



Medicinal plants are base of health tourism packages

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Manuscript details:

Available online on <http://www.ijlsci.in>

ISSN: 2320-964X (Online)

ISSN: 2320-7817 (Print)

Cite this article as:

Raina Preeti (2025) Medicinal plants are base of health tourism packages, *Int. J. of. Life Sciences*, Special Issue, A21, 137-145.

Article published in Special Issue of "International Conference on Futuristic Approach for Viksit Bharat (ICFAVB-2047) Organized by Government College, Dholpur (Raj.) Dated 23 and 24 Dec. 2024.



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ABSTRACT

Since ancient times, medicinal plants have played a crucial role in conventional medical systems by providing all-natural solutions for a variety of illnesses. Medicinal plants are being included in health tourism packages because of the increased interest in alternative treatment around the world. There is a growing desire for tourist destinations that offer therapeutic benefits derived from these plants as part of Health tourism, which blends wellness with travel. In these packages use of medicinal plants encourages preventive healthcare, holistic healing, and rejuvenation, making them ideal for travelers looking for eco-friendly, culturally enriching experiences. The potential advantages for both visitors and local populations are highlighted in this paper's exploration of the role of medicinal plants in health tourism. It investigates the financial effects of including therapeutic plant-based treatments in travel packages. The "packages" foster a deeper sense of identification with both cultural and ecological preservation by combining the healing power of nature with tourism.

Keywords: Indigenous knowledge, holistic healing, alternative medicine, biodiversity, preventive medicine, health tourism, wellness tourism, alternative medicine, therapeutic values, and sustainable tourism considerations.

INTRODUCTION

India, a land known for its rich biodiversity and ancient healing traditions, is a global leader in herbal-based health tourism. Rooted in time-tested systems like **Ayurveda**, **Unani**, **Siddha**, and **Yoga**, India has become a sought-after destination for travelers seeking natural and holistic health solutions. The country's abundant medicinal plants, coupled with its traditional knowledge, provide a unique foundation for herbal-based wellness experiences. Herbal-based health tourism refers to the promotion of health and well-being through travel experiences that involve the use of herbal remedies, therapies, and treatments.

It includes activities such as:

- Herbal spa treatments
- Detoxification programs using herbal products
- Herbal medicine workshops
- Visits to herbal gardens or plantations
- Participation in cultural rituals involving medicinal plants

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 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 wellbeing and hence they have high potentiality for the sector of wellness tourism, which is oriented to rejuvenation, detoxification, and stress relief. 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 ecofriendly 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 2022 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 et al (2021) In the post pandemic recovery of tourism, herbal tourism villages are a sustainable and an innovative solution for the booming of healthy and ecofriendly 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 wellbeing, 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 to 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 et al (2022) 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, wellbeing – 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 recognize 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 sustainability and culture

Majeed et al. (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 emphasized 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 centers (Anoop & Lakshmi, 2025). 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 2023.

Driven by government initiatives like 'Kerala Ayurveda Health Tourism', the industry has collected ₹5,000 crore in revenue with a growth of 12% in 2022. 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 (Bakshi, 2025). 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 a 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 therapies emphasize sustainability and encourage 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.

The Appeal of Herbal-Based Health Tourism

1. **Natural and Holistic Healing:** Travelers are drawn to the natural, non-invasive, and holistic approach of herbal-based therapies. These treatments are often seen as safer alternatives to chemical-based interventions.
2. **Cultural and Educational Experiences:** It provides a unique opportunity for tourists to learn about traditional healing systems and the cultural significance of herbs in maintaining health.
3. **Sustainability and Eco-Tourism:** Herbal health tourism often aligns with eco-tourism principles, emphasizing sustainable practices and respect for biodiversity.
4. **Stress Relief and Wellness:** Herbal therapies promote relaxation, stress reduction, and a balanced lifestyle, making them particularly appealing in today's fast-paced world.

Key Destinations for Herbal-Based Health Tourism

Countries with rich herbal medicine traditions and biodiversity are popular destinations, such as:

- **India:** Known for Ayurveda and its vast array of medicinal plants.
- **China:** Famous for Traditional Chinese Medicine (TCM) and herbal treatments.
- **Thailand:** Popular for traditional Thai herbal therapies and spa treatments.
- **Indonesia:** Renowned for Jamu, a traditional herbal medicine system.
- **African Nations:** Celebrated for indigenous herbal healing practices.

Herbal-based health tourism in India revolves around the use of medicinal plants and herbs for promoting health and wellness. It integrates herbal remedies, therapeutic treatments, and wellness practices with travel, allowing tourists to experience physical rejuvenation, mental relaxation, and cultural enrichment. This sector is deeply intertwined with India's cultural heritage, offering a blend of ancient wisdom and modern wellness approaches.

Popular Herbal-Based Tourism Destinations in India

1. **Kerala:** Known as the "Land of Ayurveda," Kerala offers lush herbal gardens, Ayurvedic spas, and retreats amidst tropical backwaters and forests.
2. **Rishikesh and Haridwar:** These spiritual hubs provide yoga and meditation centers with herbal treatments.
3. **Tamil Nadu:** A center for **Siddha medicine**, the state features specialized retreats and programs.
4. **Himalayan Regions:** Destinations like Uttarakhand and Himachal Pradesh are famous for rare Himalayan herbs used in traditional healing.

Components of Herbal-Based Health Tourism in India

1. **Ayurvedic Retreats:** Centers offer detoxification programs like **Panchakarma**, herbal massages, and therapeutic diets.
2. **Yoga and Meditation:** Practices complemented by herbal teas and dietary regimens to promote harmony between mind and body.
3. **Herbal Gardens and Plantation Tours:** Visits to herbal farms, like the ones in Kerala, where tourists can learn about the cultivation and use of medicinal plants.
4. **Workshops and Learning Programs:** Educational initiatives on Ayurvedic herbs, herbal medicine preparation, and their applications in daily life.

Examples of herbal-based health tourism packages:

Relaxation and Wellness Packages

1. **Ayurvedic Herbal Retreat:** A 7-day package that includes Ayurvedic herbal treatments, yoga, and meditation to promote relaxation and wellness.
2. **Herbal Spa Day:** A 1-day package that includes herbal spa treatments, such as massages, facials, and body wraps, using locally sourced herbs.
3. **Nature's Bliss:** A 3-day package that includes guided herbal walks, herbal tea tastings, and herbal-infused meals to promote relaxation and connection with nature.

Detoxification and Rejuvenation Packages

1. **Herbal Detox Retreat:** A 10-day package that includes herbal detox treatments, such as herbal teas, juices, and supplements, to promote detoxification and rejuvenation.

2. **Rejuvenating Herbal Bath:** A 1-day package that includes a rejuvenating herbal bath, using locally sourced herbs, to promote relaxation and rejuvenation.
3. **Herbal Infusion Therapy:** A 5-day package that includes herbal infusion therapy, using locally sourced herbs, to promote detoxification and rejuvenation.

Chronic Disease Management Packages

1. **Herbal Diabetes Management:** A 14-day package that includes herbal treatments, such as herbal teas and supplements, to help manage diabetes.
2. **Herbal Stress Management:** A 7-day package that includes herbal treatments, such as herbal teas and supplements, to help manage stress.
3. **Herbal Pain Management:** A 10-day package that includes herbal treatments, such as herbal teas and supplements, to help manage pain.

Educational and Cultural Packages

1. **Herbal Medicine Making Workshop:** A 3-day package that includes a workshop on herbal medicine making, using locally sourced herbs.
2. **Herbal Garden Tour:** A 1-day package that includes a guided tour of a local herbal garden, highlighting the medicinal properties of various herbs.
3. **Traditional Herbal Medicine:** A 5-day package that includes a workshop on traditional herbal medicine, highlighting the cultural significance of herbal medicine in local communities.

These packages can be tailored to meet the specific needs and interests of tourists, while also promoting the conservation and sustainable use of medicinal plants.

Examples of medicinal plants-based tourism packages:

Relaxation and Wellness Packages

1. **Ayurvedic Herbal Retreat:** A 7-day package that includes Ayurvedic herbal treatments, yoga, and meditation to promote relaxation and wellness.
2. **Medicinal Plant Spa Day:** A 1-day package that includes spa treatments using medicinal plants, such as massages, facials, and body wraps.
3. **Herbal Tea Tasting:** A 1-day package that includes a guided tour of a medicinal plant garden, followed by a herbal tea tasting experience.

Educational and Cultural Packages

1. Medicinal Plant Identification: A 3-day package that includes a guided tour of a medicinal plant garden, followed by a workshop on medicinal plant identification.
2. Traditional Herbal Medicine: A 5-day package that includes a workshop on traditional herbal medicine, highlighting the cultural significance of medicinal plants in local communities.
3. Medicinal Plant Conservation: A 7-day package that includes a guided tour of a medicinal plant conservation project, followed by a workshop on sustainable harvesting and conservation practices.

Adventure and Exploration Packages

1. Medicinal Plant Foraging: A 3-day package that includes a guided foraging tour to identify and harvest medicinal plants in their natural habitat.
2. Herbal Medicine Making: A 5-day package that includes a workshop on herbal medicine making, using medicinal plants harvested from the wild or cultivated in a garden.
3. Medicinal Plant Garden Tour: A 1-day package that includes a guided tour of a medicinal plant garden, highlighting the diversity of medicinal plants and their uses.

Special Interest Package

1. Women's Health and Herbal Medicine: A 7-day package that includes a workshop on women's health and herbal medicine, highlighting the use of medicinal plants for women's health issues.
2. Herbal Medicine for Chronic Diseases: A 10-day package that includes a workshop on herbal medicine for chronic diseases, such as diabetes, hypertension, and cancer.
3. Medicinal Plant Photography: A 5-day package that includes a guided photography tour to capture images of medicinal plants in their natural habitat.

Significance of medicinal plants-based tourism packages:

Economic Significance

1. Job creation: Medicinal plants-based tourism packages can create employment opportunities for local communities, contributing to poverty reduction and economic growth.

2. Income generation: These packages can generate income for local communities through the sale of medicinal plants, herbal products, and tourism services.
3. Foreign exchange earnings: Medicinal plants-based tourism packages can attract international tourists, generating foreign exchange earnings for the local economy.

Social Significance

1. Cultural preservation: Medicinal plants-based tourism packages can help preserve traditional knowledge and cultural practices related to medicinal plants.
2. Community engagement: These packages can engage local communities in tourism development, promoting community-based tourism and social inclusion.
3. Health and wellness: Medicinal plants-based tourism packages can promote health and wellness among tourists, contributing to their physical and mental well-being.

Environmental Significance

1. Conservation of medicinal plants: Medicinal plants-based tourism packages can promote the conservation of medicinal plants and their habitats, reducing the risk of over-exploitation and extinction.
2. Sustainable tourism practices: These packages can promote sustainable tourism practices, such as ecotourism and responsible travel, reducing the environmental impact of tourism.
3. Biodiversity protection: Medicinal plants-based tourism packages can contribute to the protection of biodiversity, promoting the conservation of ecosystems and species.

Therapeutic Significance

1. Health benefits: Medicinal plants-based tourism packages can provide health benefits to tourists, such as stress relief, pain management, and immune system boosting.
2. Alternative therapy: These packages can offer alternative therapy options, such as herbal medicine, acupuncture, and meditation, promoting holistic health and wellness.
3. Preventive healthcare: Medicinal plants-based tourism packages can promote preventive healthcare,

encouraging tourists to adopt healthy lifestyles and preventive measures to reduce the risk of diseases.

Affordable and effective natural treatment options worldwide is emphasised by this research.

Some plants are central to the offerings of herbal-based health tourism, used in treatments, workshops, and wellness programs to promote physical and mental well-being. Their applications range from spa treatments to detox programs, reflecting India's deep-rooted heritage in natural and holistic healing. These are-

Ayurvedic and Herbal Plants in India

1. Neem (*Azadirachta indica*)

Uses: Known for its antibacterial, antifungal, and anti-inflammatory properties. Used in skin treatments, detoxification, and oral health.

Applications in Tourism: Neem-based massages, herbal detox drinks, and skincare therapies.

2. Tulsi (*Ocimum sanctum*)

Uses: Also called Holy Basil, it is valued for its adaptogenic, immunity boosting, and respiratory health benefits.

Applications: Tulsi tea workshops, stress-relief therapies, and herbal steam inhalations.

3. Turmeric (*Curcuma longa*)

Uses: Renowned for its anti-inflammatory, antioxidant, and skin-brightening properties.

Applications: Herbal facials, turmeric-based healing massages, and detox drinks like turmeric lattes.

4. Aloe Vera (*Aloe barbadensis miller*)

Uses: Widely used for skin hydration, wound healing, and digestive health.

Applications: Aloe vera wraps, facials, and herbal juice detox programs.

5. Ashwagandha (*Withania somnifera*)

Uses: Known as an adaptogen for reducing stress, improving energy levels, and boosting immunity.

Applications: Herbal supplements, stress-relief packages, and meditation-enhancing drinks.

6. Brahmi (*Bacopa monnieri*)

Uses: Promotes cognitive health, reduces anxiety, and improves memory.

Applications: Brain-boosting tonics, Brahmi oil head massages, and focus-enhancing therapies.

7. Triphala (Combination of Amla, Haritaki, and Bibhitaki)

Uses: Popular for its detoxification, digestion-enhancing, and rejuvenating properties.

Applications: Herbal cleansing therapies, detox drinks, and wellness programs.

8. Ginger (*Zingiber officinale*)

Uses: Aids in digestion, reduces inflammation, and enhances immunity.

Applications: Herbal teas, ginger-infused detox waters, and anti-inflammatory treatments.

9. Lemongrass (*Cymbopogon citratus*)

Uses: Known for its refreshing, stress-relieving, and detoxifying properties.

Applications: Herbal infusions, aroma therapies, and massages.

10. Sandalwood (*Santalum album*)

Uses: Soothes skin, calms the mind, and has antiseptic properties.

Applications: Sandalwood-based facials, aromatherapy, and meditation aids.

Exotic Medicinal Plants in India

11. Shatavari (*Asparagus racemosus*)

Uses: Improves hormonal balance, enhances vitality, and boosts immunity.

Applications: Herbal tonics, rejuvenation therapies, and women's wellness programs.

12. Moringa (*Moringa oleifera*)

Uses: Rich in nutrients, supports detoxification and energy enhancement.

Nutritional supplements, herbal meals, and detox drinks.

13. Cinnamon (*Cinnamomum verum*)

Uses: Known for its warming properties, supports metabolism, and fights infections.

Applications: Herbal teas, spice-infused wellness therapies, and weight-management programs.

14. Vetiver (*Chrysopogon zizanioides*)

Uses: Soothes the nervous system, cools the body, and has aromatherapeutic benefits.

Applications: Vetiver-infused massages, body wraps, and stress-relief therapies.

15. Amla (*Phyllanthus emblica*)

Uses: A potent source of Vitamin C, promotes skin health, boosts immunity, and enhances digestion.

Applications: Amla-based detox drinks, rejuvenating facial packs, and wellness supplements.

Significance of Herbal-Based Health Tourism in India

- **Promotes India's Heritage:** Showcases the country's traditional healing systems to a global audience.
- **Economic Growth:** Boosts tourism revenue and supports rural economies through sustainable herbal farming.
- **Environmental Conservation:** Encourages biodiversity preservation by promoting the sustainable use of medicinal plants.
- **Health and Wellness Revolution:** Meets the growing global demand for natural and holistic health solutions.

Challenges in India's Herbal-Based Health Tourism

1. Lack of standardization and regulation in herbal therapies.
2. Overharvesting of medicinal plants, threatening biodiversity.
3. Insufficient promotion of lesser-known traditional systems like Siddha and Unani.
4. Infrastructure and accessibility issues in rural herbal tourism hubs.

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 programs 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% (KPMG & FHRAI, 2025). 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.

Conflict of Interest: The authors declare no conflict of interest in relation to this research.

Data Availability Statement: Not applicable.

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