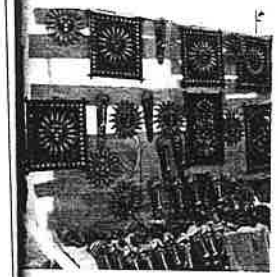
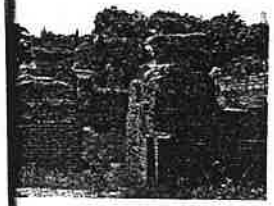
of positioning as "the part of the brand identity and value proposition that is to be actively communicated to the target audience and that demonstrates an advantage over competing brands." Philip Kotler refers to it as the unique selling proposition. In other words, the positioning statement is the point where the bundles of attributes join to form one concept that aims at capturing the essence of what the target tourists seek in the tour package offered. These two concepts (differentiation and positioning) will be dealt with in greater detail in the next chapter.

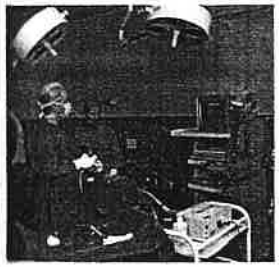
PROMINENT GENRES IN INDIAN TOURISM

The segmentation techniques and variables discussed help categorize contemporary Indian tourism into a host of genres listed in the following table. The segmentation variables (geographic, demographic, psychographic and behavioural) along with a couple of special bases become the guiding tools for classification of the tourism industry into genres that have an identity of their own. Each of the following genres has a uniqueness of its own and follows the basic rules of segmentation – measurable, substantial, accessible, differentiable and actionable.

Prominent Genres: Indian Tourism

Tourism Genre	Key Offerings/ Features	Hot Spots/ Destinations	Segmentation Bases
Adventure Tourism	Trekking, water sports, skiing, mountaineering, rafting, safaris, paragliding, backwaters, aero sports, mountain biking, scuba diving, and snorkelling	Jammu & Kashmir, Uttaranchal, Assam, the North East Goa, Andaman & Nicobar Islands, Kerala, Rajasthan, Tamil Nadu, Arunachal Pradesh, Sikkim, Lakshadweep	**Geographic** Region **Demographic** Age, gender **Psychographic** Personality **Behavioural** Attitude, user status **Special Basis** Trip descriptor
Ayurveda and Spa Tourism	Yoga, spa, meditation, steam bath, ayurveda, and herbal treatment	Goa, Kerala, Uttaranchal	**Geographic** Region **Demographic** Age, family size, gender, income, occupation **Psychographic** Socio-economic, personality **Behavioural** Benefits, user status and rate, readiness, attitude **Special Basis** Customer expectation
Beach Tourism	Relaxing and refreshing, quiet walk barefooted, watching the sun rise and set far in the horizon, swimming along with the waves, diving deep into the water, surfing, cruising in the ocean water	**Popular Beaches** Anjuna beach, Kovalam beach, Varkala beach, Juhu beach, Baga beach, Colva beach, Pondicherry beach circuit **Destinations** Goa, Maharashtra, Andhra Pradesh, Andaman & Nicobar Islands, Lakshadweep, Orissa	**Geographic** Region **Demographic** Age, family size, gender, income, occupation **Psychographic** Socio-economic, personality **Behavioural** Occasions, benefits, user status and rate, readiness attitude **Special Basis** Customer expectation, trip descriptor, customer image
Culture Tourism 	Handicrafts, festivals, history, music, dance, languages, pilgrimage, cuisine	Jammu & Kashmir, Kerala, Goa, Lakshadweep, Rajasthan, Arunachal Pradesh, West Bengal, Maharashtra, Uttar Pradesh, Himachal Pradesh, Madhya Pradesh	**Geographic** Region, city **Demographic** Age, gender, race **Psychographic** Socio-economic, personality **Behavioural** Occasions, user status and rate, readiness, attitude **Special Basis** Customer expectation, trip descriptor
Ecotourism 	Ancient cities, hill stations, remote villages, desert areas, wildlife parks	Andaman & Nicobar Islands, Lakshadweep, Uttaranchal, Himachal Pradesh, Jammu & Kashmir, Rajasthan, Madhya Pradesh, Kerala, Andhra Pradesh, Assam, Sikkim, West Bengal, Bihar	**Geographic** Region **Demographic** Age, occupation, education **Psychographic** Personality **Behavioural** Readiness, attitude **Special Basis** Trip descriptors

Tourism Genre	Key Offerings/ Features	Hot Spots/ Destinations	Segmentation Bases
Heritage Tourism	Heritage forts, palaces, temples, monuments, caves	Taj Mahal, Agra Fort, Ajanta and Ellora caves, monuments of Mamallapuram, Konark Sun Temple, monuments of Fatehpur Sikri, monuments of Hampi, Khajuraho temples, Valley of Flowers	**Demographic** Age, education **Psychographic** Personality **Behavioural** Occasions, readiness **Special Basis** Customer image, trip descriptors
Pilgrimage Tourism	Religious sites, sacred trips, temples	Amarnath cave, Vaishno Devi, Haridwar, Badrinath, Gangotri, Kedarnath, Yamunotri, Shirdi, Chardham Yatra, Rishikesh, Poanta Sahib, Ajmer Sharif, Mathura, Puri, Tirupati, Golden Temple	**Demographic** Age, education, race **Psychographic** Personality **Behavioural** Occasions, user rate **Special Basis** Trip descriptors
Train Tourism	Heritage train travel	Palace on Wheels, Heritage on Wheels, Deccan Odyssey, Royal Orient, Fairy Queen, Shimla–Kalka Express, Darjeeling toy train	**Demographic** Age, income, education **Psychographic** Personality **Behavioural** Occasions, benefits, attitude **Special Basis** Trip descriptors
Wildlife Tourism	Wildlife trips, explorations of forest/park interiors	Corbett National Park, Nanda Devi Wildlife, Valley of Flowers (Uttaranchal), Periyar Sanctuary (Kerala), Ranthambore Park, Bharatpur Bird Sanctuary (Rajasthan), Kanha Wildlife (Madhya Pradesh), Sunderbans Wildlife (West Bengal), Gir	**Demographic** Age, occupation, education **Psychographic** Personality **Behavioural** Attitude, readiness **Special Basis** Trip descriptors

Tourism Genre	Key Offerings/ Features	Hot Spots/ Destinations	Segmentation Base
MICE (Meetings, Incentives, Conferences, and Exhibitions) Tourism	Meetings, conferences, exhibitions, conventions, launches	**Places** Hyderabad, Delhi, Cochin, Noida, Mumbai, Pune, Chennai, Agra, Bangalore **Hotels** The Ashok, New Delhi; Hyderabad International Convention Centre, Hyderabad; Le Meridian, Cochin; The Taj Palace, Mumbai	**Demographic** Income, occupation **Psychographic** Personality **Behavioural** Benefits, occasions, loyalty status, readiness **Special Basis** Trip descriptor
Medical Tourism 	Rejuvenation, treatment, surgeries, healthcare, well-being	Apollo Hospitals, All India Institute of Medical Studies, Ram Manohar Lohia Hospital, Escorts Heart Institute (New Delhi); CMC, (Vellore); Leelavati Hospital, Tata Memorial Hospital (Mumbai)	**Demographic** Age, income **Psychographic** Socio-economic **Behavioural** Benefits, loyalty status **Special Basis** Customer expectation

Case Study: Mcleodganj and Triund — An Exciting Experience as a Tour

In May 2006, we, a group of seven people planned to make a memorable trekking trip. The first choice that came to my mind was Triund because I had been there before as well. It is 9 km uphill McLeodganj in Himachal Pradesh. McLeodganj itself is around 10 km from Dharamshala. McLeodganj, also known as Upper Dharamshala, was so named in the 19th century after David McLeod, the lieutenant governor of Punjab at that time. During the British rule in India, the town was a hill station where the Britishers spent the hot summers. It is very famous for Tsuglagkhang or Tsuglag Khang, the Dalai Lama's temple. It has statues of Shakyamuni and Avalokitesvara, and

We reached McLeodganj on a Saturday afterno after a tiring journey that started on Friday night. left from Delhi in a train to Pathankot, from wh we took the state roadways bus to McLeodg via Dharamshala. We were there by 2 p.m. in afternoon, when we decided to take some rest, toured the monastery on the same day, after wh we headed for a famous waterfall. We reac there after a small but arduous trek of around minutes. When we reached the foot of the wa fall, it was dusk and getting darker. So, most of people had left. The most amazing part there that there was a tea stall that served us hot tea w