EXPERIENTIAL TOURISM
Nature-based Tourism Trends in India

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Introduction

Ecotourism most likely has a convergent evolution, where many places and people independently responded to the need for more nature-based travel opportunities in line with society’s efforts to become more ecologically minded (Khursheed et al., 2014). Nature-based tourism encompasses, among others, mass tourism, adventure tourism, low-impact tourism and ecotourism, which use natural resources in a wild or undeveloped form, including species, habitat, landscape, scenery and salt and fresh-water features. Nature tourism is travel for the purpose of enjoying undeveloped natural areas or wildlife. Nature tourism involves marketing natural landscapes and wildlife to tourists (Goodwin, 1996). It has the potential to provide developing countries with the finance and motivation required to boost conservation efforts. Nature-based tourist destinations must compete in a competitive environment. The emphasis is on the ability of nature-based destinations to be used as experiential tourism destinations through innovative marketing.

Tourism is a service-oriented industry that aims at offering unique experiences to tourists (Camilleri, 2017). Experiential travel is one form of tourism in which people travel to other places, cities, or countries to experience the culture, history, food, and environment. The concept of experiential travel emerged during the 1980s (Westcott, 2015). The decade witnessed the growth of experience-based mass tourism. Experiential tourism as a term cannot be described in an exact definition. Broadly speaking, experiential tourism means different things to different people (Meacci & Liberatore, 2015). It indicates a type of tourism that is different from more conventional tourism (Stamboulis & Skayannis, 2003). Pine and Gilmore, the American researchers in their ‘The Experience Economy’, explained how the service industry, hospitality and tourism gains from the experiential activities (Mehmetoglu & Engen, 2011). Tourists initially are motivated by physiological needs, but different experienced travellers may use their travel experience (Cohen et al., 2014). A few researchers believed that the destination is not essential, but the experience matters (Breiby et al., 2020). Every travel is an experience. People visit the monument, natural attractions, and socio-cultural and environmental prominent sights. However, experiential travel focuses on joining any activity that offers hands-on experience on something (Fuggle, 2016). The experiential tourists immerse themselves in discovery, insight and inspiration toward a destination. Uniqueness is the biggest
asset of experiential tourism. Because of this nature, experiential travel has become a new way of defining a location. Anything that deviates from the regular sightseeing to the usual tourist spots may focus on interacting with local people. Thus, experiential tourism may be defined subjectively, but the objective of travellers who are driven to immersive experiential tourism looks forward to an insight, discovery or inspiration (Coca-Stefaniak et al., 2017). To sum up, “Experiential Tourism engages visitors in a series of authentic, memorable travel activities, revealed over time, that engage the senses, are inherently personal and make connections on a physical, emotional, spiritual, intellectual or social level” (Rajan, 2015). Every traveller who takes up the tour indulges in one or another activity (Ogilvie et al., 2012). Even though this travel philosophy may indicate that experiential tourists are independent travellers who manage their trip fully by themselves without the help of tour operators. However, recent trends have shown that tour operators have jumped on the bandwagon to provide various experiential tourism packages for tourists seeking transformative experiences (Ali, 2014). A survey conducted by American Express found that 72 per cent of respondents prefer to spend money on experiences that they earn from tourism activities (Ali, 2014).

Experiential tourism can be observed in different types of tourism. However, experiential tourism in nature tourism can be a game-changer that will shape the future of travel by propelling the tourism industry forward to stimulate experiences that generate extraordinary value by placing those who experience in direct contact with the richness of nature, which is not detached from the local reality. Every nature-based destination has various tourism products to offer unique experiences and can differentiate itself with the help of experiential tourism. It can be said that the ingredients for experiential travel are mainly emotion, hands-on activities and authentic experiences for its tourists (Ali, 2014). The success of these ingredients is when they establish an emotional connection with the nature-based destination where feeling takes priority and just seeing a place takes a backseat. When travellers are attached to some destinations in particular not for their monuments or any tourist hotspots but just by the sheer charming allure of the destination due to personal experiences.

The objective of experiential tourism is to get into the roots of the travel instead of the usual traditional visitor experiences. Keeping this in mind, travel marketers are beginning to present destinations to tourists in an authentic manner by shedding typical touristy stereotypes (Cohen, 1972). Tourists always look for multiple interactive methods to earn a lifetime experience (Odunga, 2005). According to John Steinbeck, ‘People do not take trips, trips take people’ (Travelsmartwoman, 2018). Modern tourists also look for hands-on experiences that could be novel and memorable. (Larsen et al., 2019) only if nature-based tourism combines with experiential tourism in perfect harmony. Hence, the marketer in the travel industry should showcase authentic experiential aspects to pull tourists towards the destination. Places, people, and their stories are the heart of every tourist destination (Barcelona, 2019). They bring a positive vibe to make the tourists rejuvenated and recreated. Experiencing nature, resources, and culture are the relevant takeaways that add on tangible experiences. A tourist opts to take up experiential tourism activities that focus on environmental sustainability leading to nature-oriented tourism activities (Stone, 2002).

Today, the majority of tourists prefer experienced-based tourism (Barcelona, 2019). Experiential tourism also leads to personal growth and the enrichment of values; thus, personal enrichment, engagement, and stimulation become motivators (Khazami & Lakner, 2021). The concept of Experiential Tourism became increasingly popular in recent years when the travel service providers started focusing on special interest tourism. However, the concept of experiential tourism in a nature-based tourism context has not received significant attention.
Ideally, experiential tourists would be the reason for the development of nature-based experiential tourism. This is also noticed in larger trends witnessing the social media accounts of several tourists sharing their experiential travel diaries. The Instagram effect is as real as it gets. Experiential travel is currently redefining itself in the social media space. For instance, the Destination Management organization started inviting photographers who have more Instagram followers to press meet. This has helped redefine travel, and people wanted the same experience as shown in social media (Lew, 2017). One organization, known as Outdoor World Sustainable Tourism, is an experience-based alternate tourism service provider in Bengaluru, India, that offers outdoor tourism experiences in exciting and offbeat locations. It offers experiential voluntourism in Banavasi, including nature trails and the opportunity to learn to make Dia’s (lamp) with mud (Banavasi Voluntourism, 2018). This organization posts pictures on Facebook and Instagram. Active promotion in social media may connect like-minded experiential travellers and play a massive role in promoting the destination.

Tourism service providers are keen to promote experiential tourism, leaving no stone unturned, with every follower wanting the same experiences. Some of the finest examples of nature-based experiential tourism can be seen through conserving the ecology and supporting the communities (Kanchwala, 2020). Tourist eco-trails are the ultimate example of experiential tourism, which are very popular among youth travellers. Experiential tourism involves gaining an understanding of the destination visited. People are keen to write about their travel experiences to set them apart from the rest of the social media community. Travel agents and tour operators are breaking the barrier of traditional packages to presenting novel ideas through adventure-based trips (Westcott, 2015). Tour operators are becoming more flexible in their planning, collaborating with the local communities to benefit the local community. Modern tourists show much interest in interacting with the local community and are involved in various activities, which generates income for the local community (Rasoolimanesh & Jaafar, 2016).

The chapter reviews the literature focused on trends in nature-based experience tourism in India and the marketing of experiential tourism as supported by available literature from marketing reports, industry surveys, blogs, news articles, and related reviews. The study focuses on experiential tourism trends in India through the lens of marketing and provides much-needed innovative marketing solutions for nature-based experiential tourism planning and development. This discusses implications for marketers and policymakers and reflects on various marketing strategies adopted to promote and market the trending experience-based nature tourism products with the help of a conceptual framework.

**Trends in Experiential Nature-based Tourism in India**

Generally, the most demanded form of travel is experiential travel. The main intention of experiential tourism is immersive, local, authentic, adventurous, and active travel (Ali, 2014). According to a cultural mindset study from the cultural trip, ‘younger generations are more interested in collecting memorable experiences than material possessions.’ (Naudts, 2019). The current generation (Generation Zs) consider travel is fundamental to their lives and not only ready to compromise on their daily expenses but also save money to travel. They do not mind spending more money on an experience or a trip. Nature is one of the most critical factors for them to travel to different destinations and think about how they can reduce their impact on the environment and opt for locally sourced food (Naudts, 2019).

In experiential tourism, the intention of travellers to visit the destination is to get immersed in local culture, interact with the local community, be involved in the traditional activities of the destination, be interested in local cuisine, and stay in eco-friendly cottages or heritage
homes. Many travellers choose experiential travel that allows them to live, breathe, and understand the destination they visit. These next generation travellers are shifting their interest from regular packaged tours or traditional sightseeing to so-called ‘slow travel’ that promotes experiential tourism, as it provides sufficient time to explore the destination and establish a connection between travellers and the destination they visit (Sheth, 2021). The travellers who opt for experiential tourism should be responsible during vacations because their involvement in experiencing the natural and cultural resources of the destination differs from the regular travellers. Experiential tourism benefits the destination’s sustainability since it adopts principles of sustainable tourism such as conserving nature, respecting the local community and the economic growth of both industry and the host community. It also benefits travellers to transform their lives and learn more about the places and interact with local people and the local culture. Experiential tourism also helps in taking a break from monotonous life and makes experience something new (Ian, 2021).

The travel tech company in India offers experiential tours by adopting smart and electric bicycles. Their tours offer local experience and the joy of cycling. They have their services in Goa, Himachal, Karnataka, Madhya Pradesh, Rajasthan, Tamil Nadu and Uttarakhand. Most of their tours in nature trails offer a rich experience in meeting local farmers and understanding livestock farming in all these destinations. They also take tourists to local shops and restaurants to experience the authenticity of the destination (BLive, 2021).

Mad about India is a travel company providing experiential travel services and an excellent example to understand experiential tourism in the Indian context. One of their services offered is the ‘Wonders of Western Ghats.’ The major highlights of this tour are accommodation provided in an eco-cottage, a guided trek to waterfalls, and a jungle and sunset point, traditional folk dances and music performances by locals, a visit to an organic spice farm, the agro-processing of cashews and vanilla, and, finally, an authentic Goan lunch at a spice farm served in earthenware pots by bowls made from coconut shells and eaten in plates made from banana leaves. ‘Whispers of Kerala’, ‘Rustic North’, ‘Colours of Kutch’, ‘Shades of Malabar’, ‘Rural Rajasthan’, ‘Experiential Leh Ladakh’, ‘Scenic Kinnaur’ are the other experiential nature-based tourism services offered by Mad about India (Mad about India, 2021).

India is a country with a wide destination choice for travel because of its uniqueness in catering to different types of tourists. The destination’s uniqueness offers a rich heritage, history, culture, flora and fauna, natural attractions, and people (Rajan, 2015). There is a need to change the promotional activity of tourism in India. The promotion activity should focus on wellness, less crowded tourism, experience and learning-based trips. The Indian tourism industry should create an opportunity to focus on high-margin, low-impact travellers as they give importance to nature and the outdoors, health and wellness, local, regional, seasonal food, and cuisines (Conde Nast Traveller, 2020). There is a paradigm shift in the Indian tourism industry, and the reason for this is that Indian millennials are seeking more experiential travel. They would like to experience local culture, customs, food, festivities, and a lot more. According to the study conducted by Thrillophilia, a travel-based company, the demand for experiential travel has grown by 178 percent between 2017 and 2019 and is estimated to grow at 17.4% from 2017 to 2023. The data also revealed that out of 100%, 38% of the travellers would like to go for wildlife and birding tours (Daga, 2019). The north Guwahati in Assam is known for its diversified natural and cultural landscape. It has vast potential for creating experiential-based natural tourism by increasing and stimulating tourists’ engagement with locals in terms of interaction and diversified activities (Saikia & Chakrabarti, 2019). Banni region, Kutch in Gujarat, is known for its rich grassland reserves and cultural landscape. The adoption of experiential tourism in this area has helped to preserve its rich natural and cultural landscape and boost
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the sustainable development of this region (Jayabharathi & Vedamuthu, 2017). Through its responsible tourism mission, Kerala tourism decided to introduce experiential tourism packages that reflect the rural life experience (Kumar, 2022). India as a country can offer an enriching experience to tourists, with its tranquil beaches, heritage trails, and tea in the lap of nature. Keeping experiential travel in mind, the Ministry of Tourism drafted a policy to promote India as a ‘must-see experience’ destination (Kaur, 2021). Wayanad, a district in Kerala state, can offer a rich experience to the tourists through its varied natural landscape which makes tourists involved in cycling, trekking, mountaineering, fishing, wildlife safari and heritage walk (Sibi, 2017). Maharashtra tourism promotes nature-based experiential tourism in the name of ecotourism as it not only supports conservation but also helps in improving the economic standards of the region (Maharashtra Tourism, 2021). Rajasthan is the state of India known for its rich cultural and natural heritage. In order to promote experiential tourism in the state, the Department of tourism in Rajasthan started developing guidelines for the recognition of experiential tourism agencies (Rajasthan Tourism, 2020). States such as Sikkim, Punjab and Kerala offer farms stay that enrich tourist experiences as they can be involved in various farming activities along with gaining knowledge of organic farming. Similarly, Sundarban of West Bengal allows tourists to experience the technique of honey collection inside the dense forest that is known for its Bengal tigers (Kanchwala, 2018). Kerala tourism launched STREET projects explicitly to promote experiential tourism. Green street, experiential tourism street and water street are all parts of this project, and all these street projects will focus on experiential tourism (Press Trust of India, 2021). Through a combination of village walks, trekking and rural ecotourism activities, the government is keen on promoting experiential tourism in Nagaland (Ambrocia, 2022). Staying in an Igloo in Himachal Pradesh, experiencing facial and hand tattoos of Konyak tribe of Nagaland, a waterfall in Maharashtra, a farm stay in the interiors of Leh, and the highest frozen lake, Gurudongmar Lake in North Sikkim, all combine to create a unique nature-based experiential travel in India (Saumiabee, 2021).

Marketing Experiential Tourism

Experiential tourism engages all five senses. Various channels of communication are effectively used to reach out to the general public on travel experiences. Today, tourists prefer social media networks to talk about their travel experiences (Liu et al., 2020). Modern customers prefer to purchase goods and services that give them experiences (Epsilon, 2018). The experiences may be either tangible or intangible. Products give tangible experiences, whereas services offer intangible experiences (Placko, 2021). Products may be anything produced in a factory or manufacturing unit with a physical identity (Naudts, 2019). Experiential marketing should create an experience for the consumers that makes them involved in the services, and their later memories may result in a preference for the services and loyalty. Therefore, experiential marketing should understand the ‘consumer as a person, who experiences, lives, gets emotional, and participates in what is happening.’ In tourism, elements of experience also add value to the product. So, to market experiential tourism, the product should provide ‘a holistic experience, creating an environment that will appeal to the consumer’s five senses and overall involvement in experience’ (Dieguez & Conceição, 2021). The segment of travellers based on their five senses and emotions is essential while offering experiential tourism services. Apart from segmentation, effective communication strategies such as ‘websites, social media, consumer portals, blogs or influencers’ to reach out to their target customers may create the image of authentic experiential tourism resources (Garcia, 2018). Visitor segmentation can be used as a marketing technique since it helps match the product as per the desired experience.
of the visitors (Dodds & Jolliffe, 2016). Experiential tourism should focus on creating a personalized experience, so the traveller talks about their vacation when they come back home. To market this experience, tourism marketing should adopt a strategy that will create a sensory world in the consumers’ minds (Giorgio, 2019). Elements of emotional attributes need to be considered while promoting a destination to generate memorable experiences to the visitors (Lagiewski & Zekan, 2006). Experiential marketing helps in influencing tourists’ behavior, but it depends on tourists’ imagery processing. So, experiential marketing strategies should adopt promotional measures creating imagination, fantasy, and memory recall among the tourists (Le et al., 2019). Customers’ tourism engagement in experiential marketing activities affects the customer experience and behavioral intention toward the destination (Rather, 2020). The jungle book, an eco-resort in Goa, used ‘Fantasy’, ‘Fun’ and ‘Feeling’ as experiential tourism marketing tools (D’Souza & Desai, 2020). The nature-based experience product should adopt a co-design strategy since it helps destination management organizations understand tourists’ perceived experience value (Breiby et al., 2020).

Marketing Experiential Nature-based Tourism

Reflecting marketing images related to performing arts activities in nature-based servicescapes attracts customers’ attention toward nature-based tourism products (Wang et al., 2018). The products and services offered in experiential tourism should focus on enriching activities, the interaction between local community and travellers, enabling emotional and memorable connection with destination, authentic cuisine, volunteer activity (Lew, 2017).

The use of social media channels, storytelling, content marketing, and developing appropriate messages can all be used as a marketing strategy to promote nature–based tourism destinations (Lundgren, 2020). Appropriate pricing and marketing strategy helps identify heterogenous consumer preferences and results in ‘triple bottom line’ gains for nature-based tourism (Naidoo et al., 2021). Online photography on Instagram creates experiential value in nature-based tourism, and types of experience value depend on photography based user-generated content (Conti & Lexhagen, 2020). So, social media may be among the most effective platforms to market experiential nature-based tourism. While marketing experiential nature-based tourism, one should focus on wildlife experience and outdoor activities, and price factor should base on uniqueness of experience, describing the right market segment, and the use of social media and Google analytics for customized marketing campaigns (Phillips, 2021). Visitors purchasing nature-based experiences tend to be young, high-income earners and risk-taking in nature (Tangeland et al., 2013). Aesthetic experiential qualities such as ‘cleanliness’, ‘scenery’, ‘harmony’, ‘architecture’ and ‘genuineness’ should be given importance while developing a nature-based tourism product as it provides a competitive edge (Breiby & Slätten, 2018). Nature-based tourism products should be classified based on travel motivation regarding whether visitor intentions are nature protection, nature experience, sports and adventure, or hedonistic. It also depends on the service arrangements required by each individual (Arnegger et al., 2010). Preference toward nature-based tourism products or activities depends on the travel companion. So, nature-based tourism service providers should design tailor-made products and services (Chen et al., 2016). Nature-based tourist experience depends on its genuine entertainment, state of being and socio-cultural elements of the region. So one should consider all these elements for marketing and presentation of such tourism products (Vespestad & Lindberg, 2011). Focusing on sustainability and understanding the target market is essential in marketing experiential nature-based tourism (Byron, 2016) (Figure 24.1).
There is a change in the trend in nature-based tourism as travellers are looking for experience-based activities. They are more eager for nature-based tourism products that offer something unique and enable immersion in local culture, enjoying seasonal food (Conde Nast Traveller, 2020). They want to be involved in cycling, trekking, mountaineering, fishing, heritage walk (Sibi, 2017), farming activities, knowledge of organic farming, learn the honey collection process in the dense forest (Kanchwala, 2018), staying in unique accommodation, experiencing a different side of the tribal community, and visiting unique natural attractions (Saumiabee, 2021), to participate in tribal music and other art farms (Mad about India, 2021).

To market such a complex demand, it is important to have expertise of about experiential marketing tourism. Experiential tourism marketing helps to understand the senses of consumers (Liu et al., 2020). A consumer is a person who experiences, lives, gets emotional, and participates in what is happening’ (Dieguez & Conceição, 2021), how to create a sensory world in the minds of the consumers (Giorgio, 2019), and imagination, fantasy, and memory recall among the tourists (Le et al., 2019). Marketing experiential nature-based tourism provides direction in understanding the elements of nature-based tourism required while promoting experiential nature-based tourism products. The elements such as creating nature-based servicescapes while advertising the product (Wang et al., 2018), appropriate pricing and marketing strategy (Naidoo et al., 2021), the use of social media while promoting a product (Conti & Lexhagen, 2020) describing the right market segment and use of technology in a marketing campaign (Phillips, 2021), giving importance to aesthetic experiential qualities, understanding travel motivations and travel companion while developing tourism products (Breiby & Slätten, 2018; Arnegger et al., 2010; Chen et al., 2016). Thus, it is imperative to understand trends as it influences developing the right marketing mix for nature-based experiential tourism.
Discussion and Conclusion

Below, we discuss different aspects of the marketing mix concerning the challenges associated with experiential nature-based tourism development and visitor experience design in the Indian context.

**Product**: Authentic nature-based experiential tours are heterogeneous products and capture the visitor’s interest due to their uniqueness. The experiential tours as a product help take a break from the usual monotonous life and create a new experience (Ian, 2021). Nature-based experiential tourism products must be marketed so that it caters to the five senses and emotional elements of customers. Innovative experiential products can now satisfy their search for strong emotions, high involvement, and unusual situations, together with their desire to discover new tastes and scents. These products focus on providing sensory inputs, which allow them to be immersed entirely in authentic tourist experiences (Maccannell, 1973). They also must establish a connection between community involvement and sustainability to conserve and promote nature-based experiential tour products.

**Place**: The location of the destination where the nature-based experiential tours are offered is the focus of the place mix. Nature-based tourists will visit destinations to attain specific experiences which they cannot attain in other areas. For instance, natural areas afford opportunities to learn about the environment (e.g., nature trails in National Parks), relieve stress (e.g., coastal areas to escape crowds and urban life), and bonds with family and friends (e.g., family and group wildlife camping areas) (Bustam & Stein, 2021).

**Price**: Pricing is vital in meeting the nature-based experiential tourist demands, satisfying the business’s profit margins, and increasing the visitor dwell time. Pricing experiential tour products according to demand and value are essential. Service providers need to offer users a valuable and authentic experience for the activities and facilities. Pricing strategies must be paired with factors that influence pricing, such as product quality, competition with other private business owners, and publicly owned natural attractions in the local area offering similar services. Pricing strategies must also consider new opportunities such as price skimming and penetration pricing (Goeldner & Ritchie, 2009).

**Promotion**: Promotion is used to create demand for a service or product, attract attention, create interest or desire, and generate action to sell that service/product (Goeldner & Ritchie, 2009). Communicating the unique value given through experiential tourism products through innovative marketing campaigns such as a co-design strategy to capture the target market will boost sales. The use of social media for communication is an increasing trend. Standard outlets such as Twitter, Facebook, and Instagram, and informal outlets such as blogs and wikis, provide a platform for marketing ecotourism business on the internet (Bustam & Stein, 2021).

**People**: Nature-based tourism is a people business; tourists expect a distinctive experience from their participation (Bustam & Stein, 2021). Investing in the right employees and vendors can draw more customers and enhance the overall customer experience before and during the experiential tour. Recognizing that not all nature-based tourists are alike will give service providers the advantage in funneling their marketing efforts toward a specific target market in the delivery of the distinctive experience. The public sector should focus on framing policies and regulations, providing financial and fiscal incentives, land use planning, and promoting experiential tourism along with host communities. It is one of the prime responsibilities of the public sector to conserve natural areas with partnerships with the private sector where experiential tourism activities occur.
Tour operators, transport carriers, travel media, hospitality, entertainment, shopping, and

Tour operators, transport carriers, travel media, hospitality, entertainment, shopping, and
tourist guides play a huge role in creating a memorable experience. Experiential tourism
aims to intensify the sensations and emotions lived during holidays through the amplifica-
tion of not only visual sensations but also gustatory, olfactory, tactile, and auditory stimuli
(Ferrari & Adamo, 2008).

**Physical Evidence:** This is a part of the conscious effort to make the intangible expe-
rience more tangible for the visitor while getting exposed to local culture, authentic
cuisine, eco-trails and routes and unique local transport. During the service delivery, the
physical evidence influences customers’ perceptions and levels of satisfaction; in some
cases, it could create scenic atmospheres that offers enriching consumption experiences
(Shostack, 1977) (Figure 24.2).

One of the most significant and popular trends in global tourism today is the demand for
“experiential travel,” typically meant to convey the idea of more authentic, local, immersive,
and active travel. Travel is profitable because it makes the traveller more satisfied and positively
impacts the post-trip behavioral intentions. Nature-based tourism can provide an experiential
feel to the tourists when they visit natural destinations. The various activities, such as hiking,
bird watching, staying in huts and camps, and experiencing local culture and traditional dishes,
make travellers immerse themselves in nature-based tourism.

The intangibility aspect of experiential tourism causes a certain degree of challenge in the
marketing of this type of holiday. With travel consumer behaviors varying wildly in this space,
it is a matter of degree of the way marketers define and approach the overall trend. The chal-
 lenges of experiential tourism marketing can be addressed by developing the right marketing
mix that helps develop and promote nature-based experiential tourism.

Other limitations of experiential nature-based tourism include pseudo-experiences which
are the fabricated version far away from reality. In addition, all stakeholders involved in nature-
based tourism may not sync to co-create an experience value and merely limit traditional
tourism product offerings. Many nature-based tourist spots could have restrictions resulting

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Figure 24.2  Marketing Mix for Nature-Based Experiential Tourism.

*Source:* Developed by Author
in zero prospects of experiential tourism. Shortcomings of the tourism policies have several implications on promoting only certain types of tourism and thereby neglecting potential. A sound marketing strategy for experiential nature-based tourism to work on the untapped potential of nature-based tourism trends by the government tourism boards as a part of a tourism policy needs to be the new focus area. Although this work represents a study about nature-based experiential tourism in India, the research could be extended to other countries working with markets as experiential tourism. The future line of research proposed to design an experiential smart tourism model not only for a nature-based destination but also for lifestyle, culture, and so on with the help of a robust Public–Private Partnership Model to amplify the marketing synergies brought together. In addition, it would be interesting to analyze the trends in experiential tourism in both urban and rural areas, which will help formulate the experiential tourist profiles to use the right marketing strategies for each group. These aspects can be analysed in the following works and research in-depth to explore the possibilities of the practical application of the experiential tourism model globally.

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