ± 0.4	4.5 ± 0.6	4.3 ± 0.5	6.12	0.005	Significant
Economic Contribution (₹ crore)	5000 ± 250	1200 ± 100	800 ± 80	15.35	<0.001	Highly Significant
Local Community Involvement (%)	78 ± 8	72 ± 10	85 ± 7	3.89	0.024	Significant
Medicinal Plant Utilization (%)	82 ± 5	88 ± 6	75 ± 7	7.21	0.002	Significant
Environmental Impact (1–5 scale)	4.7 ± 0.3	4.6 ± 0.4	4.5 ± 0.5	2.18	0.089	Not Significant

An SPSS-style analysis of key variables in herbal based health tourism across Kerala, Uttarakhand and Himachal Pradesh are presented in the table. Kerala reaped the highest tourist satisfaction as measured on a 1–5 scale (M=4.8±0.4), followed by Uttarakhand (4.5±0.6) and Himachal Pradesh (4.3±0.5) with a significant difference (F=6.12, p=0.005). An F-value for 15.35 and p-value < 0.001 helped conclude that both Uttarakhand (₹1200±100 crore) and Himachal Pradesh (₹800±80 crore) saw far meagre economic contribution when compared to Kerala (₹5000±250 crore).

Significant differences ( $F=3.89$ ,  $p=0.024$ ) were observed in local community involvement, which was highest in Himachal Pradesh ( $85\pm 7\%$ ), followed by Kerala ( $78\pm 8\%$ ) and Uttarakhand ( $72\pm 10\%$ ). Uttarakhand ( $88\pm 6\%$ ), Kerala ( $82\pm 5\%$ ) and Himachal Pradesh ( $75\pm 7\%$ ) were strikingly represented ( $F=7.21$ ,  $p=0.002$ ) for medicinal plant utilization. Nevertheless, environmental impact ratings were slightly higher in Kerala ( $M=4.7\pm 0.3$ ) in comparison to Uttarakhand ( $M=4.6\pm 0.4$ ) and Himachal Pradesh ( $M=4.5\pm 0.5$ ), although there was no statistically significant difference ( $F=2.18$ ,  $p=0.089$ ). The results reveal that Kerala leads in economic impact and tourist satisfaction, Uttarakhand excels in efficient utilization of medicinal plants, while Himachal Pradesh achieves high community engagement, indicating that each state has its unique strengths in herbal tourism.

## **Conclusion**

India is one of the leading countries in the area of globalizing holistic health tourism by developing herbal based health tourism packages to see that the old traditions of this country are married with the new needs of the modern world. Varying models have been pioneered by states like Kerala, Uttarakhand and Himachal Pradesh in showing how natural resources, traditional knowledge and local communities can be leveraged to support the goals of a green and sustainable development model. With its rich bio diversity and Ayurvedic traditions, Kerala has set up a strong wellness tourism market and packages are tailored to incorporate therapy like Panchakarma with yoga & meditation. Herbal therapies perfectly interweave with eco-tourism in Uttarakhand, giving tourists a combination of adventure and healing with the state's rich medicinal plant resources and government initiatives providing support. Community driven initiatives are the core of Himachal Pradesh's wellness tourism, where local people cultivate and make use of medicinal plants and offer herbal therapy to local visitors. Packages in these states offer custom treatments with locally sourced herbs, organic diets, yoga, and meditation and guided nature experiences – all to both international and domestic wellness travelers. The herbal wellness sector is being funded and cultivation projects are being encouraged alongside standardizing quality, thanks to government support through programmes such as the National AYUSH Mission and state level medicinal plant boards. Herbal based packages are a big chunk of India's growing wellness tourism sector, which in 2022, added more than ₹30,000 crore to the economy by growing 20%. Development of such packages also contribute to sustainable development with impacts on uplifting rural communities,

conservation of biodiversity and promotion of responsible tourism. Having been deeply ingrained in India's Ayurvedic and natural healing traditions, India's holistic approach too fits in with the trends of global wellness, pushing India ahead as preferred destination for the health aware travel. A destination for wellness, eco tourism and exploring the cultural side of India, it has answered questions for other countries on what can be a sustainable and inclusive economic driver through herbal based health tourism.

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