

Tourism Promotion in India through Luxury Trains

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ABSTRACT

Travel has been one of the fastest and ever growing service industries with an enormous potential for further growth in world. The bulk of tourist arrivals are in developed countries but now developing countries are also increasingly sharing in the tourism boom. The travel industry has come to assume a significant job in the financial improvement of a nation. It is both reason and outcome of financial improvement. Travel today, is sold like any ordinary purchaser item through retail outlets, wholesalers and even departmental stores of numerous nations. The purposes behind movement have likewise changed over the range of time. The travel industry in India is seeing broad development on the back of expanding inbound vacationers by the blossoming Indian white collar class, rising inflow of remote visitors and fruitful government battles for advancing 'Mind boggling India'. Tourism is a between disciplinary subject ordinarily and every one of its viewpoint is too unpredictable and entangled. Structure the Indian railroad's perspective, the noteworthiness of the investigation lies in recognizing and featuring the issue zones in the field of the travel industry advancement through sumptuous trains. It uniquely points towards discovering answers to issues and deficiencies in the field of railroad the travel industry, improvement in amount and nature of the travel industry advancement through extravagant trains.

INTRODUCTION

Travel has been one of the fastest and ever growing service industries with an enormous potential for further growth in world. The bulk of tourist arrivals are in developed countries but now developing countries are also increasingly sharing in the tourism boom. The travel industry has come to assume a significant job in the financial improvement of a nation. It is both reason and outcome of financial advancement. Travel today, is sold like any ordinary buyer item through retail outlets, wholesalers and even departmental stores of numerous nations. The explanations behind movement also have changed over the range of time. The travel industry in India is seeing across the board development on the back of expanding inbound sightseers by the prospering Indian working class, rising inflow of outside vacationers and effective government battles for advancing 'Incredible India'. Foundation improvement holds the way in to India's supported development in the Tourism segment. The travel industry is principally identified with the administration and individuals arranged; it is comprised of organizations and associations having a place with different businesses and segments. It is the transaction among these organizations and associations/people which offers —travel experience to sightseers. The travel industry contains friendliness (identified with convenience and eating), travel (transportation benefits through various modes), and different organizations which offer administrations and items to travelers [1].

Indian Railways and Tourism: The travel industry in India can't be conceivable without the train venture since it is a regularly utilized method of open transportation in the nation. Trains are not just less expensive and dependable method of vehicle in India yet additionally contact practically immeasurably significant and less significant spots of the travel industry. They support the travel industry by offering diverse limited time plans, visit bundles, extraordinary trains, contract trains, rich trains, mentors to vacationer household just as outside. Idea of the advancement: Promotion is one of the market blend components or highlights, and a term utilized every now and again in advertising. A special arrangement can have a wide scope of targets, including: deals increments, new item acknowledgment, making of brand value, situating, aggressive counters, or production of a corporate picture [2].

In any case, on a very basic level there are three fundamental destinations of advancement:

- To present information to consumers as well as others.
- To increase demand of a product or service.
- To differentiate a product or a service from others.

In the context of present study, we have restricted the promotion to the first two objectives as above mentioned. In this way, for the present examination, advancement will mean every one of the measures which result in increment of the volume and recurrence of adventure on Indian Railways. It will likewise incorporate those activities which lead to upgraded mindfulness among remote vacationers on various angles identified with administrations or offices of Indian Railways. The writing sees consumer loyalty as the premise of limited time exercises. Higher vacationer's fulfillment is probably going to add to upgraded notoriety of the travel industry item suppliers and of the entire goal, expanded purchaser faithfulness; discounted value versatility brings down expense of future exchanges and improved efficiency (Anderson et. al., 1994). Studies have uncovered that consumer loyalty is probably going to create positive social expectations from clients, for example, positive verbal exchange and rehash buys (Saleh and Ryan, 1992; Barsky, 1992; Bojonc and Rosen, 1994; Kozak and Rimmington, 2000; Gursoy et. al., 2003; Karatepe, 2006; Neal and Gursoy, 2008). In this way, based on the discoveries of the previously mentioned investigations, we would now be able to rethink the advancement for the present examination as each one of those administrations or proportions of Indian railroads which at last lead to upgrade of fulfillment level or attention to outside vacationers towards these administrations or measures [3].

TOURISM SERVICES BY INDIAN RAILWAYS

Indian railroad has given various the travel industry administrations for the overall population. Existing Range of IRCTC Tourism Products are basically (1) Rail Tour Packages (2) Bharat Darshan (3) Educational Tours (4) Hill Charters (5) Train/Coach Charters (6) Buddhist Circuit Special Train (7) Maharajas' Express (8) Online Air, Cab, Hotel Bookings (9) LTC Tour Packages (10) Inbound Travel (11) Corporate Travel (12) Tourism Portal (railtourismindia.com). Indian Railways has an immense system that covers the whole subcontinent. In this manner it happens to be a helpful methods for transportation for individuals who wish to visit various Tourist Places in India. A portion of the slope stations that are vital are Dalhousie, Auli, Gangtok, Dehradun, Kullu and Khandala. Legacy locales like Khujraho, Taj Mahal, Konark, AjantaEllora, Nalanda, Mahabalipuram and Mahabaleshwar and so forth can likewise be come to by means of railroad organize [4].

Moreover, there are different natural life destinations in India like Kaziranga National Park, Ranthambore Tiger Reserve, Sariska Tiger Reserve, Bharatpur Bird Sanctuary, Bandhavgarh National Park, Kanha National Park and India is likewise a home to various journey spots, for example, brilliant sanctuary, Varanasi, Mathura, Haridwar, Bodhgaya and Shirdi. Vacationers can without much of a stretch discover access to these spots by Indian railroad government at sensible costs. Different train the travel industry offices have additionally been sorted out by the Indian government. The movements through trains like the Royal arrange and the castle on wheels in Gujarat and India give travelers an extraordinary encounter. The Places to Visit in India is really a royal residence running on haggles offers its visitors a wonderful and imperial treatment. This train is given illustrious solaces which are shown as the inside, the offices and the inside style [5].

The regal situate is one among the most striking trains in the entire world. It is together managed by the travel industry organization of Gujarat restricted and the Indian railroads. It crosses various vacation destinations which still house the recollections of plushness of antiquated period including Chittaurgarh, Delhi, Somnath, Veraval, Junagarh, Ahmedpur, Sasan Gir, Sarkhej/Palitana/Mandvi, Jaipur and Ahemdabad. Aside from these, there are toy trains which are accessible which kept running on the tight lines. Toy trains spread a way of 4500 kms crossing the well known slope stations like Darjeeling, Shimla, Ooty, Matheran and Ootacamund. Another fascination is the Matheran Light Railway which starts from Neraj and is associated with Mumbai uptown prepares. The adventure presents all encompassing view to the travelers which add to the rush of the excursion. In spite of the fact that please note that going on these trains will be costlier than heading out on Book trip to India . So such occasions are not reasonable for individuals searching for Tourist Attractions in India [6].

MOUNTAIN RAILWAYS OF INDIA

Mountain railroads of India are the six or seven odd "chhotey" (Hindi for little) lines, out of around twenty comparative such tight or meter measure lines the world over. Worked during the nineteenth and mid twentieth century of the British pioneer rule, the Raj, these lines have been running from that point forward. Today the Indian Railways runs them, alongside the Kashmir Railway, operational since 2005. While four of these seven: the Darjeeling Himalayan Railway (1881), the Kalka-Shimla Railway (1898), the Kangra Valley Railway (1924), and the Kashmir Railway (2005), are in the

rough slope locales of the Himalayas of Northern India, two are further down south in the Western Ghats: the Nilgiri Mountain Railway in Southern India, and the Matheran Hill Railway in Maharashtra; while the Lumding–Silchar line, worked at the turn of the twentieth century, lies somewhere inside Assam, in the Barak waterway valley of the Cachar Hills [7].

The Darjeeling Himalayan Railway, the Nilgiri Mountain Railway and the Kalka–Shimla Railway have by and large been assigned as an UNESCO World Heritage Site. These lines associate significant slope resorts with the foot slopes, wrapping their way up through rough yet beautiful uneven scene. Given the landscape they were built on during the British pioneer time frame, they were considered "extraordinary instances of the exchange of qualities on improvements in innovation" and building wonders. The mountain railroads in the slopes developed because of the postponed intrigue revealed during the British Raj for setting up command over the Himalayas and other mountain scopes of India. It was in 1844 that Sir John Lawrence, the then Viceroy of India, had mooted the possibility of a staged colonization of the slopes, especially as military armies [8].

The British, in a proposition named essentially as 'Hill Railway', considered building up geologically and socially rich, stations the nation over. The slope stations picked for this reason for existing were Shimla, the then 'summer capital' of British India; Darjeeling, known for its tea nurseries and picturesque perspectives on the eastern Himalayas in the territory of West Bengal, the Kangra Valley in Himachal Pradesh, Ootacamund in the Nilgiri heaps of Tamil Nadu and the Matheran slope station in the Western Ghats close to Mumbai were considered. The spearheading exertion to interface the rugged territory of charming magnificence with a slope traveler railroad started in 1878 with the structure of the Darjeeling Himalayan Railway line, when Franklin Prestage of the then Eastern Bengal Railway started plans for the structure of a slope tramway along the arrangement of the Hill Cart Road from Siliguri to Darjeeling. Development in this manner started, and in 1881 the line was authorized up to Darjeeling [9].

The following venture propelled was of the Nilgiri Mountain Railway in South India, at first proposed in 1854. Work began in 1894, however the railroad was not finished until 1908, as the landscape was exceptionally troublesome, given the huge contrast in height running between 326 meters (1,070 ft) and 2,203 meters (7,228 ft) over a separation of 46 kilometers (29 mi). The structure of the 96 kilometers (60 mi) Kalka–Shimla railroad connection initiated in 1898 to open up the remote slope districts to the remainder of the nation and was introduced by the then Viceroy, Lord Curzon, in November 1903. The Matheran–Neral 'toy train' was appointed in 1907; Matheran is a slope station 108 kilometers (67 mi) away from Mumbai. The Kangra line was worked in 1929 in the beautiful Kangra valley. The UNESCO's 'Reality Heritage site' acknowledgment to three of the mountain railroads of India has been for "exceptional instances of intense, cunning designing answers for the issue of building up a viable rail connect through a rough, bumpy landscape." The Darjeeling Himalayan Railway got it first in 1999, the Nilgiri Mountain Railway took action accordingly in 2005, and the Kalka–Shimla Railway, in 2008; the three together have been titled as 'Mountain Railways of India' under Criteria: ii, iv under the district in the Asia-Pacific.

REVIEW OF LITERATURE

Research on tourism is considered as an established area of research which has received adorable attention from the researchers. Several authors have reported works on different aspects of tourism research. In last few years, researches related to the development of tourism have focused on areas like adventure tourism and rural tourism etc.

Tourism marketing has been considered vital in the changing competitive marketing environment and there has been a phenomenal rise in the academic research activities on the marketing aspects of tourism. Chaudhary (2000) has revealed its significance with the assistance of space explicit information and pertinent examination. Hypothetical examination including various issues in detailing techniques for goal showcasing was sketched out by Buhalis (2000), Wheeler (1995) saw that moral advertising of the travel industry items advocates advancement of goal to pull in bigger number of sightseers while the travel industry was dissected in a comprehensive way through appropriation channel points of view by different creators (Laws, 1997; Halloway, 1998; Middleton and Clark, 2001; Mill and Morrison, 2002). Not very many investigates were concentrating on the job of transportation in advancement of the travel industry have been led till now. In one of such inquires about, Page and Lumsdon (2004) contend that the transportation arrangement of a vacationer goal affects the travel industry experience which clarifies how individuals travel and why they pick various types of occasions, goal, and transport and so forth. Traveler's fulfillment is an enthusiastic state in the wake of encountering the excursion (Baker and Crompton, 2000) [1,2].

At the point when encounters contrasted with desires bring about sentiments of delight, the visitor is fulfilled. In any case, when they bring about sentiments of disappointment, the traveler is disappointed (Reisinger and Turner, 2003). As

indicated by Kozak and Rimmington (2000), fulfillment is on critical to effective goal promoting; Philip and Hezlett (1996) additionally recognized that an expanding centralization of consumer loyalty is one of the vital courses utilized by relaxation firms in increasing aggressive edge. Tourism is a between disciplinary subject commonly and every one of its angle is too perplexing and confused. Structure the Indian railroad's perspective, the importance of the examination lies in recognizing and featuring the issue territories in the field of the travel industry improvement. It extraordinarily points towards discovering answers to issues and inadequacies in the field of foundation advancement, improvement in amount and nature of fundamental enhancements for outside sightseers and prerequisite advertising of and attention for the advancement of the travel industry. At this point it is critical to know how far Indian railroads have been fruitful in her endeavors. Thus, the present examination especially focussing on the accompanying goals [3].

SUPER LUXURY TRAINS IN INDIA

On the off chance that the dream of going back in time and encountering the fabulous sovereignty interests and interests you, at that point extravagance prepares in India may well surpass your desires. Overseen by Indian Railways and the IRCTC, there are an aggregate of 7 extravagance prepares in India – to be specific Maharajas' Express, Palace on Wheels, The Deccan Odyssey, Golden Chariot, Royal India on Wheels, Royal Orient Train, and Fairy Queen Express [4]. These first class extravagance trains of India take into account visitors who wish to investigate the rich social legacy of India in the lap of luxury. Their glory is clear from marvelous insides, great atmosphere, sumptuous gastronomical charge, stringent security courses of action and nearly all that you can envision. Voyages in these trains offer supreme solace installed and enable travelers to investigate the absolute most prevalent visitor goals of India. Take these extravagance train visits in India to investigate India in manners, unrealistic generally [5].



Maharajas' Express



Best among all Indian luxury trains, Maharajas' Express is also one of the 5 most luxurious trains in the world. This a large portion of a-mile long train brags of experts arranged to meet the highest caliber of accommodation, completely loaded bars, rich suites, head servant administrations and so forth! Sightseers on board get the chance to encounter the extravagance of the nation in the most recognized manner conceivable. Only for the record, it was casted a ballot 'World's Leading Luxury Train' for the years 2012, 2013 and 2014, sequentially [6].

The Tourism Ministry of India has assumed a significant job in the improvement of the business, starting publicizing efforts, for example, the 'Staggering India' crusade, which displayed India's way of life and vacation spots in a crisp, noteworthy way. The crusade made a vivid picture of India in the psyches of shoppers everywhere throughout the world. With regards to request age in movement and the travel industry, China and India are guiding the route with near twofold digit development in this industry. India's travel industry is encountering a solid time of development, driven by the blossoming Indian white collar class, development in high spending outside sightseers, and facilitated government crusades to advance 'Fantastic India' [7].



Discussing the patterns in movement and the travel industry in India, it is one of the most productive businesses in India credited with contributing a considerable measure of outside trade. Andhra Pradesh, Uttar Pradesh, Tamil Nadu, Karnataka and India are the main the travel industry goals in India as far as complete visitor appearances. Another new section to watch out for in the movement and the travel industry is the therapeutic the travel industry. India has been advancing its human services the travel industry by giving the guests private medicinal services offices and with current patterns and gauge it is relied upon to develop at a CAGR of 60.69%. Extravagance travel fragment is one section with enormous potential as per the business insiders. Despite the fact that the blast in the extravagance travel fragment isn't at the level it was a couple of years, yet the reports of its decay have been significantly overstated despite a total Euro-zone emergency and an approaching worldwide monetary emergency. As per an ongoing report by Felicity Long in Travel Weekly the buzz at the International Luxury Travel Market (ILTM) gathering in Cannes, France, toward the beginning of December was an unmistakable sign that there is surely a solid interest in this movement specialty [8].

As per the Future of Luxury Travel report discharged by the ILTM related to Horwath HTL, appointments to Asia and Latin America are at present outpacing Africa, the Middle East and the Caribbean. Likewise of note is the finding that India, China and Russia would draw in an undeniably bigger portion of worldwide extravagance explorers according to the ILTM report distributed the previous summer. There are exercises to be educated for the players in movement and the travel industry. In the event that one passes by the pattern and conjectures there is a gigantic interest for social encounters among the new type of travelers. To remain over the patterns providers need to search for the approaches to bundle social association into the visitor experience [10].

For the trip specialists, who assume a fundamental job as dealers and re-venders in the interest of the providers, the issue is less about attempting to foresee the notions of the economy than remaining over inclining extravagance goals and a changing customer base. Making insider encounters that range from pre-bundled, off-the-beaten-track visits with neighborhood guides, to modified excursions and independently directed visits with the contribution of the attendant staff are the need of hour. Detecting this interest, extravagance travel organizations like Orient-Express have put resources into reestablishing the world's most acclaimed train courses. Also, travelers are reacting by pressing new prepares. A significant part of the new blast in extravagance trains has come in Asia. With regards to extravagance rail visits, India drives the path with upwards of 6 extravagance trains offering novel social encounters crosswise over goals in India. Indian Luxury Trains (ILT) is India's solitary extravagance train travel entrance and we are taking a gander at an incredible open door in this extravagance travel specialty in India" said Mr. Rahul Sharma, Managing Director of the Indian Luxury Trains. "These are actually quite energizing time for us here at ILT". Offering one stop answer for extravagance explorers, ILT is likewise anticipating take extravagance travel to the following level through their exhaustive advertising. Mr. Sharma included that accessibility of News, Reviews and Brochures are an undertaking in making their offering progressively extensive. Other

than measures are set up to up the beat to proactively advance extravagance prepares in India in global markets through media and travel market fairs [11].

Extravagance train going in India started with the appearance of Palace on Wheels in 1982 to advance the travel industry in India. It was a moment and gigantic achievement and 5 additional trains have pursued since the presentation of the Palace on Wheels. Maharajas Express, has just grabbed the eye of experts of extravagance travel from around the globe and is likewise acclaimed by the's who of movement and the travel industry as one of the most complex extravagance train administration making remarkable and most lavish rail visits in Asia.

Recreating ethos of princely traveling – The Indian Maharaja Luxury Train

“Luxury trains in India are designed to create cultural interactions by bundling the ethos and tradition of bygone era into an elegant and unique guest experiences” added Mr. Sharma “which adds to the appeal of the overall experience of the journey”. Palace on Wheels was a runner up at the recently concluded World Travel Awards in the category of “World’s Leading Luxury Train” whereas the Indian Maharaja was voted as “Asia’s Leading Luxury Train”. In the recent past, Maharajas Express was the first runners up at the Conde Nast Travellers Readers’ Travel Award 2011.

One way to address the altering needs of the tourists is to shift from the concept of the merely pampered guest to one whose impetus for travel is an interest in in-depth experiences. International and even far-flung destinations are likely to become increasingly popular in these wish-fulfillment scenarios. If the kind of confidence perceptible in suppliers spill over to consumer then luxury travel might well turn out to be a market that retailers can take to the bank [12].

TOURISM PROMOTION

Railways’ role in tourism: The Committee observed that the foreign exchange earnings from tourism were around USD 21.07 billion during 2015 and contributed to about 6-7% of the GDP. Be that as it may, a significant part of the potential for the travel industry in India stays unexplored. The Committee noticed that Railways can assume a urgent job in advancing the travel industry in the nation in light of its wide reach. It additionally gives a financial and eco-accommodating methods for vehicle the nation over. Further, Railways can likewise take advantage of the various journey focuses the nation over. It prescribed that there ought to be portrayal for the travel industry in the Railway Board which would enable them to outline the travel industry related arrangements.

Monetary diagram: The Committee saw that the financial backing reserved by the Indian Railway Catering and Tourism Corporation (IRCTC) for the travel industry advancement during the years 2013-14, 2014-15, 2015-16 and 2016-17 was Rs 6 crore, Rs 4.2 crore, Rs 4 crore and Rs 3.7 crore separately. It noticed that such spending distribution for a significant head is horribly deficient and demonstrates a declining pattern. Further, IRCTC’s use of these assets has run between 55% to 90%. No assets for advancement of pioneer spots are given independently. It prescribed that the spending designation to IRCTC for the travel industry ought to be expanded promptly, and a different reserve be made for the advancement of the travel industry and journey in India.

The travel industry advancement: The Committee noticed that Indian Railways advances the travel industry by associating different vacationer places. In any case, states with a high potential for the travel industry, for example, Jammu and Kashmir, Chhattisgarh, Jharkhand, Uttarakhand, northern piece of Kerala and north eastern states observer insignificant nearness of Railways. It recommended that if Railways need to expand their income, they should concentrate on those zones which have touristic/memorable/religious significance, and are not associated by rail.

Travel circuit: IRCTC runs different vacationer and journey uncommon trains like Bharat Darshan Train, Pilgrim unique traveler train, and Buddhist extraordinary train. Somewhere in the range of 2011 and 2016, Railways have presented around 600 trains of which just seven trains have been committed for advancement of the travel industry and journey. The Committee noticed that incessant changes in the train trips and presenting new train circuits without breaking down the explanations behind shutting the past ones uncovers the ineptness and poor basic leadership with respect to Railways. It suggested that the Ministry should set up an exhaustive long haul intend to take into account the developing needs of the travel industry area in India. The Committee noticed that Ministry doesn’t have a particular rules for ordering a specific station as a touristic and journey place. This is notwithstanding the concerned Zonal Railway Manager having forces to do as such. It noticed that the Railways ought not take the travel industry and journey part gently as it might be a wellspring of income. It suggested that the Ministry of Railways ought to work together with the Ministry of Tourism to share information and direct overviews. Further the Ministry should frame a Committee at the zonal level to investigate and distinguish the spots of touristic and journey significance where Railways’ commitment will be required.

Extravagance visitor trains: Luxury traveler trains are head extravagance administrations being offered by Indian Railways (or IRCTC) as a team with the State Tourism Development Corporations. Somewhere in the range of 2012 and 2016, all the five extravagance trains earned an income of Rs 497 crore. Of this current Railways' offer has been Rs 260 crore (52%). The Committee saw that the income age by these trains is on the lower side, and has stagnated over the most recent couple of years. Further, for specific trains, for example, the Deccan Odyssey, the expense of running them are higher than the complete income produced by them. Nonetheless, Railways doesn't bring about any misfortunes on these extravagance trains, as it is just worried about the transportation costs, and not the tasks of such prepares. The Committee suggested that the Ministry of Railways should take a gander at proactive notice and exposure as for these extravagance prepares alongside the concerned State Tourism Departments. Further, the Ministry ought to keep up records of all the use caused on these extravagance prepares alongside the income earned with the goal that the real benefit and misfortune is known [13].

CONCLUSION

The present study is an endeavor to study the impact of tourism policies and the development of tourism in India through Luxurious Trains. It is apparent from the investigation that travel industry is the biggest and quickly developing industry on the planet and it is a genuinely settled and developing industry in India, particularly in India. The travel industry is likewise viewed as a significant industry for feasible human improvement, including destitution lightening, work age, ecological recovery and improvement of remote zones, progression of ladies, and to advance social reconciliation and global seeing, other than a significant wellspring of acquiring valuable outside trade. The travel industry is additionally one of the least contaminating businesses. In perspective on every one of the focal points the travel industry must be given a high need, with persistent and ordinary observing of its effect on by and large condition by taking proper therapeutic measures. India has huge capability of drawing in outside just as household visitors; appropriately plans are being made at Government level to give a quantum lift to this industry through Luxurious Trains.

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