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Rajasthan India – An Ultimate Tourism Experience

By Yogesh Kumar

Rajasthan is the one of the most attractive destinations in India for both domestic and International

tourists. About 6 million people visit the State every year of which 9% are foreign tourists. On an average a domestic tourist spends Rs. 400 per day and an International tourist spends Rs. 800 a day (M/s. A. F. Ferguson & Company). Rajasthan being poorly endowed in terms of water availability depend on the non-farm sector to develop its economy and improve the quality of life of its people. Hence the development of tourism has great relevance.

Amazing legends of heroism and romance still resound from its equally amazing architecture, that still stands to narrate its tale of a bygone era. The magic of Rajasthan is unequalled in the world for its heritage, culture, safaris, sand dunes and lush green forests with its wildlife. Rajasthan is often expressed as huge open-air museum with relic so well preserved for the travellers and the curious of the day. It is action-packed with outdoors too; take a safari on horses, camels, elephants or even jeeps with the Aravalis – India's oldest mountain range in the backdrop, or caress your eyes on the sloppy sand dunes, or trail a tiger or just watch birds on wetland. Or you can choose to pamper yourself in the lavish heritage properties. Rajasthan has something for everyone, just choose your activity.

The magic of Rajasthan is unparallel in the world for its heritage, culture, safaris and sand dunes. Rajasthan is the land of Kings. It depicts the story of the great warriors and their chivalry, their romance, glory and tragedy. With invincible forts, magnificent palaces and serene lakes Rajasthan is truly called a land of valiance.

Rajasthan is known for its diversity in terms of natural resources, history and the people. The many forts and palaces, heritage hotels and attraction of travelling on the Palace On Wheels has been a unique selling proportion for tourists coming to the State. Colorful fairs and festivals are also greatly appreciated by visitors. The different ethnic culture of the people has proved to be a major attraction for visitors. The colorful attire of the people is a photographers delight. Today, Rajasthan is the image of India in the eyes of the tourism world. The unique desert environment in Western Rajasthan is a major attraction also. Rajasthan is an exotic destination visited by people interested in seeing something different, visiting unique place and participating in a joyous old culture.

The effort of the Government and Tourism Industry have been to improve the quality of the product and service available to the visiting tourists. This is being attempted by improving the dissemination of information; providing easier access through train, air and road transport; arranging for suitable accommodation; conservation of the Heritage forts, palaces and old monuments; improving the quality of service through Human Resource Development; developing ancillary leisure, entertainment and amusement facilities. With liberalization of the economy the role of the private sector in tourism is expected to grow manifold. The effort is to provide a conducive environment to increase private sector investment in the various joint sector. Some facilities are best developed wholly in the private sector, The effort of the Government of Rajasthan has been to create an investor and market friendly environment. This effort is most manifest in service sector activities like tourism.

As a part of the government effort to make a major thrust in improving the quality of the product and increasing the flow of tourists to the state, a series of measures have been attempted which should logically culminate in evolution of an investment plan for tourism which identifies areas in which

investment is expected to come in the Public Sector, Joint Sector and Private Sector.

If you want to explore Rajasthan you can visit the following site:

<http://www.rajasthan-india.in>

Yogesh is author and designer of the guide area of

<http://www.rajasthan-india.in>

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on tips about

Rajasthan Tour Packages

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Medical Tourism in India – Save Money and Get a Free Holiday!

By Stephen Todd

Medical tourism is the provision of competitively priced private medical care in collaboration with the tourism industry.

Patients can travel to India for surgery and other forms of healthcare and pay less than patients who stay in their own country.

Other highly attractive benefits include: The opportunity for patients to avoid long waiting lists and with

the savings they make, get a holiday included in the package.

Medical tourists are an expanding group and one of the leaders in the field is India.

The Growth of Medical Tourism in India

India's healthcare industry is already growing at 30 per cent annually. The area has shown such growth potential that Indian finance minister Jaswant Singh, called recently for India to become a "global health destination." His enthusiasm for making medical tourism in India a major foreign exchange revenue earner has broad based support among local government and industry.

The ministry of tourism has shown interest, but so to have the various state tourism boards and the private sector consisting of travel agents, tour operators and hotel companies. All are looking at healthcare and medical tourism in India as an area with tremendous growth potential.

A newspaper article recently in "India Abroad," showed the potential for medical tourism, when it outlined a deal, where India could earn more than \$1 billion annually and creates 40 million new jobs by sub-contracting work from the British National Health Service. The deal would have broad appeal. It would slash waiting times dramatically in the UK and create huge savings in time and money for patients.

The potential for medical tourism in India from the US and UK looks set for major growth, as India becomes a preferred destination for medical tourists from these countries.

Medical Tourism Competition

As more and more patients from nations with high Medicare costs look for medical tourism options, India has competition namely from Thailand, Singapore and other Asian countries. They have good hospitals, attractive climates and are established tourist destinations. While these countries with their advanced medical facilities and medical tourism options have been drawing overseas healthcare traffic, India is and looks set to, expand at a faster rate.

India's World Class Healthcare Facilities

Indian corporate hospitals are comparable to hospitals anywhere in the world. In fact, India offers world-class medical facilities that are comparable with the US or UK.

There is already a high concentration of expatriate Indian medical staff working in the US and UK, as well as many other countries. This gives patients confidence in the healthcare offered by India generally as they are already used to the expertise and professionalism of Indian medical staff. This is a major, but often overlooked factor in the growth of medical tourism in India.

Medical Tourism Costs

Medical tourism in India's main appeal is low-cost treatment. Most estimates claim treatment costs in

India start at around a tenth of the price of comparable treatment in the US or UK and cover a wide spectrum of areas from, cosmetic surgery and major operations, to preventative screening.

Medical Tourism in India and the Holiday of a Lifetime

Of course, you can get hugely reduced healthcare in India, but medical tourists can also enjoy a holiday in a country that has a huge diversity of holiday options, from the beaches of Goa, to the mighty Himalayas, diverse wildlife and thousands of years of culture. In conclusion, medical tourism in India is here to stay and looks set for spectacular growth.

More information about medical tourism in India and the cost savings possible is available on our web site:

www.meddetour.com



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