



FRONT OFFICE OPERATIONS

Student Handbook
NSQF Level-1
Class IX



CENTRAL BOARD OF SECONDARY EDUCATION

Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110301





FRONT OFFICE OPERATIONS

Student Handbook

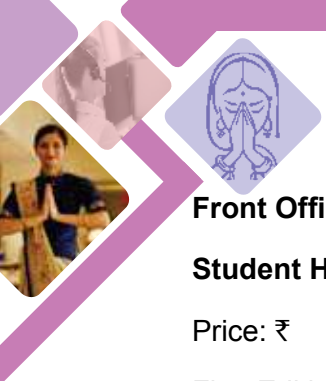
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Front Office Operations, NSQF Level-1

Student Handbook, Class IX

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भारत का संविधान

उद्देशिका

हम, भारत के लोग, भारत को एक सम्पूर्ण 'प्रभुत्व-संपन्न समाजवादी पंथनिरपेक्ष लोकतंत्रात्मक गणराज्य बनाने के लिए, तथा उसके समस्त नागरिकों को:

सामाजिक, आर्थिक और राजनैतिक न्याय,

विचार, अभिव्यक्ति, विश्वास, धर्म

और उपासना की स्वतंत्रता,

प्रतिष्ठा और अवसर की समता

प्राप्त कराने के लिए

तथा उन सब में व्यक्ति की गरिमा

²और राष्ट्र की एकता और अखंडता

सुनिश्चित करने वाली बंधुता बढ़ाने के लिए

दृढ़संकल्प होकर अपनी इस संविधान सभा में आज तारीख 26 नवम्बर, 1949 ई० को एतद्वारा इस संविधान को अंगीकृत, अधिनियमित और आत्मार्पित करते हैं।

1. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से “प्रभुत्व-संपन्न लोकतंत्रात्मक गणराज्य” के स्थान पर प्रतिस्थापित।
2. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से “राष्ट्र की एकता” के स्थान पर प्रतिस्थापित।

भाग 4 क

मूल कर्तव्य

51 क. मूल कर्तव्य - भारत के प्रत्येक नागरिक का यह कर्तव्य होगा कि वह -

- (क) संविधान का पालन करे और उसके आदर्शों, संस्थाओं, राष्ट्रध्वज और राष्ट्रगान का आदर करे;
- (ख) स्वतंत्रता के लिए हमारे राष्ट्रीय आंदोलन को प्रेरित करने वाले उच्च आदर्शों को हृदय में संजोए रखे और उनका पालन करे;
- (ग) भारत की प्रभुता, एकता और अखंडता की रक्षा करे और उसे अक्षुण्ण रखे;
- (घ) देश की रक्षा करे और आह्वान किए जाने पर राष्ट्र की सेवा करे;
- (ङ) भारत के सभी लोगों में समरसता और समान भ्रातृत्व की भावना का निर्माण करे जो धर्म, भाषा और प्रदेश या वर्ग पर आधारित सभी भेदभाव से परे हों, ऐसी प्रथाओं का त्याग करे जो स्त्रियों के सम्मान के विरुद्ध हैं;
- (च) हमारी सामासिक संस्कृति की गौरवशाली परंपरा का महत्त्व समझे और उसका परिरक्षण करे;
- (छ) प्राकृतिक पर्यावरण की जिसके अंतर्गत वन, झील, नदी, और वन्य जीव हैं, रक्षा करे और उसका संवर्धन करे तथा प्राणी मात्र के प्रति दयाभाव रखे;
- (ज) वैज्ञानिक दृष्टिकोण, मानववाद और ज्ञानार्जन तथा सुधार की भावना का विकास करे;
- (झ) सार्वजनिक संपत्ति को सुरक्षित रखे और हिंसा से दूर रहे;
- (ञ) व्यक्तिगत और सामूहिक गतिविधियों के सभी क्षेत्रों में उत्कर्ष की ओर बढ़ने का सतत प्रयास करे जिससे राष्ट्र निरंतर बढ़ते हुए प्रयत्न और उपलब्धि की नई उंचाइयों को छू ले;
- ¹(ट) यदि माता-पिता या संरक्षक हैं, छह वर्ष से चौदह वर्ष तक की आयु वाले अपने, यथास्थिति, बालक या प्रतिपाल्य के लिये शिक्षा के अवसर प्रदान करें।

1. संविधान (छयासीवां संशोधन) अधिनियम, 2002 की धारा 4 द्वारा प्रतिस्थापित।

THE CONSTITUTION OF INDIA

PREAMBLE

WE, THE PEOPLE OF INDIA, having solemnly resolved to constitute India into a ¹**SOVEREIGN SOCIALIST SECULAR DEMOCRATIC REPUBLIC** and to secure to all its citizens :

JUSTICE, social, economic and political;

LIBERTY of thought, expression, belief, faith and worship;

EQUALITY of status and of opportunity; and to promote among them all

FRATERNITY assuring the dignity of the individual and the² unity and integrity of the Nation;

IN OUR CONSTITUENT ASSEMBLY this twenty-sixth day of November, 1949, do **HEREBY ADOPT, ENACT AND GIVE TO OURSELVES THIS CONSTITUTION.**

1. Subs, by the Constitution (Forty-Second Amendment) Act. 1976, sec. 2, for "Sovereign Democratic Republic" (w.e.f. 3.1.1977)

2. Subs, by the Constitution (Forty-Second Amendment) Act. 1976, sec. 2, for "unity of the Nation" (w.e.f. 3.1.1977)

THE CONSTITUTION OF INDIA

Chapter IV A

FUNDAMENTAL DUTIES

ARTICLE 51A

Fundamental Duties - It shall be the duty of every citizen of India-

- (a) to abide by the Constitution and respect its ideals and institutions, the National Flag and the National Anthem;
- (b) to cherish and follow the noble ideals which inspired our national struggle for freedom;
- (c) to uphold and protect the sovereignty, unity and integrity of India;
- (d) to defend the country and render national service when called upon to do so;
- (e) to promote harmony and the spirit of common brotherhood amongst all the people of India transcending religious, linguistic and regional or sectional diversities; to renounce practices derogatory to the dignity of women;
- (f) to value and preserve the rich heritage of our composite culture;
- (g) to protect and improve the natural environment including forests, lakes, rivers, wild life and to have compassion for living creatures;
- (h) to develop the scientific temper, humanism and the spirit of inquiry and reform;
- (i) to safeguard public property and to abjure violence;
- (j) to strive towards excellence in all spheres of individual and collective activity so that the nation constantly rises to higher levels of endeavour and achievement;
- ¹(k) to provide opportunities for education to his/her child or, as the case may be, ward between age of 6 and 14 years.

1. Subs. by the Constitution (Eighty - Sixth Amendment) Act, 2002

Preface



India has a rich history and tradition of hospitality. In our culture, guest is accorded a very special status. In the modern era, too, Indian hospitality professionals have left an indelible impression with their innate quality of humility, hard work and empathy. Tourism and Hospitality are drivers of our economic and cultural growth and contribute to our GDP.

This book on Tourism and Hospitality as part of vocational course in Front Office Operations for class IX aims at introducing hospitality as a career option to these budding professionals.

The focus of the book is on tourism as a larger umbrella, under which hospitality is an important component. Student learns to appreciate the diversity of our tourism product and its economic potential for the country. They also get sensitized towards the various positive and negative impacts of tourism on environment and culture. The course content gradually progresses to understanding hotels and their types.

We hope that the lucid narration and pictorial representation will excite the young minds to dive deeper into the vast ocean of the tourism industry and its various sectors.

Chairman, CBSE



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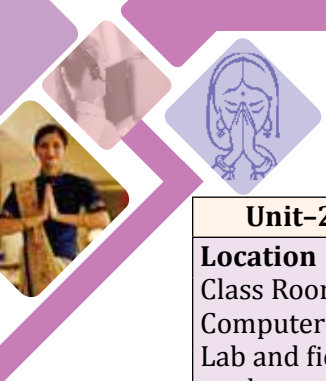


Learning Outcomes

Unit-1	Introduction to Tourism			
Location: Class Room, Computer Lab and field study.	Session-1 : Definitions and introduction to the Concept			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	Identify the different phases in history of travel and tourism.	Salient characteristics of tourism activity in different phases of its evolution.	- List the modes of transport used in tourism. - Identify the changing trends in tourism in last two centuries.	Interactive Lecture : - History and evolution of travel and tourism. Practical Activity : - Collect photographs of the evolution of modes of transport and prepare a collage.
	Define Tourism and Tourist.	Concept of Tourism and Tourist.	- Describe Tourism and Tourist. - Distinguish between Tourist, Visitor and excursionist.	Interactive Lecture: - WTO definitions of Tourism and Tourist and its analysis. Practical Activity: - Experience sharing on your best ever tourism experience.
	Evaluate the concept of inbound and outbound travel.	Explain inbound and outbound travel.	Differentiate between Inbound and outbound tourist.	Interactive Lecture: - The concept of inbound and outbound travel and their respective impacts. Practical Activity: - Visit the official website of Ministry of Tourism, Government of India and collect statistics on inbound and outbound tourism.



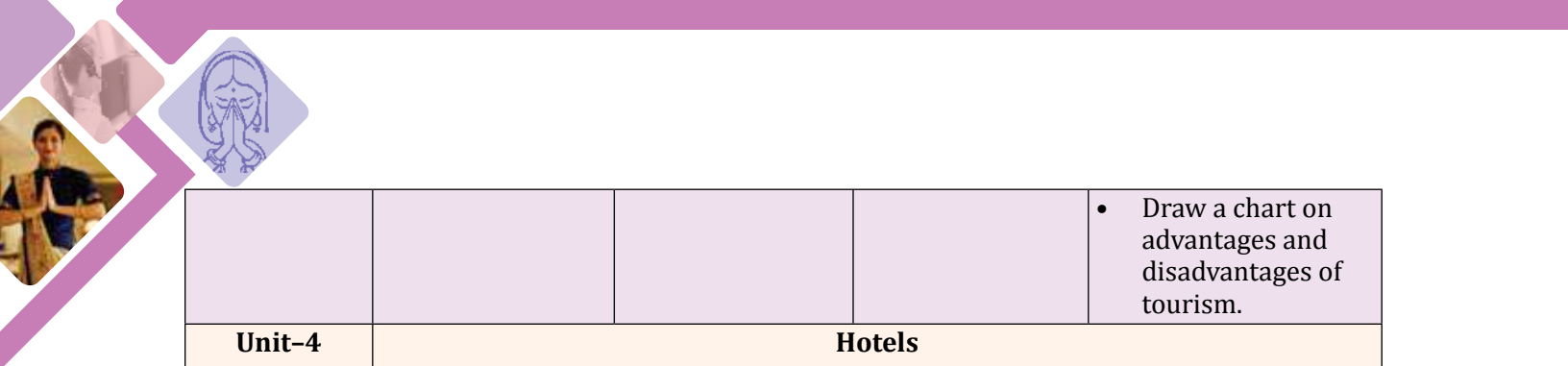
Session-2: Importance and Classification of Tourism			
Evaluate the importance of Tourism activity and Tourism industry.	Describe the importance of tourism for its various stakeholders.	Enlist the salient points on importance of tourism.	Interactive Lecture: - Importance of tourism activity for its various stakeholders. Practical Activity : - Role play on importance of tourism.
Differentiate among different types of tourism.	Describe different travel motivators for tourists.	List the reasons for travelling.	Interactive Lecture: - The classification of tourism on the basis of different travel motivators. Practical Activity: - Prepare a survey report of 20 respondents on their reasons for travelling in last one year.
Session-3: Components of Tourism Industry			
Identify the various components of tourism industry	- Describe the primary components of tourism industry. - Explain the secondary components of tourism industry. - Role of intermediaries in tourism. - Role of International and national tourism organizations.	- Identify the significance of the primary components of tourism industry. - Enlist the respective roles of secondary components in tourism industry. - Differentiate among various intermediaries in tourism. - List out functions of tourist organizations.	Interactive Lecture: - Different components of Tourism industry and their respective importance in tourism service delivery process. Practical Activity: - Experience sharing among students on their last tourism activity and the role played by different tourism components during their visit. - Download the Logos of different tourist organizations and prepare a collage with it.



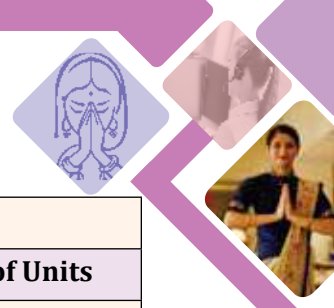
Unit-2	Major Tourist Destinations of India			
Location Class Room, Computer Lab and field study.	Session-1 : Beaches, Hill Stations and Wild Life			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	Identify the major Beach, Hill and wild life destinations of India.	Describe the location of Important Beach , Hill and wild life destinations of India.	List the important Beaches, Hill stations and wild life sanctuaries/ National Parks in India.	Interactive Lecture : - Major Beach, Hill and Wild life destinations of India. Practical Activity: - Mark the famous Beach, Hill and wild life destination on the map of India.
	Differentiate between the tourism activity at Beaches, Hills and wild life destinations.	Explain the characteristic differences in the tourism activity at, Beaches, Hills and Wild life destinations	Draw comparative chart of the tourist activities at Beaches, Hills and wild life.	Interactive Lecture: - Comparative analysis of tourism related activities at Beaches, Hills and wild life destinations. Practical Activity: - Visit a nearby mall/retail store and make. 3 lists of clothes and items you would like to buy for your visit to a Beach, Hill station and wild life sanctuary. - Presentation on destination marketing on a destination of student's choice.
	Session-2 : Forts, Palaces, Temples and Religious Places			
Identify the major Forts, Palaces, Temples and Religious places of India.	Describe the location of Important Beach , Hill and wild life destinations of India.	List the important Forts, Palaces, Temples and Religious places of India.	Interactive Lecture : - Major Forts, Palaces, Temples and Religious places of India. Practical Activity: - Mark the famous Forts, Palaces, Temples and Religious places on the map of India.	



				Prepare a collage with the pictures of Forts and Palaces in India.
	Identify the characteristics of Pilgrimage tourism.	Explain the characteristics of Pilgrimage tourism.	List the points differentiating Pilgrimage tourism from all other forms of tourism.	Interactive lecture: - Characteristics of Pilgrimage tourism. Practical Activity: - Prepare a collage of pictures of the Char Dhams of India. - Visit a nearby well known temple or religious place and prepare a brief report on the facilities over there for the visitors.
Unit-3	Impacts of Tourism			
Location: Class Room, Front office Practical room and field visit.	Session-1 : Impacts of Tourism –Economical , Social and Cultural			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	Identify the Economical, Social and cultural Impact of Tourism.	State the various impacts of tourism on economy, society and culture.	Differentiate between the harmful and beneficial economical, social and cultural impacts of tourism.	Interactive Lecture: - Economical, social and cultural impacts of tourism. Practical Activity : - Role Play on harmful and beneficial Socio-Cultural impact of tourism.
	Session-2: Impacts of Tourism – Political, Environmental and Sustainability Issues			
	Identify the Political and Environmental Impact of Tourism.	- State the political and environmental impacts of tourism. - Describe the elements necessary for sustainable tourism.	- Differentiate between the harmful and beneficial impacts of tourism on environment. - List the factors responsible for sustainable tourism.	Interactive Lecture: - Political and Environmental impacts of tourism. Practical Activity: - Group Visit to a nearby monument/ tourist place for a cleanliness campaign of the area. - Group Discussion on responsible tourism.



				Draw a chart on advantages and disadvantages of tourism.
Unit-4	Hotels			
Location Class Room, Front office practical room and field study.	Session-1 : Introduction to Hospitality Industry			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	General overview of Hospitality industry and hotels.	- Concept of Hospitality. - What is a hotel.	List the attitudinal requirements for hospitality industry.	Interactive Lecture: - Overview of Hospitality industry and hotels. Practical Activity : - Collect logos of any ten hotels in India.
	Evaluate the services to be rendered by hotels to their guests.	The hotel's services to their guests.	Identify the services to be rendered by the hotels.	Interactive Lecture: - Services offered by a hotel to their guests. Practical Activity: - Visit the lobby and restaurant of a nearby hotel and observe the nature of services on offer.
	Session-2 : History and Evolution of Hotel Industry			
	Differentiate among the different phases of the growth and evolution of hotel industry.	Chronology of the evolution of hotel industry.	- Identify the different phases of evolution of hotel industry. - List the names of major International hotel chains and their founders. - List the names of major domestic hotel chains and their founders.	Interactive Lecture : - History and evolution of Hotel industry. Practical Activity: - Prepare a List 10 international hotel chains with the names of their founders. - Prepare a list of 10 domestic hotel chains with the names of their founders.



Unit-5	Classification of Hotels			
Location Class Room and Front office practical room.	Session-1 : Classification on the Basis of Size, Star and Number of Units			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	Methods of classifying hotels while taking size, Star category and number of units as parameters.	Parameters of Size, star categorizations and number of units in hotel classification.	Classify hotels on the basis of their size, star category and number of units.	Interactive Lecture: - Classification of hotels on the basis of their size, star category or number of units. Practical Activity: - Prepare a list of 10 single unit hotels and 10 chain hotels. - Chart presentations on classification of hotels on the basis of different parameters.
	Session-2 : Hotel Organization			
	Identify the hotel organization on the basis of departmental functions, departmental revenue and staff hierarchy.	Basis of departmental organization of a hotel.	- Classify hotel departments on the basis of functions and on the basis of revenue. - Prepare the staff hierarchy chart for a large hotel and a medium sized hotel.	Interactive Lecture: - Departmental and staff organization of a hotel. Practical Activity: - Chart presentations on departmental organisation and staff organisation of hotels.



UNIT 1



Introduction to Tourism

Contents

- 1.0 Unit Overview and Description
- 1.1 Introduction
- 1.2 Origin of Travel and Tourism
- 1.3 Definitions
- 1.4 Forms of Tourism
- 1.5 Importance of Tourism
- 1.6 Types / Classification of Tourism
- 1.7 Components of Tourism Industry

1.0 Unit Overview and Description

‘Tourism’ and ‘Tourist’ are very commonly used or heard words in today’s life. Whenever we pick up any newspaper we find some reference to tourism. The information related to number of tourist arrivals, popular tourist destinations, Governments policies in relation to Tourism of a Place, hostility or warmth of the local people, etc. But, how often have you attempted to understand the meaning of Tourism and asked the question who is a Tourist? This unit outlines the definitions of the words “tourism” and “tourist” and other related words. Then it goes on to explain the importance of tourism. It also takes into account the different forms and types of Tourism under its Classification. Tourism of Today is the outcome of the combined efforts of its various components. In fact what we may define as Tourism Industry is a mix of the output and services of different industries. In this unit we also identify and list its various components. A knowledge of these aspects is a must for a anyone interested in pursuing Tourism of Hospitality Studies.

Resource Material

1. Hotel Front Office Training Manual – Sudhir Andrew.
2. Foundation Course in Tourism, Block 2 – IGNOU.
3. Tourism in India: Trends and Issues – Dharmrajan and Seth.



Session-1

1.1 Introduction

Tourism is not just about the facilities and attractions provided for visitors. It is about people and especially about the relationship between the customer and the individual providing the service. Today, Tourism has undoubtedly become an Industry to be studied in totality. It is growing rapidly due to increasing standards of living and fast changing technology. Tourism is a global phenomenon that involves exchange and flow of economic, cultural and intellectual items in terms of goods, knowledge, values and images as well as people at large.

Everybody employed in Tourism needs to have the knowledge, skills, and attitude to provide the standard of product and service that customer expects. Knowing about the Tourism Industry, its importance for a nation in terms of its Economy, culture, society and environment, its classification and component parts and especially where you fit in is an important starting point to a successful career in Tourism.

In this chapter we have tried to examine:

- Origin of Travel and Tourism
- Definitions of Tourism
- Importance of Tourism
- Classification of Tourism
- Components of Tourism Industry

1.2 Origin of Travel and Tourism

To establish any specific period or era for the origin of tourism is a very difficult task. In ancient and prehistoric time people used to move in search of food, and for shelter from climatic conditions and for protection from animals. First they moved individually, later they started moving in groups. Nomads moved from one place to another. The origin of tourism can be attributed to this period.

Within the last century, tourism industry has undergone consistent changes. In this respect, it is worth mentioning the rapid development of infrastructure, introduction of new means of transportation, including the development of railroads and airways, and the development of new technologies which facilitate traveling, such as Internet that includes online booking and planning of the journey beforehand.

1.3 Definitions

Tourism

Tourism is concerned with pleasure, holidays, travel and going or arriving somewhere. It means movement of people both within and across the national borders.



These are the motivations that make people leave their normal place of residence and work for short-term temporary visit to other places.

Over the years the definitions of Tourism has undergone a change along with the historical changes. The term Tourism is defined in different ways by different tourism experts:

1. **According to Hunziker and Krapf:** "Tourism is the sum of phenomena and relationship arising from the travel and stay of non-residents, in so far as it do not lead to permanent residence and is not connected to any earning activity."
2. **According to League of Nations in 1937:** "Tourism covers the social activity of those who travel for a period of 24 hours or more in a country other than the one a person usually lives in." This definition excluded domestic and emphasized only on International tourism.
3. **According to UNWTO (United Nations World Tourism Organization:** "Tourism is the movement of people away from their normal place of residence and work for a period of not less than 24 hours and not more than 1 year for the sole purpose of leisure, business etc, but not related to the exercise of an activity remunerated from within the place visited.

From the above definitions it is clear that tourism represents various types of short term travel and is variable defined for a specific purpose of the journey, its duration and other criteria. Hence it is important for the travel to be classified as Tourism in that the individual has to move out of the living area and the purpose of travel may be leisure, business, medical, or any other reason with a time frame.

Visitor

A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

Tourist (or Overnight Visitor)

A visitor (domestic, inbound or outbound) is classified as tourist (or overnight visitor), if his/her trip includes an overnight stay.

Excursionist (Same Day Visitor)

A visitor (domestic, inbound or outbound) is classified as a same-day visitor (or excursionist) if his/her trip does not include an overnight stay.



1.4 Forms of Tourism

There are two basic forms of Tourism: International Tourism and Domestic Tourism

1. **International Tourism:** Movement of people from one country to another is called International Tourism. A person who engages in tourism between countries is called International/Foreign Tourist. International Tourism is further of two types:

Inbound: This refers to Tourists entering a country.

Outbound: This refers to Tourists leaving their country of origin for another.

Example: If you decide to go to France from India, you are engaging in International Tourism. From the point of view of India, you will be described as outbound tourist. But France will describe you as inbound tourist.



2. **Domestic Tourism:** Movement of people within one's own country is called Domestic Tourism. A person who engages in Tourism within his/her own country is called Domestic Tourist.

Example: When you travel to any place within India, such as from New Delhi to Kanya kumari, you will be described as a domestic tourist.

Review Questions

1. Define Tourism. Why is it different from travel?
2. What is the difference between a Visitor, Tourist and Excursionist?
3. What are the different forms of Tourism? State with examples.
4. Fill in the Blanks:
 - a. In ancient times people used to move for _____ and for _____ .
 - b. Tourism means movement of people both within and across the _____ borders.
 - c. Inbound and Outbound tourism are the forms of _____ tourism.
 - d. You are a _____ traveler when you travel from Delhi to Agra.



Session-2

1.5 Importance of Tourism

Tourism as an industry is very important for the development of any country. It is one of the fastest growing sectors. It has a lot of significance in the economic, social and cultural advancement of any country. The various benefits of Tourism are highlighted as below:

1. **Stimulation of Economic Growth:** Tourism is an important contributor in the economic development of any country. There are many countries in the world whose economy is completely dependent on tourism. Tourism Industry is one of the largest generator of Foreign earnings.
2. **Creation of Employment:** Tourism industry generates several direct and indirect employment opportunities for millions of people. They may range from Skilled, semi-skilled to Unskilled jobs for people .One of the notable initiative taken by Ministry of tourism , Govt. of India, in this regards is the launching of the “Hunar se Rozgar tak” Scheme to create employability skills amongst unemployed youth in Hospitality sector.
3. **Development of Infrastructure:** To become an important commercial and leisure destination, any location would require a good infrastructure. In addition the improvement of the existing infrastructure needs to be undertaken in order to retain and attract tourist. The residents of these areas shall also be benefitted with the development of infrastructure.
4. **Protection of Cultural Heritage:** India’s primary attraction has been its culture, art, archaeological remains, historical monuments, architecture, music, dance, folklore and history. Each year many visitors visit our country and take back sweet memories of India’s rich cultural heritage.
5. **Encouragement to Business and Trade:** Tourism may also be motivated for business and trade purposes. Business meetings, conferences, seminars and workshops are commonly being organized at exotic locations to motivate the employees at the same time promoting tourism of the destination.
6. **Global Integration:** Tourism is and effective way of enhancing the international understanding and integration by bringing together and making people of different social, cultural and economic backgrounds interact.
7. **Environmental Benefits:** Tourism is called smokeless Industry, because it works with the aim of protection and conservation of environment. Tourism can become an instrument for beautification and improvements of the environment, if it is planned in a systematic manner.
8. **Promotion of Favourable National Image:** Tourism helps in building the image of the host country and makes it popular among various countries.



1.6 Types / Classification of Tourism

1. Mass Tourism

- The organized movement of large groups of people to specialized tourist locations.
- A consequence of the increase of people travelling for pleasure, developed to cater to huge numbers of tourists.
- **Examples:** Whole resort towns, theme parks, tourism business districts, cruises, packaged vacations, all-inclusive resorts, etc.



2. Alternative Tourism

- Individually planned activities to gain and experience first-hand knowledge about local cultures and environments.
- Focus on secluded areas, occur during non-peak travelling times, can include arranging own flights and accommodations.
- **Example:** A self-planned biking trip through Vermont, while camping or arranging accommodations “as you go.”





3. **Pleasure Tourism**
 - To improve the physical or spiritual condition of an individual.
 - **Examples:** Yoga workshops, detoxification clinics, spas, etc
4. **Business Tourism**
 - To complete a business transaction or attend a business meeting/conference.
5. **Nature Tourism**
 - To experience the history, folklore, and culture of a people.
6. **Cultural Tourism**
 - To enjoy a natural setting or wildlife, including ecotourism
7. **Social Tourism**
 - Travel that involves the company of others, such as tour-bus travel or family visits.
8. **Recreation Tourism**
 - To escape the routine of daily life, such as camping or going to a beach.
9. **Active Tourism**
 - Has a set objective, such as climbing a mountain or learning a new language.
10. **Sports Tourism**
 - To experience a sport or sporting event, such as ski holidays or the Olympics.
11. **Religious Tourism**
 - Involves visiting a place of spiritual significance.
12. **Health/Medical Tourism**
 - To improve one's health, such as a visit to a health resort or weight-loss camp.
13. **Adventure Tourism****
 - Involves challenges and adventure, such as trekking through a tropical rainforest or rock climbing.
14. **Wilderness Tourism****
 - To experience something very different from everyday life in remote wilderness areas.
15. **Ecotourism****
 - Stresses low-impact adventure in a natural setting; sometimes called "green tourism."

Note : ** Types of Sustainable Tourism, a movement, which started around 2000.



Review Questions

1. Why is Tourism important for the development of a country?
2. What are the various stakeholders of Tourism?
3. Give the detailed classification of Tourism with at least one example of each.
4. What is sustainable Tourism?
5. State True or False :
 - a. Tourism is called smokeless Industry.
 - b. Ecotourism, Adventure Tourism and Wilderness tourism are types of Sustainable Tourism.
 - c. Active Tourism involves visiting a place of religious significance.
 - d. Tourism Industry is one of the largest generator of foreign exchange.
 - e. Supplementary accommodation is a type of informal or un-organized accommodation.

Session-3

1.7 Components of Tourism Industry

Tourism is a collection of several Industries that function separately with various types of links with tourists. These links can be both incidental as well as purposeful, direct or indirect. Together they are referred to as the components of Tourism. The components of Tourism Industry are varied-ranging from small scale businesses operating at local level to Multinational corporations. For Example a small food joint at a tourist destination is a component of Tourism as is an airline or a Star hotel, as each one of them are serving the tourist in some way or the other.

Moreover, these different components are closely linked to each other. Infact, it's a chain of linkages and modern tourism is a result of the intermixing and combined efforts of the various components.

The components that are essential for a tourist and are directly related to tourism are referred as Primary Components. The variety of tourism services that are indirectly related to tourism are known as Secondary Components.

Primary Components

The essential components of tourism are listed below:

1. **Transport:** A mode of transport is required to travel from one place to another, whether by road, rail, air or sea. Also, sometimes the travel depends on the availability of seats etc. Today the travel Industry is a highly developed industry. The various branches of travel includes:



- **Road Transport:** It may Include Buses, Cars, taxis, Motor bikes etc.
- **Rail Transport:** It includes, Trains, Metro Trains.
- **Air Transport:** It includes Airplanes, helicopters, Jet planes etc.
- **Water Transport:** It may include, steamers, Ships, Cruise liners, Boats etc.



2. **Accommodation:** A tourist while travelling also stays en route or at the destination. Thus, accommodation is an essential requirement for Tourist and it comprises a significant place in the Tourism Industry. Owing to the diverse needs, backgrounds and budgets of different tourists, accommodation could be of different types. It may range from cottages, Tourist lodges, Yatri Niwas, to a houseboat, or a five star hotel.





3. **Catering, Food and Entertainment:** While in Transit another essential requirement of a tourist is healthy and safe food. Restaurants, fast food Joints, dhabas, food courts, etc. offer different cuisines and a variety of Food and drinks to meet the requirements of the travelers. Different forms of Entertainment are also provided at the destinations like, Music and dance performances, Magic shows etc.

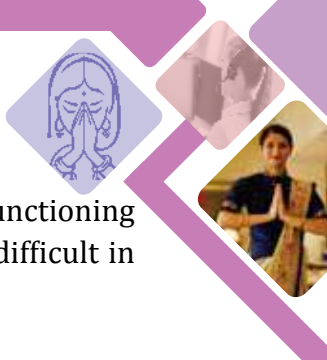


4. **Intermediaries:** They are the connecting link between a Tourist and the travel related services. They facilitate a tourist in arranging various tourist services i.e, hotel and airline bookings, rental taxis, providing travel information, foreign exchange, travel insurance etc. The prominent Intermediaries are Travel agents, tour operators and Guide services.
5. **Government Departments/Tourist Information Centers/Tourism Organizations:** Many national and International organizations related to tourism form part of the tourism industry. WTO (World Tourism organization), Department of tourism, Govt. of India, State tourism departments and Tourism Corporations, ITDC (Indian tourism Development Corporation) are to name a few examples.

Secondary Components

There are variety of services that constitute the tourism and are directly or indirectly related to tourism. Some of them are listed below:

1. Shops and Emporiums
2. Handicrafts and Souvenirs
3. Hawkers and Coolies
4. Telecommunication Services
5. Advertisement Agencies
6. Publishing Industry
7. Artists, Performers, Musicians
8. Insurance Companies
9. Banks, etc.



Both the primary and secondary components are related to the smooth functioning of the tourism industry. The growth and expansion of Tourism Industry is difficult in absence of these components.

Intermediaries

The intermediaries constitute:

1. **Travel Agency:** They are the intermediary between the traveler and the supplier of tourist services, i.e. airlines, transport companies, hotels and auto-rental companies.
2. **Tour Operator:** They are the manufacturers of tourism products. They plan organize and sell tours. They make all necessary arrangements such as sightseeing, transport, accommodation, insurance, entertainment and other allied services and sell this 'package' for an all inclusive price.
3. **Guide Services:** They explain about the culture and significance of a tourist place and make the guest feel comfortable by conversing in the language familiar to the tourist.



Role of International and National Tourism Organizations

Over the years a number of organizations have emerged in tourism. They have played a vital role in tourism policy formation, planning, promotion, infrastructure and resort development, protecting the rights of tourists, negotiations, etc. Factors like importance of tourism in generating foreign exchange, employment prospects, national interests, and at times the stage of development have determined the need for such organizations and accordingly influenced their growth and functions.



These organizations exist in public as well as private sector and at different levels i.e. international and national levels. For e.g. World Tourism Organization (WTO) and Indian Tourism Development Corporation (ITDC).

Summary

In this unit, we have seen that Tourism is defined in different ways. It is important to understand that a Tourist has to return to the place of origin after being at a destination and enjoying the tourism related products and services. Depending on whether the travel is within a country or between different countries, Tourism will be domestic or International respectively. Tourism has a significant importance for the economic, social and cultural growth of any country. We have already discussed the travel variables that influence people to travel. When travel motivators and barriers combine with these variables, they affect the travel destination and what type of travel experience the tourist signs up for. Today, the tourism industry offers many specialized forms of tourism in order to meet the increasingly diverse and the unique requests of a demanding public. People want to be able to choose from a variety of options based on to their needs and desires.

Review Questions

1. Enlist different components of Tourism Industry.
2. Discuss the role of Intermediaries in tourism.
3. What is the role of Tourism organizations in the promotion of Tourism?

Practical Activity

- Collect photographs of the evolution of modes of transport and prepare a collage.
- Prepare a survey report of twenty respondents on their reasons for travelling in last one year.

UNIT 2



Major Tourist Destinations of India

Contents

- 2.0 Unit Overview and Description
- 2.1 Introduction
- 2.2 Major Beach Destinations in India
- 2.3 Major Hill Stations in India
- 2.4 Major Wildlife Destinations in India
- 2.5 Famous Forts and Palaces in India
- 2.6 Temples and Religious places
- 2.7 Pilgrimage Tourism

2.0 Unit Overview and Description

This unit aims to familiarize students with a wide variety of Tourism Destinations in light of our country. India is one of the greatest civilizations of the world, the continuity of which is traceable back to thousands of years. A decisive factor in shaping India's culture and history has been its diversity of nature and landscapes. Beginning from the snow covered peaks of Himalayas in the north to the sun encased southern peninsula. India becomes a place of natural choice for tourists from abroad as well as for domestic tourist interested in experiencing other regional cultures. In the following sections you shall know about the major beaches, Hill stations, wildlife sanctuaries/national parks, forts, palaces, temples and religious places of India. The location of each destination, its characteristics and the major tourist activities are also explained in this unit. You will also equip yourself with the characteristics of pilgrimage tourism and know how it is different from other forms of Tourism.

Resource Material

1. Tourism Development and Resource Conservation – Jagmohan Negi.
2. Hotel Industry and Tourism in India – Pragati Mohanty.
3. Tourism and Hospitality Industry – Sudhir Andrews.



Session-1

2.1 Introduction

India, a vast country with amazing landscaped diversity, rich history and culture, and multi-ethnic society has long list of tourist destinations to present. There are hundreds of places which deserve a visit or two by the globetrotters. However, few of them have got worldwide acclaim, and are included in most sought-after tourist destinations in the world. Top four among these tourist destinations are Taj Mahal, Khajuraho Temples, Qutub Minar and Konark Sun Temple. Taj Mahal, one of the wonders of the world, is the most visited destination by foreign tourists in India. Khajuraho Temples are famous for their erotic carvings. Qutub Minar is the highest tower of medieval times in India. Konark Sun Temples is the grandest art-epic of Oriya people in India.

2.2 Major Beach Destinations in India

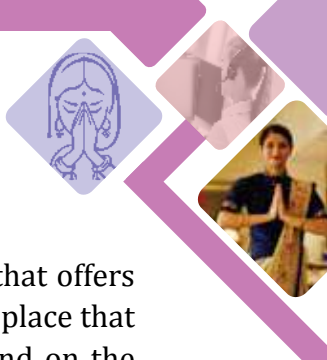
Boasting of some incredible and unexplored beach destinations, India has earned an acclaim as a popular tourist destination across the globe. India offers some of the most immaculate beaches in the world with splendid environment, activities, solitude, fun, frolic, and parties. Any tourist, who is willing to go on a holiday, or a family going out for a vacation, has the option of choosing among the most stunning, serene, and peaceful beaches in India. Below mentioned are some of the popular beach destinations in India highlighting their popular beaches.

Beaches of Goa

Goa is the most popular beach destination in India that attracts tourists from all over the world. There are around 40 beaches in Goa. The beaches are famous for parties, sunbathing and beach sports.



Some of the popular beaches in Goa are, Anjuna Beach, Calangute Beach, Dona Paula Beach, Benaulim Beach, Colvo Beach, Baga Beach and Miramar Beach.



Beaches of Kerala

Located in South India, Kerala - “God’s Own Country”, has a long coastline that offers lots of opportunities for those who seek beauty and tranquility. It is a scenic place that lets you revitalize yourself in its relaxing atmosphere. You can unwind on the beaches, swim in the sea, row a dinghy, take a sailboat ride or simply go to a spa.



Some of the popular Kerala beaches are Kovalam Beach, Varkala Beach, Kumarakom Beach, Marari Beach, Alaphuzza Beach, Kappad Beach, Muzhappilangad Beach, Thirumullavaram Beach.

Beaches of Andhra Pradesh

The beaches of Andhra Pradesh are unspoiled and pure, ideal for a beach holiday. Stretched over 1000 km along the southeastern coastline, there are lots of scenic beaches, green hills, bustling wildlife and beautiful palm trees.

Some of the main beaches in Andhra Pradesh are Ramakrishna Beach, Manginapudi Beach, Bheemunipatam Beach, Rishikonda Beach, Mypad Beach, Vodarevu Beach.

Beaches of Maharashtra

With a coast line of 720 km, Maharashtra is quite fortunate with few of the finest beaches one could find. Beaches of Maharashtra offer lots of activities like sea surfing, sand bathing, swimming, picnics, water sports, etc.

The most popular beaches of Maharashtra are Dahanu-Bordi Beach, Ganpatipule Beach, Juhu Beach, Mandwa and Kihim Beaches, Marve, Manori and Gorai Beaches, Shriwardhan-Harihareshwar Beach.

Beaches of Andaman and Nicobar Islands

The Andaman and Nicobar Islands are a group of 572 islands consisting of exotic and unexplored beaches. The tropical climate prevails all year round, offering a comfortable holiday experience. The islands are known for its remote and serene atmosphere, beaches with silvery white sand and lots of greenery.



Some popular beaches of the Andaman and Nicobar Islands are Corbyn's Cove And Chirya Tapu Beach, Radhnagar Beach, Harminder Bay Beach, Karmatang Beach, Ramnagar Beach

Beaches of Lakshadweep Islands

The Lakshadweep Islands have a set of charming and stunning beaches. The islands are full of coral reefs and palm trees. The beaches provide spectacular lagoons, sea-shores, stretches of sun-drenched sand and lots of swaying palms.

Some of the main beaches of Lakshadweep are Kavaratti Beach, Kalpeni Beach, Kadamat Beach, Bangaram Beach

Beaches of Odisha

Beaches in Odisha represent golden sand, deep blue sea and pleasant weather. They provide tourists with a wonderful experience of scenic beauty, cool breeze, warm sun and relaxation at sea side.

Some of Odisha Beaches are Aryapalli Beach, Balaramgadi Beach, Balighai Beach, Paradeep Beach, Puri Beach.

Beaches of Gujarat

Gujarat is known for its rich natural resources including forests and beaches. The state has the longest coastline in India and thus comprises many beaches where tourists can enjoy their vacations.

Some of the popular beaches of Gujarat are Mandvi Beach, Gopnath Beach, Somnath Beach, Chorwad Beach.

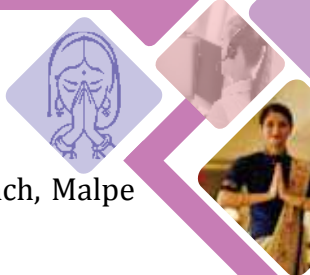
Beaches in Tamil Nadu

The sunny skies and the blue beaches make Tamil Nadu a famous tourist destination. Some of the beautiful beaches of South India are located in the state. Tourists can enjoy water sports and joyrides along these beaches. Some of the beaches of the state are now also popular location for shooting of Bollywood movies.

Some of the popular beaches of Tamil Nadu are Covelong Beach, Rameswaram Beach, Kanyakumari Beach, Marine Beach, Thiruchendur.

Beaches in Karnataka

There are many alluring beaches in Karnataka which can offer a relaxed beach holiday experience to the tourists. These beaches are not known to everyone and therefore are not much crowded. The tranquil and peaceful beaches can enhance the mood of the visitors.



Some of the famous beaches of Karnataka are Karwar Beach, Gokarna Beach, Malpe Beach, Murudeshwar Beach, Kaup Beach.

Review Questions

1. Name one important beach each in Maharashtra, Orissa, and Tamil Nadu.
 - (i) _____
 - (ii) _____
 - (iii) _____
2. State two major factors for the popularity of Kovalam beach.
 - (i) _____
 - (ii) _____

2.3 Major Hill Stations in India

The hill stations are high-altitude towns. Most of the hill stations in India were developed by the British, to get respite from the oppressive summer heat. The Indian subcontinent has seven principal mountain ranges and the largest of all is the Himalayas that lies in the northern part of India. Then there is Shivalik range that also lies within the same region has some famous hill stations that include Dalhousie, Kullu, Shimla, Nainital and many more. Since independence, the role of these hill stations as summer capitals has largely ended, but many hill stations remain popular summer resorts.

Most of the hill stations in India are located in Jammu and Kashmir, Himachal Pradesh, Uttarakhand, Sikkim, West Bengal, Arunachal Pradesh and Meghalaya in the Himalayas and in Maharashtra, Karnataka, Tamil Nadu and Kerala in Western ghats. They have many picturesque lakes as their focal point, making them excellent places for boating activities.

Hill Stations of Northern India

The hill stations of North India are bestowed with natural beauties. Some of the best hill stations include Shimla, Manali, Dalhousie, Nainital, Almora, Kausani, Mussoorie, Gulmarg, Pahalgam and Mount Abu.

Manali: Manali is one of the main summer destination for backpackers, trekkers and honeymooners escaping the summer heat. Due to its scenic beauty, it is also known as the Switzerland of India. Lapped in the Kullu valley, it is surrounded by towering peaks offering a fine chance for the trekkers. The various Tibetan Monasteries, Naggar Castle, Roerich Museum, Arjun Gufa (Arjun Cave), Jagatsukh, Solang Valley etc. are the other places of interest in and around Manali. The place is also famous for adventure sports like skiing, hiking, mountaineering, para gliding, rafting, trekking, kayaking, and mountain biking.



Shimla: Often referred as the 'Queen of Hills', Shimla is the present capital of Himachal Pradesh, Shimla is perhaps one of the most popular tourist destinations. Loaded with natural beauty and scenic landscape, Shimla is an integral part of Indian history and heritage. The city of Shimla is blessed by the presence of seven different hills that houses some of the major tourist spots. Your stay in Shimla will be marked by visits to destinations like Christ Church, St Michael's Cathedral, Churdhar Sanctuary, Kufri, Gurkha Castles, Jakhu Hill etc. It is here where a traveller sees a happy co-existence of the modern facilities with the old world charm.

Mussoorie: Its proximity to the national capital New Delhi has made Mussoorie a famous and much more accessible holiday hub. Located in the amazing Himalayan range, at an astounding 2500 meter height from the sea level, Mussoorie offers a happy weekend outing with attractions that keeps the traveller engaged and pre-occupied. The major of them are as follow: Gun Hill trekking, Kempty falls and trekking and a bit of shopping as the markets are full of traditional stuff like the wooden decorative and gift items, brass statues, ceramic vases, Garhwali Dresses and the ethnic Ladakhi Shawls.

Srinagar: Srinagar is the summer capital of Jammu and Kashmir. It is situated in the Kashmir Valley and lies on the banks of the Jhelum River. The city is famous for its gardens, lakes and houseboats. Srinagar is set around the beautiful Dal Lake, where picturesque houseboats or shikharas carry tourists on boat rides around the lake. It is an ideal summer getaway. Srinagar basically has an alpine weather, as the summers are mild and winters are cold. The major tourist places are Shalimar Garden, Dachigam wildlife sanctuary, Nishat Garden, Shankaracharya Temple, Cheshma Shahi and Pari Mahal. One can even shop for indigenous crafts like hand-woven silks and embroidered shawls.





Hill Stations of Eastern India

Popular hill stations of Eastern India are Darjeeling, Gangtok, Kalimpong, Mirik, Shillong and Tawang. Blue Mountains, lush green valleys and beautiful rivers are an integral part of this region.

Darjeeling: Darjeeling, in West Bengal, is famous for its lush tea gardens. It is blessed with a stunning view of Mount Kanchenjunga, the world's third highest peak. Some of Darjeeling's most popular attractions include historic toy train, monasteries, botanical gardens, a zoo, and the Darjeeling-Rangpo Valley Passenger Ropeway cable car (the longest cable car in Asia).

Gangtok: Gangtok, the capital of Sikkim has emerged into the mainstream of the Tourism Industry, with more and more tourist visiting this little Himalayan state every year. The popular tourist attractions in Gangtok are Rumtek Monastery, Tsongmo Lake, Nathula pass, Flower Exhibition Centre etc.

Hill Stations of Western India

Hill stations located in Western India are an interesting blend of fantastic natural splendor, peace and adventure. Some of the most popular hill stations in West India are Khandala, Lonavala, Mahabaleshwar, Matheran, Panchghani, Panhala and Saputara.

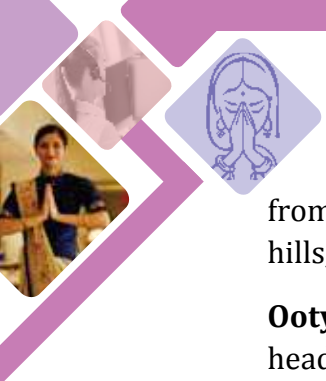
Mahabaleshwar: The highest hill station in the Western Ghats of Maharashtra, Mahabaleshwar is situated at 1372 meters around Lake Venna. Mahabaleshwar is Sanskrit for God of Great Power. It covers 10 sq km of area. There are 30 valley viewpoints with panoramic vistas scattered around the hill station and their access roads make for shady, pleasant walks and treks. The area has strong historical connections with Shivaji, the heroic Maratha warrior king. The Britishers built various mansions, cottages and bungalows around the town, lending it a charming, sophistication.

Matheran: It is the closest hill station to Mumbai in Maharashtra. Matheran offers plenty of walking trails and lookouts. The most unique thing about it and what makes it so special, is that all vehicles are banned there - even bicycles. It's a soothing place to relax away from any noise and pollution.

Hill Stations in Southern India

South India is blessed with some of the most popular hill stations like Anantagiri, Coonoor, Coorg, Idukki, Kodaikanal, Munnar, Ooty and Peermade to name a few. Tourists from all parts of the globe come here to enjoy the splendid beauty of these hill stations.

Munnar: The surrounding region of Munnar is renowned for its sprawling tea plantations. The Kundala Tea Plantations, which border a picturesque lake, offers the best opportunity to see the tea being picked and processed, and to try fresh tea straight



from the gardens. The area is blessed with the natural beauty of winding lanes, misty hills, and forests full of exotic plants and wildlife.

Ooty: Ooty was established in the early 19th century by the British as the summer headquarters of the Chennai government. It is Located in the Western Ghats at a height of 7,500 ft. Ooty nestles in an amphitheater created by four majestic hills-Doddabetta, Snowdon, Elk Hill and Club Hill. These hills are part of the Nilgiri ranges that are really the meeting point for the Western and the Eastern Ghats.

Ooty's most popular attractions include the 22 hectare Government Botanical Gardens (a flower show is held there every May as part of the Summer Festival), boating on Ooty Lake, and climbing Dodabetta Peak for an excellent view of the Nilgiri hills

Review Question

1. State important reasons that make hill stations attractive for tourists during summers.

2.4 Major Wildlife Destinations in India

India is home to several fabulous wildlife sanctuaries and national parks, which makes this country a nature lover's paradise. The wildlife sanctuaries in India are home to around two thousand different species of birds, 3500 species of mammals, nearly 30000 different kinds of insects and more than 15000 varieties of plants. Travelers from all across the globe come to India to take a look at its rich wildlife and natural vegetation.

There are as many as 80 national parks and over 441 wildlife sanctuaries in India, covering nearly 4.5% of the total geographical area of the country. Scattered all across the country, these sanctuaries and parks attracts the tourists with their beautiful landscapes, amazing rock formation and diverse range of flora and fauna.

These sanctuaries and forest reserves are home to several endangered species of animals and birds like the Asiatic Elephant, the Royal Bengal tiger, the Snow Leopard and the Siberian Crane. Many of the forest reserves and wildlife sanctuaries of India are famous for some particular species of animals. For instance, the Kaziranga in Assam is known for the Indian Rhinoceros, while Periyar in Kerala is famous for its elephants.

Wildlife in North India

Naturally blessed this part of India is home to the vast Himalayas and the great Gangetic Plains. Due to its favorable climatic conditions and topographical diversity North India supports a rich mix of flora and fauna. North India provides shelter to some of the finest and the rarest wildlife and wildlife sanctuaries. Some of the species unique to this part of



the country are; bluesheep, Himalayan marmots, snow partridges, snow leopards, goats like ibex, Himalayan wolves, makhor, etc. The list of most popular wildlife sanctuaries in North India include; **Jim Corbett National Park, Ranthambore National Park and Bharatpur National Park.**



Wildlife in East India

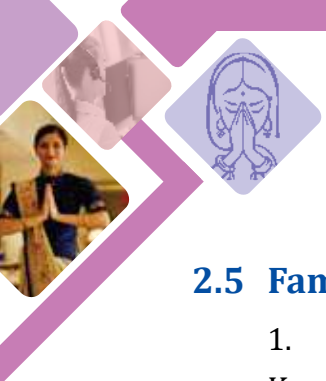
Unique and diverse the wildlife of East India attracts millions of tourist from different parts of the globe. Home to some of the finest endangered species like Hispid Hare, Pigmy Hog, the One-horned Rhinoceros and the Wild Buffalos the wildlife in this part of the country is very different from the rest of India. The two most important wildlife sanctuaries in East India are the **Sundarbans and the Kaziranga Wildlife Sanctuary.**

Wildlife in South India

South India houses a fascinating wildlife that consists of about 500 species of mammals, 1225 varieties of Birds and 1600 types of reptiles. Some of the famous wildlife sanctuaries in the southern part of India include; **The Periyar Wildlife Sanctuary, Bandipur Wildlife Sanctuary and the Dandeli Wildlife Sanctuary.**

Wildlife in West India

Western part of India resides more than 40 mammals species and about 450 birds species. Blessed in terms of topography and climate West India is home to some of the most popular wildlife sanctuaries in India. There are about 300 Asiatic Lions in the **Sasangir Wildlife Sanctuary** which is situated in Gujarat. The other important wildlife sancturies in West India include; **Dhangadhra Sanctuary the Velavadar National Park Marine National Park and Sanctuary and many more.**



Session-2

2.5 Famous Forts and Palaces in India

1. Hawa Mahal, Jaipur

Known as Jaipur's signature building, the Hawa Mahal, is a multi-layered palace, built by Sawai Pratap Singh, who was grand son of Sawai Jai Singh and son of Sawai Madhoo Singh in 1799 AD and Mr. Lal Chand Usta was the architect. The inside of the building has a series of corridors with windows overlooking the street. Its purpose was simply to allow the royal women a view of ceremonial processions while seated behind the small windows without themselves being seen.

Famous for its beehive like structure, the Hawa Mahal is interplay of red and pink sand stone, carefully and painstakingly outlined with white borders and motifs.

2. Red Fort, Delhi

The red sandstone edifice is one of the major Mughal structures built by Emperor Shah Jahan within the walled city of Old Delhi. It is also a major attraction of India's Independence Day celebrations. The name comes from the massive red sandstone walls, some up to 110 feet high, which surround this magnificent piece of Mughal architecture. The palace is made of white marble and decorated in gold and precious stones. Shah Jahan's throne lay in the middle of the palace, and on the ceiling above was written in gold lettering "If there is a paradise on earth, it is this, it is this, it is this." The Red Fort is one of the most magnificent palaces in the world.





3. **Agra Fort, Agra**

The Fort in Agra is one of the earliest surviving Mughal buildings in the city. Agra Fort also represents the first major building project of Emperor Akbar, though remains of only a few buildings built by him now survive.

Agra Fort was built on an earlier castle site in AD 1565-75, apart from other important units the massive fortress contains 'Jahangiri Mahal', 'Khass Mahal', 'Diwan-e-Khass', 'Diwan-e-Am', 'Machchhi Bhawan' and the breathtaking Moti Masjid or Pearl Mosque.

4. **City Palace, Jaipur**

The City Palace of Jaipur lies in the heart of the pink city. With architectural décor of arched, pillared halls and courtyards with painted doorways this palace is one of the best examples of witnessing a blend of Rajasthani and Mughal architectural styles. The City Palace sprawls over one-seventh of the area of the walled city. It houses the Chandra Mahal, Shri Govind Dev Temple and the City Palace Museum.

5. **Golconda Fort, Hyderabad**

Golconda Fort is a majestic monument, which lies on the western outskirts of Hyderabad city. It speaks of a great cultural heritage of 400 years and is regarded as a place worth visiting. Built by Mohammed Quli Qutub Shah in 1525, Golconda Fort stands as the epitome of Nawabi culture and grandeur. The magnificent architecture of the Golconda fort is manifest in its acoustic system, the structural grandeur of the palaces and ingenious water supply system. Golkonda fort was famous for its diamond trade and the 'Kohinoor' diamond is said to have come from here. One is perplexed to see the meticulous details of the architecture and the fading gardens, which were once upon a time replete with sprawling lawns and playing fountains.

6. **City Palace, Udaipur**

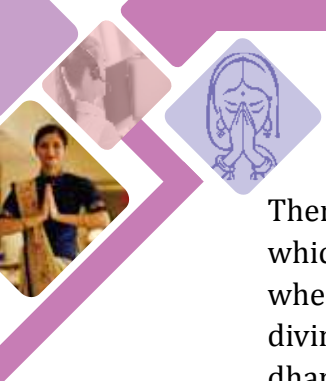
The City Palace stands on a low ridge all along the shores of the Pichola Lake. It is known as the largest palace complex in Rajasthan with a huge structure consisting of several palaces within.

7. **Singhad Fort, Maharashtra**

Earlier known as Kondana, Singhadgad is a hill fort situated at a height of 4,322 feet and commands magnificent views that makes it an ideal holiday resort.

2.6 **Temples and Religious Places**

India is a nation that believes in the ideology of unity in diversity. It is an abode to different religions, cultures, traditions, ethnic values and customs. Over 80% of India's population practice Hinduism. Other major religions in India are Sikhism, Jainism, Christianity, Buddhism and Islam.



There are a large number of temples, mosques, gurudwaras, churches and monasteries which are visited by people from different religions. These religious sites are the places where the physical world meets the spiritual world and where the hearts are filled with divine holiness and spirituality. The secular India believes in the philosophy of sarva dharma sambhava, which means equality and respect for all religions. The religious places in India are not confined to any particular region or state but are spread across the country.

Following are some religious places categorized on the basis of religions and beliefs in India:

Hinduism

Char Dhams: For a Hindu, Char Dham Yatra is a complete pilgrimage. The four pilgrimage sites are located in four different directions.

- **Badrinath Temple:** Located in Uttarakhand, it is a temple dedicated to Lord Vishnu.
- **Jagannath Temple:** Dedicated to Lord Jagannath in Puri, Odisha; it is popular for its annual Rath Yatra.
- **Rameswaram Temple:** Located in Rameswaram in the South, it is dedicated to Lord Shiva.
- **Dwarakadhish Temple:** This temple, dedicated to Lord Krishna, is situated in Dwarka, Gujarat.

In the Himalayas, there is a pilgrimage circuit in Uttarakhand, known as Chota Char Dham- Badrinath, Kedarnath, Gangotri and Yamunotri.

Amarnath: Located in Jammu and Kashmir, the holy shrine Amarnath is devoted to Lord Shiva. Every year, a yatra to the Amarnath cave is held for the pilgrims to worship the ice stalagmite Lingam.

Vaishno Devi: Situated on the Trikuta Mountains in Jammu and Kashmir, this shrine is dedicated to Maa Vaishno. There are three natural rock formations known as Pindies which are worshipped here.

Kamakhya Temple: Located in Guwahati, Assam, it is one of the oldest Shakti Peethas dedicated to Goddess Kamakhya. Thousands of tantra devotees attend the annual festival, Ambubachi Mela, held in this temple.

Tirumala Venkateswara Temple: Located in Tirupati, this temple is devoted to Lord Venkateswara, who is also known by different names such as Balaji, Srinivasa and Govinda.

Siddhivinayak Temple: Devoted to Lord Ganesha, this is one of the most popular temples in Mumbai. It has also gained popularity due to visits by politicians and bollywood celebrities besides common people.



Shirdi Sai Temple: Located in Shirdi, Maharashtra, it is a holy shrine of Shirdi Sai Baba. The temple, visited by a large number of devotees every year, is spread in an area of approximately 200 sq. meters.

Somnath Jyotirlinga: Dedicated to Lord Shiva, this place, located in Gujarat, is a source of spirituality and divinity among many Hindu pilgrims. It is the first among the twelve jyotirlinga shrines of Shiva in the country.

Meenakshi Amman Temple: The Meenakshi Amman Temple in Madurai is dedicated to Goddess Parvati who is also known as Meenakshi.

Brahma Temple: The Brahma Temple in Pushkar is the only temple in the world dedicated to the deity. The temple is believed to be about 2000 years old.

Sabarimala Sree Dharma Sastha Temple: Dedicated to Lord Ayyappa, it is the most popular of the Sastha temples in Kerala. It is one of the only temples in India which is open for people of all religions and faiths.

Kumari Amman Temple: It is the most famous temple in Kanyakumari, devoted to Goddess Kumari Amman, also known as Kumari Bhagavathy Amman. It is one of the Shakti Peethas in India, and is the first Durga Temple made by Lord Parasurama.

Shakti Peethas: There are more than 50 Shakti Peethas in India. They are dedicated to goddess sati or Shakti. Some of the Shakti Peethas are Chhinnamastika Shakti Peeth at Chintpurni in Himachal Pradesh; Mahalakshmi Temple in Kolhapur, Maharashtra; Kamakshi Amman Temple in Kanchipuram, Tamil Nadu; Chamundeshwari Temple in Mysore, Karnataka; Vishalakshi Temple in Varanasi, Uttar Pradesh; Jwala Ji Temple in Himachal Pradesh; Nandikeshwari Shakti Peeth in Nandipur, West Bengal; Vimala (Bimala) Temple in Puri, Odisha; Kalmadhava Shakti Peeth in Amarkantak, Madhya Pradesh and many more.

Mathura-Vrindavan: Lord Krishna was born in Mathura and spent his childhood in Vrindavan. These places have many temples dedicated to Lord Krishna and his beloved Radha.

Haridwar: It is located in Uttarakhand and is considered as an ideal place to start a pilgrim journey to Mount Kailash.

Varanasi: Also known as Kashi, this ancient city is also referred as the holy city of India. The ghats and the temples of the city attract large number of Hindu devotees.

Besides the above mentioned prominent places, there are innumerable temples in India and religious destinations like Allahabad, Ujjain, Nashik, Rishikesh, Gaya, Madurai, Mahabaleshwar and many more hold their significance and importance especially among the Hindus.



Islam

Hazratbal: The shrine of Hazratbal is located in Srinagar and is popular because it contains the relics of Prophet Mohammad. The devotees are allowed to view the relic only once a year and therefore, it attracts a large number of pilgrims during this occasion.

Jama Masjid: Built by Mughal Emperor Shah Jahan, this mosque is located in Old Delhi. It contains some relics of the Muhammad and can accommodate thousands of devotees to worship together.

Cheraman Juma Masjid: Situated in Kerala, it is considered to be the first mosque in India. Malik Ibn Dinar, the first follower of Prophet Muhammad built it in 629 A.D.

Taj-ul-Masajid: This mosque in Bhopal, Madhya Pradesh is one of the biggest mosques in Asia. The literal meaning of the name of this mosque is crown-among-mosques.

Mecca Masjid: This Hyderabad-based masjid is one of the largest masjids in India. It is constructed from the bricks which were made by the soil brought from Mecca, the holiest Islamic site.

There are numerous mosques and dargahs in India. Some of the important mosques in India are Aasfi Masjid, Lucknow; Charminar, Hyderabad; Moti Masjid, Delhi; Sir Syed masjid, Aligarh; Tipu Sultan Shahi, Kolkata and many more.

Sikhism

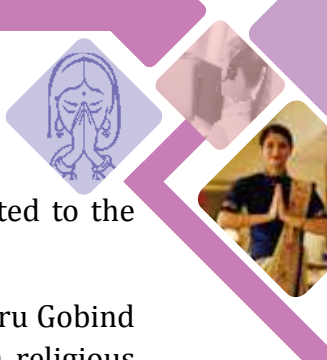
Golden Temple: The Golden Temple of Amritsar, also known as Harmandir Sahib, is considered as the most prominent shrine of the Sikhs. The four doors of the temple symbolise that it is open for people of all religions and beliefs.

Anandpur Sahib: It is known as 'the holy city of bliss' and is a part of Rupnagar district in Punjab. Takht Sri Keshagarh Sahib is the main gurudwara and major attraction in Anandpur Sahib.

Damdama Sahib: Located in Bhatinda, Punjab, it is the 'Seat of Temporal Authority' and is one of the most revered takhts of the Sikhs.

Patna Sahib: Takht Patna Sahib, also known as Takht Sri Harmandir Ji, is the birthplace of the tenth guru Sri Guru Gobind Singh and is situated in Patna, Bihar.

Hazur Sahib: Takht Sachkhand Shri Hazur Abchalnagar Sahib is located in Nanded, Maharashtra, and is one of the five takhts of the Sikhs. It is also one of the highest temporal seats of authority and is the place where Guru Gobind Singh Ji took his last breath.



Hemkund Sahib: Located in Chamoli district of Uttarakhand, it is dedicated to the tenth Sikh Guru, Guru Gobind Singh Ji.

Gurudwara Paonta Sahib: The Paonta Sahib Gurudwara is dedicated to Guru Gobind Singh Ji and is situated in Sirmour district of Himachal Pradesh. It has a religious significance as it houses the book Dasam Granth, written by Guru Gobind Singh Ji.

Bangla Sahib Gurudwara: Located in central Delhi, this place earlier belonged to Raja Jai Singh but was later transformed into a gurudwara in the memory of Guru Har Kishan Ji.

Rakab Ganj Gurudwara: This Delhi-based gurudwara stands as homage to Guru Tegh Bahadur as his headless body was incinerated here after he was slaughtered by the Mughals.

Sis Ganj Gurudwara: It is one of the oldest and the historical gurudwaras in Delhi. It is dedicated to Guru Tegh Bahadur and his disciples who were beheaded in Chandni Chowk by the Mughals.

Christianity

Basilica of Bom Jesus: Located in Goa, it is the first Indian church to be brought to the status of Minor basilica and is known for the tomb of St. Francis Xavier.

St. Cajetan Church: This Goa-based Church has a structure similar to that of St. Peter's Church in Rome. The church is an example of Renaissance and Christian architecture.

St. Francis of Assisi: Located in Goa, it is a former palace of the Archbishop and connects the Se Cathedral to the Church of St. Francis of Assisi and the Convent. It was a convent before but later converted into a church in 1521 for the Franciscan friars.

Santa Cruz Basilica: This church in Kerala was originally built by the Portuguese and elevated to a cathedral in 1558 AD by Pope Paul IV. After experiencing demolition and reconstruction, it was finally proclaimed a Basilica by Pope John Paul II in 1984.

Little Mount Church: The Shrine of Our Lady of Good Health is a popular church in Chennai and is one of the oldest churches in the country.

Cathedral Church of St. Thomas: This is the first Anglican Church of the Mumbai city. Its foundation was laid in 1672 and was completed in 1718 after which it was open for general public.

Christ Church & St. Michael's Cathedral: Situated on the popular Mall Road of Shimla, Himachal Pradesh, this church is considered to be the second oldest church of North India.



Cathedral of the Sacred Heart: This Roman Catholic cathedral is one of the oldest churches in Delhi. Here, the Christian religious services are held throughout the year.

Kanpur Memorial Church: It was originally known as All Souls' Cathedral and was built in 1875 in the honour of the British who lost their lives during the war of 1857.

Other popular churches in India are Church of St. Andrew, Church of St. Francis Xavier, Cathedral Church, Church & Cathedral of St. Monica, The Chapel of Our Lady of the Mount and Mater Dei Church. All these churches are located in Goa. Some other renowned churches outside Goa are Catholic Church, Sardhana; St. Joseph's Roman Church, Gorakhpur; St. Thomas Shrine, Palayur; St. Francis Church, Cochin; Parumala Palli, Kerala; Santa Cruz Basilica, Cochin and many more.

Buddhism

Bodh Gaya: It is the biggest pilgrim center for the Buddhists in Bihar, and holds significance as Gautama Buddha is believed to have obtained 'enlightenment' here under the 'bodhi tree'.

Sarnath: Sarnath in Uttar Pradesh is a place where Buddha delivered his first teaching on Dharma.

Kushinagar: This place in Uttar Pradesh holds religious significance as here Gautama Buddha breathed his last and attained Parinirvana after his death.

Jainism

Vaishali: Vaishali in Bihar is the birthplace of the last Jain Tirthankara, Mahavira, and is therefore an important religious place for the Jains. It also holds significance for the Buddhists as Gautama Buddha preached his last sermon here before his death.

Pavapuri: This is a holy place in Bihar where Lord Mahavira attained salvation.

Besides these places, there are many other famous Jain temples in the country. Few of such renowned temples are:

Gomateshwara Temple: Lord Gomateshwara or the Great Bahubali is located at Shravanabelagola, Karnataka and is one of the largest temples in the city.

Sonagiri Temples: There are many Digamber Jain temples scattered along with the main temple in Sonagiri, Madhya Pradesh. These are white coloured temples situated on a hill.

Lal Mandir: Sri Digambar Jain Lal Mandir situated in Chandni Chowk, New Delhi, is dedicated to Lord Parshavanath.

Palitana Temples: Dedicated to Svetambara Jains and situated in Bhavnagar, Gujarat, they are about thousand in number and are scattered on Shatrunjaya hills. The Jains



believe that a visit to these temples at least once in a lifetime is essential in order to attain salvation or nirvana.

Bawangaja Temple: It is known for the world's tallest statue of first Jain Tirthankar, Adinatha and is situated in Barwani district of Madhya Pradesh.

Judaism

The religious places of the Jews were divided and built by three different Jewish groups:

Cochin Synagogues: The Paradesi Synagogue in Cochin (Kochi) is the oldest synagogue in Commonwealth of Nations. The people of Cochin Jewish community or the Malabar Yehudan built it in 1567.

Bene Israel Synagogues: In the late 18th to early 19th centuries, the Bene Israel Jews settled in Ahmedabad, Mumbai and Pune and built most synagogues in the country. Sha'ar HaRachamim, Mumbai; Magen Abraham, Ahmedabad; and many more in Konkan, Panvel and Alibag, Maharashtra; are few of the synagogues of Bene Israel.

Baghdadi Synagogues: The Sassoon family (descendants of Iraqi Jews) supported the construction of the Baghdadi synagogues in India. These synagogues generally have Holy Arks where Sefer Torahs are stored. The Magen david Synagogue in Byculla, Maharashtra; the Keneseth Eliyahoo Synagogue in Mumbai and the Ohel-david Synagogue in Pune are some of the Baghdadi Synagogue in India.

Sufism

Dargah of Moinuddin Chisti: Popularly known as Ajmer Sharif, this Dargah has a belief that no prayer gets unanswered here. The grave (Maqbara) of Moinuddin Chisti, a revered saint, is situated in the shrine. Not only Muslims, but people from different religions offer their prayers at this holy place.

Haji Ali Dargah: Located on an islet in Mumbai, it is one of the recognisable landmarks of the city. The tomb of Shah Bukhari and Sayed Peer Haji Ali are situated in this dargah. Thousands of devotees visit this shrine every year to offer Chaddar and prayers.

Nizamuddin Dargah: Located in Delhi, it is a shrine of Sufi saint Hazrat Nizamuddin Auliya.

Chirag-i-Delhi Dargah: This Delhi-based dargah is a mausoleum of Sufi saint Hazrat Nasiruddin Mahmud Chiragh Dehlavi, who is titled as Raushan Chirag-i-Dilhi, which means the illuminated lamp of Delhi.

Piran Kaliyar Sharif: Situated a few kilometers away from Roorkee at Kaliyar village in Haridwar, it is a dargah of sufi saint Alauddin Ali Ahmed Sabir Kalyari, the first saint of the Sabiriyani branch of Chishti Order.



Hazrat Bu-Ali Shah Qalandar: This dargah in Panipat, Haryana, belongs to sufi saint Sheikh Sharafuddeen Bu Ali Qalandar and was built by a Mughal general, Mahabat Khan.

Tarkeen Dargah: Dedicated to Khwaja Hamiduddin Nagauri, disciple of Khwaja Moinuddin Chisti of Ajmer. A major attraction of the dargah is a leafless tree which covers the entire mazaar.

The Sufi dargahs or religious places are open for all. Hence, they are visited by people with distinct religious beliefs in large numbers.

Zoroastrianism

The place of worship of the Zoroastrians is known as fire temple. There are about 150 fire temples in India with majority of them in Mumbai and Gujarat. Some of the popular fire temples in India are Iranshah Atash Behram, Udvada; Vakil Atash Behram, Surat; Maneckji Nusserwanji Chinoy Fire temple, Hyderabad; Seth Hormasji Bomanji Wadia, Mumbai; Mobed Minocherhomji Adarian, Navsari and many more.

Bahá'í

The Lotus Temple: This Bahá'í House of Worship, built in 1986 in New Delhi, is notable for its flowerlike shape. A large number of people visit this temple everyday despite their religion and faith.

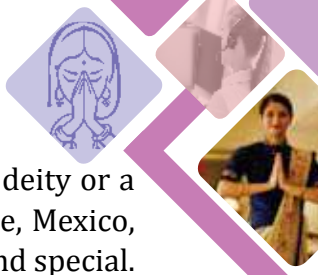
2.7 Pilgrimage Tourism

Pilgrimage can be defined as, “a journey to a sacred place or shrine of importance to a person’s beliefs and faith”. Members of every major religion participate in pilgrimages. ‘A person who makes such a journey is called a pilgrim’. India is the most popular in pilgrimage tourism because it is the land of every religion like Sikh, Muslim, Christian, Hindu, Buddhist and Jain.

Pilgrimage, despite its prominence and changing-nature, can be seen to have a number of key characteristics that define it and differentiate from other forms of human behaviour. While these elements maybe found in other activities, it is their combination that make pilgrimage so unique.

Characteristics

1. **Movement:** Pilgrimage is a performed activity that is traditionally associated with a long-distance journey and different rituals. As a phenomenon, it is basically about physical movement. Pilgrims travel to a certain place. In this setting, the journey is considered to be an important part, if not the most important part. For example, thousands of pilgrims trek up to the *Vaishno Devi shrine in Jammu*, with the journey being seen as the defining element.
2. **Place:** Specific places are considered to be holy, that is, they are different from normal places and are worthy of being visited. The sacred nature of the location



is usually due to some supernatural event, such as the presence of a deity or a divine/holy figure, or an apparition or a miracle. Mecca or Guadalupe, Mexico, for example, are treated differently to other places, they are distinct and special.



3. **Meaning:** There is a deep motivation and understanding at the core of pilgrim. It involves the belief in something and the search for an authentic, meaningful experience. Traditionally, religious or spiritual pilgrims were motivated by desires to encounter the divine, to do penance for transgressions or to gain some spiritual or corporal favour. Hindus bath in the waters of the Ganges river in Northern India to wash away their sins.
4. **Transformation:** A transformative or otherwise significant experience is part of pilgrimage. People travel to encounter something outside of their ordinary lives. The journey and the challenges associated with it are designed to prepare you for the main site. On returning from pilgrimage, the pilgrim is supposed to be spiritual renewed, essentially returning as a new person who has been transformed through their experience.
5. **Embodiment:** Pilgrimages are very physical and corporeal things. They involve long journeys and complex rituals. Pilgrims walk long-distances, they pray in certain ways, they fast or eat prescribed foods, they wear certain clothing, they bath.

Summary

This unit highlights India's resources for developing tourism have a great potential. Apart from diversities of weather and climate, there is a rich biodiversity consisting of protected plants, wild animals and birds in areas of wilderness away from clusters of human population. Also, the scenic landscape reserves of mountains, their peaks and snowy slopes, hills, and long coastline with some of the popular beaches draw the attention of the tourists including wetlands of many types. The historic remains in the form of old forts, palaces and Havelis, are other resources in the lot. Our rich cultural heritage extending over centuries of history is another great weather enriching Indian tourism. The increasing numbers of incoming tourists have brought jobs for millions of local people directly or indirectly. All these resources of modern tourism are of great relevance for earning revenue particularly in the current era of world-wide economic reforms. We have also learnt in this unit that travel is also influenced by Pilgrimage for the reasons of Wish fulfillment and spiritual reasons.



Review Questions

1. Name the followers of different faiths for whom the following places are most sacred :
(i) Sarnath (_____) (ii) Amritsar (_____) (iii) Somnath (_____)
(iv) Ajmer (_____) (v) Old Goa (_____)
2. Name the four major centers of Hindu pilgrimage at the extremes of four cardinal directions.
(i) _____
(ii) _____
(iii) _____
(iv) _____
3. What do you understand by Pilgrimage?
4. Enlist any three the pilgrimage sites of each religion.

Practical Activity

- Mark the famous Beaches, Hill Stations and wild life destination on the map of India.
- Visit a nearby mall/retail store and make 3 lists of clothes and items you would like to buy for your visit to a Beach, Hill station and wild life sanctuary.
- Mark the famous Forts, Palaces, Temples and Religious places on the map of India.
- Prepare a collage with the pictures of Forts and Palaces in India.
- Prepare a collage of pictures of the Char Dhams of India
- Visit a nearby well known temple or religious place and prepare a brief report on the facilities over there for the visitors.

UNIT 3



Impacts of Tourism

Contents

- 3.0 Unit Overview and Description
- 3.1 Introduction
- 3.2 Economic Impact
- 3.3 Social Impact of Tourism
- 3.4 Cultural Impact of Tourism
- 3.5 Political Impact
- 3.6 Environmental Impact
- 3.7 Sustainable Tourism

3.0 Unit Overview and Description

Tourism is generally considered to be a beneficial activity. Most of us believe that Tourism is an ideal land use activity which is non-polluting, employment generating, builds the national economy and a foreign exchange earning Industry. However, the experiences of the past several decades have led to the realization that Tourism in the form of mass and uncontrolled movement of people results in environmental, economical, social and cultural impacts at the destinations. The impact can be both favorable and adverse which depends upon the type of tourism that is promoted at the destination. The way the tourism at a destination is managed is also one of the major factor that leads to problems. Therefore it is important that all the Tourism professional, Tourists, and hosts should be familiar with the impacts of tourism. In this you will be able to understand these impacts along with knowledge of sustainable tourism

Resource Material

1. Introduction to Tourism & Hospitality Industry – Sudhir Andrews.
2. Hotel Front Office Operations and Management – J.R. Tewari.
3. Foundation Course in Tourism, Block 2 – IGNOU.
4. Tourism in India: Trends and Issues – Dharmrajan and Seth.



Session-1

3.1 Introduction

The impact of tourism focuses on the specific change that tourism and tourists have initiated in the community this in particular explores the areas of work and property, power and conflict, social identity and family and belief. It has a multitude of impacts, both positive & negative, on people's lives and on the environment. As such, tourism can have very opposite effects according to the way activities are managed. Managed well, tourism can play a positive role in the socio, cultural, economical, environmental and political development of the destination and as such represents a significant development opportunity for many countries and communities. On the contrary, unchecked tourism development can lead to very damageable impacts.

Overcrowding, misuse of natural resources, the construction of buildings and infrastructure, and other activities associated with tourism, produce impacts on the environment. These impacts may be not only physical, but also economic and socio-cultural. In general, the impacts of tourism vary according to the number and nature of tourists and the characteristics of the site. The individual tourist normally has a relatively small impact. Problems arise, however, if the number of tourists is large or the resource overused. Thus although tourism can be a lucrative source of revenue, it can also represent a major management problem.

3.2 Economic Impact

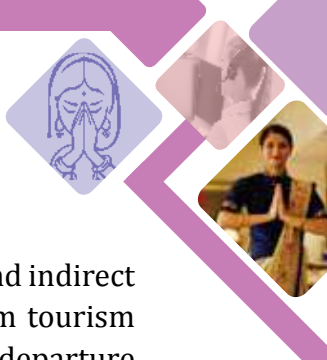
Tourism has been traditionally viewed as a great force in promoting understanding among nations and, within, the national boundaries, Facilitating emotional integration. But its economic importance has been less commonly understood. However, in recent times, tourism has been accepted as an important driver of economic development. It has been recognized for its contribution towards employment generation, foreign exchange earnings, and income generation. This is credited to be the reason for giving it the status of an industry.

Let us now understand how Tourism has been influencing the economy of the destination, both positively and negatively.

Positive economic impacts of tourism relate to foreign exchange earnings, contributions to government revenues, and generation of employment and business opportunities. These are discussed briefly here:

1. Foreign Exchange Earnings

An important indicator of the role of international tourism is its generation of foreign exchange earnings. Tourism is one of the top five export categories for as many as 83% of countries and is a main source of foreign exchange earnings for at least 38% of countries.



2. **Contribution to Government Revenues**

Government revenues from the tourism sector can be categorized as direct and indirect contributions. Direct contributions are generated by taxes on incomes from tourism employment and tourism businesses, and by direct levies on tourists such as departure taxes. Indirect contributions are those originated from taxes and duties levied on goods and services supplied to tourists.

3. **Employment Generation**

The rapid expansion of international tourism has led to significant employment creation. Tourism can generate jobs directly through hotels, restaurants, nightclubs, taxis, and souvenir sales, and indirectly through the supply of goods and services needed by tourism-related businesses. According to the WTO, tourism supports some 7% of the world's workers.



4. **Stimulation of Infrastructure Investment**

Tourism can induce the local government to make infrastructure improvements such as better water and sewage systems, roads, electricity, telephone and public transport networks, all of which can improve the quality of life for residents as well as facilitate tourism.

5. **Contribution to Local Economies**

Tourism can be a significant, even essential, part of the local economy. Money is earned from tourism through informal employment such as street vendors, informal guides, rickshaw drivers, etc. This way the money is returned to the local economy, and has a great multiplier effect as it is spent over and over again.

Negative economic impacts of tourism relate to rise in prices of essential commodities, seasonal character of employment, local population deprived of benefits.

1. **Seasonal Character of Jobs**

The seasonal character of the tourism industry creates economic problems for destinations that are heavily dependent on it. Problems that seasonal workers face include job (and therefore income) insecurity, usually with no guarantee of employment from one season to the next, difficulties in getting training, employment-related medical benefits, and recognition of their experience, and unsatisfactory housing and working conditions.



2. **Infrastructure Cost**

Tourism development can cost the local government and local taxpayers a great deal of money. Developers may want the government to improve the airport, roads and other infrastructure, and possibly to provide tax breaks and other financial advantages, which are costly activities for the government. Public resources spent on subsidized infrastructure or tax breaks may reduce government investment in other critical areas such as education and health.

3. **Increase in Prices**

Increasing demand for basic services and goods from tourists will often cause rise in price that negatively affect local residents whose income does not increase proportionately. Tourism development and the related rise in real estate demand may dramatically increase building costs and land values. Not only does this make it more difficult for local people, especially in developing countries, to meet their basic daily needs, it can also result in a dominance by outsiders in land markets and in-migration that reduces economic opportunities for the locals.

4. **Economic Dependence of the Local Community on Tourism**

Diversification in an economy is a sign of health, however if a country or region becomes dependent for its economic survival upon one industry, it can put major stress upon this industry as well as the people involved to perform well. Many countries, especially developing countries with little ability to explore other resources, have embraced tourism as a way to boost the economy. In small island developing states, percentages can range from 83% in the Maldives to 21% in the Seychelles and 34% in Jamaica, according to the WTO.

3.3 **Social Impact of Tourism**

Tourism is related to the social system in a country and has definite impression on the social system present in a society. In turn society has its influence on the human life and it is evident from various formal and informal groups one comes across during the course of life. Tourism has now become a status symbol. People travel as a reflection of their prestige and standing in the society. But simultaneously with the development of tourism, by allotting separate budget for tourism activity is more planned and organized.

With the development of tourism many facilities are created to motivate people to travel and get relieved from the stress and burden of modern materialistic life. By touring different countries people get acquainted with different social customs and rituals. This creates a strong bond of relationship and understanding with local community, learning from each other and creates a sense of affinity among different nationals of the world, an essential prerequisite for universal peace.



Besides the preceding positive implications of Tourism on the Society, there are certain negative impacts as well, which are:

1. Changing Family System and Lifestyles

With the invention of modes of Transport and with increased urbanization many joint families are broken into nuclear families.

2. Influx of Anti- Social Elements

Under the disguise of tourist, anti-social elements are entering into various target countries to spoil the peace and harmony in the society.

3. Spread of Diseases in Host Countries

With the movement of people, various types of diseases are also spreading and create health related problems among the residents of the host country.

4. Increase in Crime and Illicit Activities

At many destinations social tensions emerge in the form of , increase in begging, molestation, prostitution, cheating, drug peddling, gambling, mugging of tourists, alcoholism etc.

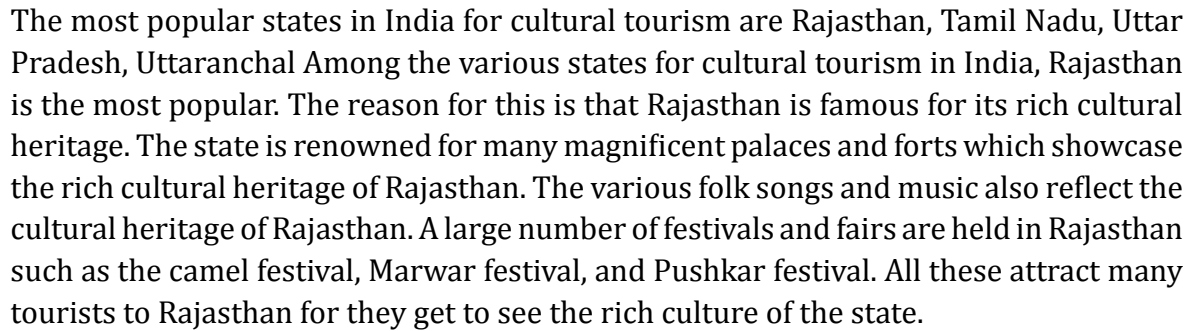
5. Demonstration Effect Seen in Locals

Tourism creates a condition where residents may try to copy tourist behavior and spending patterns, at the same time resenting their inability to do so and lacking comparable purchasing power. This is known as “Demonstration effect”.

3.4 Cultural Impact of Tourism

From time immemorial, India has been considered the land of ancient history, heritage, and culture The growing relationship between tourism and culture, have become major drivers of destination attractiveness and competitiveness. The concept of cultural tourism has gained prominence as people are interested to know and get familiar with the life style, arts, music, customs and festivals of different parts of the world. Tourism allows exchange of cultures in promoting greater awareness on both sides.

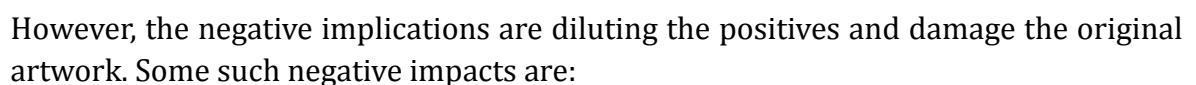
The ministry of Tourism and Culture, Govt. of India in recent years has launched the ‘Incredible India!’ campaign and this has led to the growth of culture tourism in India. India has had many rulers over the centuries and all of them made an impact on India’s culture. One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food, and languages. It is due to the influence of all these various cultures that the heritage and culture of India is exhaustive and vibrant. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination given boost to tourism in culture in India.



Tamil Nadu is also famous for cultural tourism in India, for it shows the Dravidian tradition and culture. It has many temples which mirror the rich cultural heritage of India. Uttar Pradesh has a lot of tourist places which also testify to the rich culture of the country. The most famous monument is the Taj Mahal in Agra. Cities like Varanasi, Allahabad, Vrindavan, and Ayodhya in Uttar Pradesh also attract a large number of tourists for they encapsulate beautiful vignettes of India.

Uttaranchal is also famous for cultural tourism India. This state has the Himalaya mountains which are called the abode of the Gods. Many ancient temples are found in the Kumaon and Garhwal regions of the state.

There are several positive implications of tourism on culture. It helps to promote the culture of a country. There is an exchange of cultures as a tourist travel to different place. He/ She learns new culture at the same time imports one's own culture into the local community. Cultural Tourism promotes the handicrafts and local art.





1. **Threat to the Traditional Socio-Cultural Values**

Increase in tourism poses a threat to the traditional socio-cultural values.

2. **Dilution of the Original Culture**

Tourism leads to the dilution of the original culture due to continuous mingling of diverse cultures.

3. **Transformation of the Local Art**

Tourism leads to the transformation of the local art and craft, traditions and rituals to suit the demands of a tourist, which affects its originality.

Review Questions

1. Mention some of the culture related problems that emerge in tourism.
2. How Local culture is affected by Tourism?

Session-2

3.5 Political Impact

Political factors can lead to huge impacts on tourism development. The factors are the policies in encouraging tourism activities such as investment in tourism related infrastructures, openness in travel visa applications and favourable foreign tourism investment, relationship with neighbouring countries, terrorism and security and religious tolerance. Finally, the political stability of the country in particular is the major factor.

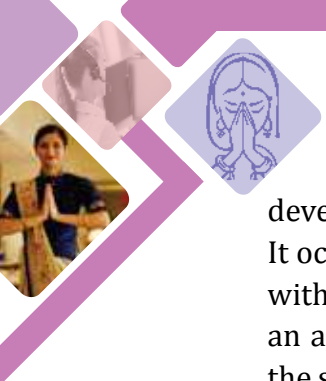
Government policies can affect both inbound and outbound tourism in two ways:

- Currency control (more common in Communist countries); and
- The necessity of obtaining visas.

The long-term political stability of a place will make it relatively more attractive both for investors in tourism and for the tourists themselves. Wars with other nations, civil war within the country/region or terrorism will quickly reduce the demand for travel to that country or region

3.6 Environmental Impact

The quality of the environment, both natural and man-made is essential to tourism. However, tourism's relationship with the environment is complex. It involves many activities that can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of restaurants, shops, golf courses and marinas. The negative impact of tourism



development can gradually destroy the environmental resources on which it depends. It occurs when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change. It can put enormous pressure on an area and lead to impacts such as soil erosion, increased pollution, discharges into the sea, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. It often puts a strain on water resources, and it can force local populations to compete for the use of critical resources.

On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase economic importance.

Some of the important issues that arise because of Tourism are listed below:

1. **Depletion of Natural Resources**

Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

2. **Water Resources**

Water, and especially fresh water, is one of the most critical natural resources. The tourism industry generally over uses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating a greater volume of waste water.



3. **Local Resources**

Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season



as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

4. Land Degradation

Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities can be caused by the use of land for accommodation and other infrastructure provision, and the use of building materials.

5. Deforestation

Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing. For example, one trekking tourist can use four to five kilograms of wood a day.

6. Pollution

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution.

7. Air Pollution and Noise

Transport by air, road, and rail is continuously increasing in response to the rising number of tourists and their greater mobility. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO₂) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities. For example, especially in very hot or cold countries, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

Noise pollution from airplanes, cars, and buses, as well as recreational vehicles such as snowmobiles and jet skis, is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas. For instance, noise generated by snowmobiles can cause animals to alter their natural activity patterns.

8. Solid Waste and Littering

In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler



of the natural environment - rivers, scenic areas, and roadsides. For example, cruise ships in the Caribbean are estimated to produce more than 70,000 tons of waste each year. Solid waste and littering can degrade the physical appearance of the water and shoreline and cause the death of marine animals.

In mountain areas, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment.

9. **Sewage**

Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. And sewage pollution can threaten the health of humans and animals.

10. **Aesthetic Pollution**

Often tourism fails to integrate its structures with the natural features and indigenous architectural of the destination. Large, dominating resorts of disparate design can look out of place in any natural environment and may clash with the indigenous structural design. A lack of land-use planning and building regulations in many destinations has facilitated sprawling developments along coastlines, valleys and scenic routes.

11. **Alteration of Ecosystems by Tourist Activities**

Wildlife habitat can be degraded by tourism leisure activities. For example, Safaris and wildlife viewing can bring about stress for the animals and alter their natural behavior when tourists come too close.

12. **Trampling**

Tourists using the same trail over and over again trample the vegetation and soil, eventually causing damage that can lead to loss of biodiversity and other impacts. Such damage can be even more extensive when visitors frequently stray off established trails.

Trampling Impacts on Vegetation	Trampling Impacts on Soil
Breakage and Bruising of Stems	Loss of Organic Matter
Reduced Plant Vigor	Reduction in Soil Macro Porosity
Reduced Regeneration	Decrease in Air and Water Permeability
Loss of Ground Cover	Increase in Run Off
Change in Species Composition	Accelerated Erosion



3.7 Sustainable Tourism

Sustainable tourism is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. The principles of sustainable tourism lay especial emphasis on the participation of local communities at tourism destinations. Here, the active involvement of local people is the critical success factor in sustaining momentum

Sustainable tourists can reduce the impact of tourism in many ways:

- Informing themselves of the culture, politics, and economy of the communities visited.
- Anticipating and respecting local cultures, expectations and assumptions.
- Supporting the integrity of local cultures by favoring businesses which conserve cultural heritage and traditional values.
- Supporting local economies by purchasing local goods and participating with small, local businesses.
- Conserving resources by seeking out businesses that are environmentally conscious, and by using the least possible amount of non-renewable resources.





Summary

Developments of tourism is no doubt a major concern of many developing countries in present times including ours. Its growth has produced many positive results which we had already discussed in this chapter. But as a student of Tourism and Hospitality it is necessary for you to know that unplanned and uncontrolled growth in tourism has serious implications for the society and environment. Generally such impacts are ignored by the policy makers and planners. In this unit we have tried to you aware of the environmental, and economic impacts of tourism along with the effects on the society and culture of the hosts, behavior of the local people and tourists. Tourism is one of the largest industries in the world, but the impact of tourism is extremely varied, with both positive and negative fallouts. This has led to a greater focus on sustainable development of tourism for the economy, environment, and society at large.

Review Questions

1. List some of the direct political implications of tourism.
2. Development of tourism infrastructure has direct correlation with environment. Discuss.
3. What do you understand by Sustainable Tourism? How can it reduce the negative impacts of tourism?

Practical Activity

- Draw a chart on advantages and disadvantages of tourism.

UNIT 4

Hotels

Contents

- 4.0 Unit Overview and Description
- 4.1 Introduction to Hospitality Industry
- 4.2 Hotel: Definition and Services
- 4.3 History and Evolution of Hotel Industry
- 4.4 Major Hotel Chains of India
- 4.5 Major International Hotel Chains

4.0 Unit Overview and Description

This unit aims to familiarize students with Hospitality Industry, its nature and concepts. How the hospitality industry has evolved, its historic milestones and its growth with the passage of time until the present times have been outlined in this unit. By the end of this unit you will be able to identify the prominent hotel chains, both Indian and International.

Resource Material

1. Introduction to Tourism & Hospitality Industry - Sudhir Andrews.
2. Front office Operations and Management - Sudhir Andrews.
3. Professional hotel front office management - Anutosh Bhakta.
4. Hotel Front Office Operations and Management - J.R. Tewari.

Session-1

4.1 Introduction to Hospitality Industry

To most people, the hospitality industry consists only of hotels and restaurants. However the Oxford English Dictionary defines hospitality as the 'reception and entertainment of guests, visitors or strangers with liberality and goodwill'. Therefore, the hospitality industry can be broadly defined as the collection of businesses providing accommodation and/or food and beverages to people who are away from home. It may also include entertainment, recreation, meeting facilities, event management, and transportation. In other words, the hospitality industry includes not only famous hotels



or restaurants, but also a wide range of businesses, such as small guest houses, fast food outlets, casinos, and Dharamshalas.



Traditional Indian Welcome

The word Hospitality is derived from the French word “Hospice”, a place (which means a house of rest or rest house) for travelers and pilgrims.

4.2 Hotel: Definition and Services

The word Hotel is derived from the French word “hôtel”, which refers to a French version of outhouse. The word hotel could have also derived from “hostel”, which means ‘a place to stay for travelers’.

A hotel or an inn is defined by British Law as a *‘place where a bonafide traveler can receive food and shelter, provided he is in a position to pay for it and is in a fit condition to be received.’*

A hotel is thus an establishment that provides paid accommodation, generally for a short duration of stay. Hotels often provide a number of additional guest services, such as restaurants, bar, swimming pool, retail shops, business facilities like conference halls, banquet halls, board rooms; and space for private parties etc. Most of the modern hotels nowadays provide the basic facilities in a room- a bed, wardrobe, writing table, thermostat, and bathroom- along with other features like a telephone with STD/ISD facility, a television set with cable channel, and broadband internet connectivity. There might also be a mini bar (small refrigerator) containing snacks and drinks, and tea and coffee making unit having an electric kettle, cups, spoons, and sachets containing instant coffee, tea bags, sugar and creamer.



Hotel ITC Maurya, New Delhi

Review Questions

1. Indicate which of the following businesses are part of the hospitality industry:
 - a. McDonald's
 - b. College Cafeteria
 - c. Your Local Supermarket
 - d. A Movie Theatre
 - e. A Night Club
 - f. Yatri Niwas
 - g. A Residential Home
2. Define the term Hotel.
3. What facilities does a hotel provide to its guests?

Session-2

4.3 History and Evolution of Hotel Industry

The invention of currency and wheel in around 5th century BC are regarded as the two main factors that led to the start of hospitality as a commercial activity. Europe is regarded as the cradle of organized hotel business, and over the past century the modern hotel industry is said to be evolved in the American continent. From the ancient



inns to the present day state-of-the art establishments that provide everything to the modern traveler, the hotel industry has grown by leaps and bounds.

The origin and growth of the hotel industry can be studied under the following three periods:

- Ancient Era
- Grand Tour
- Modern Era

Ancient Era

This era is marked by the earliest recorded evidences of the hospitality facilities in Europe in 500 BC. Ancient cities of Greece also had large number of commercial places that offered fooding and lodging facilities to travelers. The inns of the biblical era offered a cot or bench in the corner of a room or sometimes even in a stable. Privacy and Personal sanitation had no existence. In 3rd century AD. Many lodging places grew in Europe and Minor Asia (part of Asia adjoining Europe). These were known as 'Mansions'.

The Industrial Revolution in England changed travel from social to business travel. The lead in organized hotel keeping as we see it today was taken by the emerging nations of Europe, especially Switzerland. Their lodging establishments were called as 'Chalets'.

Grand Tour

The second half of the 18th century, before the French Revolution (1789-99), is referred as the 'golden era of era'. In those days, 'Grand Tour' of the European continent was taken by the wealthy families in Britain for educational purpose. This tour lasted for several years. It gave a big push to the hotel industry particularly in prominent cities of France, Italy, Germany, Austria, Switzerland and Ireland. This gave rise to the development of the modern hotel industry.

The world's first tour operator, Thomas Cook organized a rail tour from Leicester to Loughborough.

Modern Era

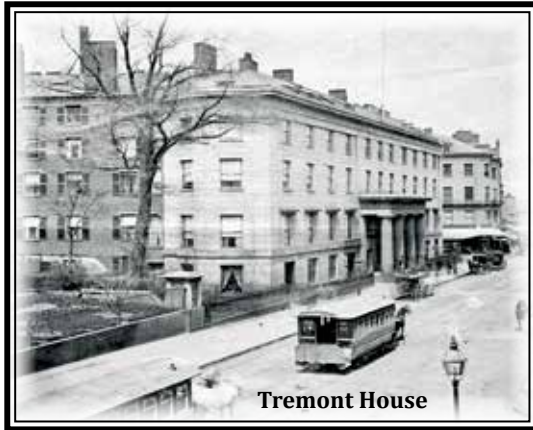
The improvisation in the modes of transport made journeys safer, easier and faster enabling economical as well as frequent mass movement. The development of rope ways lead to the growth of many hotels in the Alpine ranges particularly in Switzerland.





The two world wars severely affected the hospitality industry. The massive destruction caused by the war and the resulting economic depression proved to be a major setback for the travel business. However the development of aircraft and passenger flights accelerated the growth of the hotel Industry.

Tremont house in Boston American entrepreneurs are credited with changing the face of the hospitality industry with their innovation and aggressive marketing. The inauguration of the city hotel in New York in 1794 marked the beginning of the present day hotel Industry.



The opening of the Tremont house in Boston in 1829 is another Landmark in the evolution of the hotel Industry. It is regarded as the First Luxury hotel having 170 rooms.

The year 1908 saw the emergence of the first Business hotel, the Statler Hotel, in Buffalo, New York. It was a 450 room multi-storeyed

hotel. In the years 1920's, hotel building entered a boom phase and many famous hotels were opened, including Waldorf Astoria, New York's Hotel Pennsylvania and the Chicago Hilton & Towers, which was originally named as Stevens.

The increase in automobile travel in 1950's led to the rise of 'motor hotels' or 'motels' a new category in the hotel industry. The following decades saw the introduction of budget hotels that offered basic facilities at half the rates. Gradually with the passage of time, these evolved into countrywide and international chains.

In the last ten decades, hospitality industry has grown tremendously. Many new concepts of management contract, leasing, timeshare, condominiums membership hotels have emerged.

Review Questions

Multiple Choice Questions

1. What are the reasons for travelling?
 - a. Trade
 - b. Pilgrimage
 - c. Social
 - d. All of the above
2. Which was the first building that was especially erected as a hotel?
 - a. The Tremont House



- b. City Hotel
 - c. Exchange Coffee House
 - d. The Palace
3. Which hotel is regarded as the first business hotel in the modern era?
- a. The Tremont House
 - b. The Palmer House
 - c. City hotel
 - d. Statler Hotel
4. The word Hospitality is derived from the word:
- a. Hostel
 - b. Hospital
 - c. Hotel
 - d. Hospice
5. is the world's first Travel agency:
- a. Cox & Kings
 - b. Thomas Cook
 - c. SOTC
 - d. Mercury Travels

4.4 Major Hotel Chains of India

The origin of Indian Hotel Industry can be traced back to the Mughal period when Musafir-Khanas and sarais were offered to stay. But with the coming of Britishers in cities like Kolkata and Mumbai, theses sarais and Musafir-Khanas were changed into new style of lodgings i.e, inns and western style hotels. The major players behind developing Indian hotels include:

Timeline of Indian Hotel Industry

Year of Starting	First Property	Place	Major Hotel Chains of India
1840	Pallanjee Pestonjee	Mumbai	Independent (First Luxury Hotel)
1843	Auckland Hotel	Kolkata	Independent (Later known as Great Eastern hotel)
1871	Esplanade Hotel	Kolkata	Independent



1903	Taj Mahal hotel	Mumbai	Taj group of Hotels
1934	Clarke's Hotel	Shimla	Oberoi group of hotels
1965	Ashoka Hotel	Delhi	ITDC
1971	Chefair	Delhi & Mumbai	Centaur Group of Hotels
1974	Chola Sheraton	Chennai	Welcome group of hotels
1981	Jaypee Siddhartha Hotel	New delhi	Jaypee group of hotels
1986	The Leela Mumbai	Mumbai	Leela venture
1996	Club Mahindra Resorts	Munnar	Club Mahindra Holidays
2000 & onwards	Various chains		

Welcome Group of Hotels

Logo



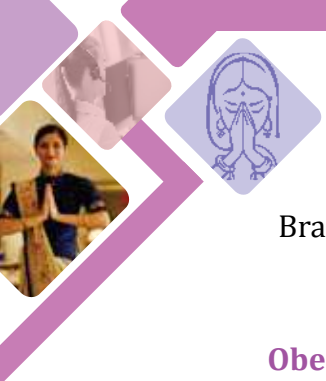
Founder	Indian Tobacco Company (ITC)
Year	1974 (First hotel in 1975)
Speciality	Its restaurants Bukhara, Dakshin, Peshawari, DumPukht and Kebabs and Curries are well cuisine brands today.
Brands	ITC - Luxury Collection hotels, Welcome Hotels/Sheraton Hotels, Fortune Hotels, Welcome Heritage Hotels.

Taj Group of Hotels

Logo



Founder	Jamshed ji Ratan ji Tata
Parent Company	The Indian Hotel Company-IHC (a part of the TATA group of Industries)
Year	1903



Brands Taj Luxury Hotels, Taj Business Hotels, Taj Palace Hotels, Taj resorts, Taj Garden Retreats, Taj Cultural centre, Vivanta by Taj, Gateway Hotels.

Oberoi Group of Hotels

Logo



Founder Late Rai Bahadur Mohan Singh Oberoi

Parent Company East India Hotels (EIH)

Year 1934

Brands Oberoi Hotels & resorts, Trident Hotels, Oberoi Vilas Hotels and Oberoi Cruiseliners.

Ashoka Group of Hotels

Logo



Founder Indian Tourism Development Corporation (ITDC)

Year 1965

Brands Elite Hotels, Classic Hotels and Comfort Hotels

Jaypee Hotels LTD.

Logo



Founder Jaiprakash Gaur

Parent Company Jaiprakash Associates limited.

Year 1981

Brands Jaypee Palace (Agra), Jaypee Vasant Continental (New Delhi), Jaypee Siddhartha Hotel (New Delhi), Jaypee Residency Manor (Mussourie), Jaypee Green Resort (Greater Noida) etc.



Review Questions

Match the following:

Fortune Hotels	East India Hotels
Gateway Hotels	Jaypee Group of Hotels
Trident Hotels	ITC
Siddhartha Hotel	Indian Hotel Company

4.5 Major International Hotel Chains

Holiday Inn

Logo



Founder Kemmons Wilson

Parent company Intercontinental Hotel Group (IHG)

Year of Foundation 1950

Product Line Holiday inn, Holiday Inn Garden Court, Holiday Inn express, Holiday Inn Sunspree Resort.

Intercontinental Group of Hotels

Logo



Founder William Bass

Parent Company Public Limited company (IHG itself, founded by Pan American World Airways)

Year of Foundation 2003

Product Line Inter Continental, Crowne Plaza, Hotel Indigo, Staybridge Suites, Nickelodeon Family Suites, by Holiday Inn, and Candlewood Suites.



Sheraton Group of Hotels

Logo



Founder	Ernst Henderson and Robert Moore
Parent Company	Starwood Hotels and Resorts Worldwide (Later it was purchased by ITT Corporation-New York, then called as ITT Sheraton.)
Year of Foundation	1937
Product Line	Four Points, Element, St. Regis Hotels and Resorts, Le Meridien, Westin Hotels, W Hotels and Aloft.

The Carlson Group of Hotels

Logo



Founder	William B. Johnson
Parent Company	Carlson Companies (Minneapolis, US)
Year of Foundation	1938
Product Line	Radisson Hotels, Country Inns & suites, Park Inn, Park Plaza and Regent International.

J W Marriott Group of Hotels

Logo



Founder	J. Williard & Alice S Marriott
Parent Company	Marriott International
Year of Foundation	1927
Product Line	Full Service Lodging, Select Service Lodging, Extended Stay Lodging, Timeshare.

Brands Marriott Hotels, Resorts & suites, Marriott Courtyard, Marriott Residence Inn and Marriott Fairfield Inn.

The Hilton Group of Hotels

Logo



Founder Conrad Hilton

Parent Company Blackstone Private Equity

Year of Foundation 1919

Product Line Luxury, Full service, Select Service, Limited Service, Extended Stay Suites, Timeshares

Brands Hilton Garden Inns, Doubletree by Hilton, Embassy suites, Conard International and Hampton Inns.

Ramada Group of Hotels

Logo



Founder Marion W. Isbell

Parent Company Wyndham Worldwide

Year of Foundation 1953

Product Line Ramada ltd (Budget Properties), Ramada Inns and Suites (Full Service Properties), Ramada Hotel, Suites & resorts (Full Service Properties), Ramada plaza (Lower upscale), Ramada Renaissance.

Hyatt Group of Hotels

Logo



Founder Thomas J. Pritzker



Parent Company	Hyatt Hotel Corporation
Year of Foundation	1957
Product Line	Grand Hyatt, Park Hyatt, Hyatt Regency, Hyatt resorts and Spa, Hyatt Place, Andaz, Hyatt Vacation Club.

Summary

Hospitality Industry is an umbrella term for a broad variety of services, including but not limited to, hotels, food service, casinos, etc. The industry is very diverse and global, and is greatly impacted by fluctuations within the economy and also by various happenings across the world.

In this unit, you have learnt that the origin of the global Hotel Industry can be traced to early lodging facilities in Europe. But the modern hotel industry took shape in the American continent. Some landmarks being City Hotel, New York, The Tremont House in Boston, and the Statler hotel in Buffalo. Indian hotel industry has also risen by leaps and bounds from ancient times to modern era.

The prominent Indian and International Hotel Chains with a brief outline of their establishment, growth and different product lines have also been clearly drawn out in this unit.

Review Questions

Fill in the Blanks:

1. is the parent company of Radisson Group of hotels.
2. Holiday Inn Hotels were founded by..... .
3. hotel is the parent company of Sheraton hotels.
4. Crowne Plaza is a Brand name of
5. JW Marriott Hotel was founded in the year..... .

Practical Activity

- Prepare a chart and write down the timeline history of Oberoi group of hotels.
- Prepare a project in file and enlist the various international chain hotels which are operating in India.
- Prepare a project on chart and classify the Taj group of hotels into different parts and enlist any five hotel names along with place and photo , under each segment.

UNIT 5



Classification of Hotels

Contents

- 5.0 Unit Overview and Description
- 5.1 Introduction
- 5.2 Types of Hotels on the Basis of Size
- 5.3 Types of Hotels on Basis of Star Classification
- 5.4 Types of Hotels on the Basis of Location
- 5.5 Types of Hotels on the Basis of Clientele
- 5.6 Supplementary Accommodation
- 5.7 Single Hotels and Group of Hotels
- 5.8 Hotel Organization
- 5.9 Staff Organization/Hierarchy Chart of Large and Medium Hotels

5.0 Unit Overview and Description

Lodging is an inclusive term that defines the different types of accommodations available to a traveler. Lodgings may vary in each country but due to globalization most lodgings today are standardized with international services. So a hotel in Budapest will be similar to the one in Mumbai. We have learnt from Unit 4 that inns were commonplace by the turn of millennium and that later they were called hotels. For the purpose of this chapter we shall look at hotels in detail though we shall briefly touch on other types of accommodations as well.





Session-1

5.1 Introduction

A hotel is defined as “a place where a bonafide traveler can receive food and shelter, provided s/he is in a position to pay for it and is in a fit condition to be received.” Therefore a hotel must provide food (and beverages) and lodging to travelers, on payment and has, in turn, the right to refuse admission if the traveler is drunk, disorderly, unkempt or is not in a position to pay for the services.

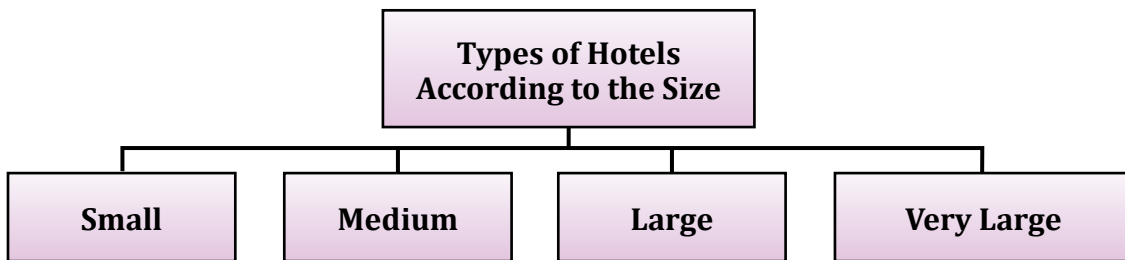
By this definition, a hotel must provide rooms and meals. The provision of beverages is subject to local customs and practices. The rights of admission are reserved and many hotels display that sign prominently at their entrance and reception. Due to this, hotels have always been a place where visitors and guests are always dressed at their best.

With the evolution of hotels and its proliferation around the world, it is impossible to categorize them under one term. Therefore, for easier understanding, hotels can be classified under the categories given below:

- According to Size
- According to Star Rating
- According to Location and Clientele
- According to Facilities
- Others

5.2 Types of Hotels on the Basis of Size

The size of the hotel refers to the number of rooms it has. The number of guest rooms is a criterion to classify hotels. Hotels can be grouped into the following categories on the basis of the number of rooms or the size of the hotel in India:



- **Small Hotels:** Hotels with 25 guest rooms or less. E.g. The Oberoi Vanyavilas, Ranthambore.
- **Medium Hotels:** Hotels with 26 to 100 guest rooms. E.g. Hotel Taj View, Agra.
- **Large Hotels:** Hotels with 101 to 300 guest rooms. E.g. The Park, New Delhi.
- **Very Large Hotels:** Hotels with more than 300 guest rooms. E.g., Hotel Leela Kempinski, Mumbai.



5.3 Types of Hotels on Basis of Star Classification

In India “Star Rating” is used to classify the hotel on the basis of service standard. A hotel gets its star rating from the department of Tourism, Government of India. The department of tourism prescribes the facilities which are to be provided in various star category hotels. Up to three star levels, the categorization is given by state tourism and for four star, five star and five star deluxe hotels, the categorization is given by Ministry of Tourism, Government of India. An autonomous body (committee) is responsible for star rating of hotels in India. It is known as *Hotels and Restaurants Approval and Classification Committee (HRACC)*. Generally, the HRACC, after receiving an application from hotel owners for star rating, visits the hotel and checks out the standards and accordingly grades the hotel. The term for star gradation is for five years. There are six grades of star; 5 star deluxe, 5 star, 4 star, 3 star, 2 star and 1star. The first star is for basic facilities and every additional star means that you will find extra facilities and services.

Following are the Members of HRACC:

- Secretary Tourism, GOI.
- Regional director of Tourism, GOI.
- One representative from Federation of hotels and Restaurants association of India (FHRAI), who is generally the secretary of the respective zone (of the four zones).
- One representative of the Travel Agents Association of India (TAAI), who is generally the secretary of the concerned region.
- Director of tourism of the state concerned.
- Principal of the regional Hotel Management Institute.

(If any of the six members is absent on the day of visit, they are permitted to send their own representatives).

Heritage Hotels

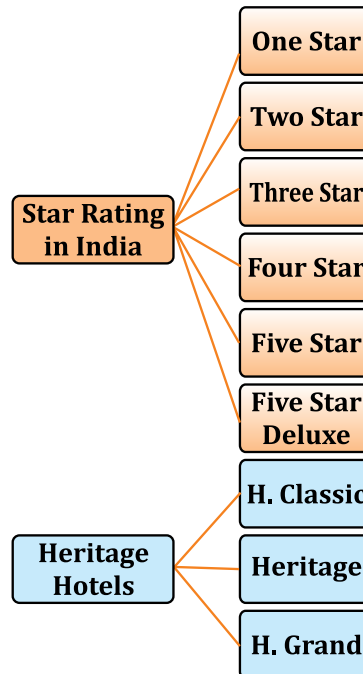
A recent addition to the hotel industry in our country, heritage hotels are properties set in small forts, palaces, or Havelis, the mansions or ancient royal and aristocratic families. They have added a new dimension to cultural tourism. In a heritage hotel, a visitor is offered rooms that have their own history, is served traditional cuisine toned down to the requirements of the international palates, is entertained by folk artists and experience the glimpses into the heritage of the region.

Heritage hotels are put into three categories by Ministry of tourism, GOI;

- **Heritage:** Hotels built in residences, Havelis, forts or palaces between 1935 and 1950.

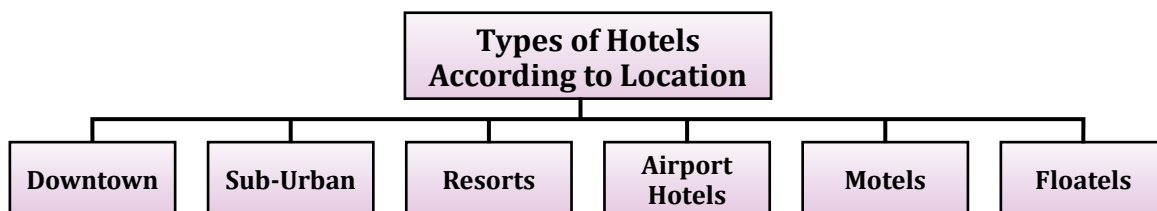


- **Heritage Classic:** Hotels built in residences, Havelis, forts or palaces prior to 1935 but after 1920.
- **Heritage Grand:** Hotels built in residences, Havelis, forts or palaces prior to 1920.

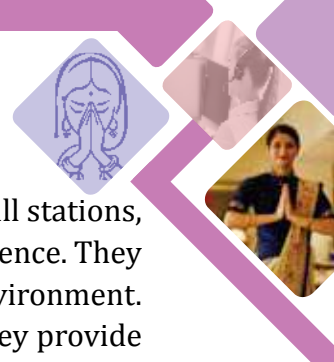


5.4 Types of Hotels on the Basis of Location

The location of the hotel is one of the major criteria for a traveler to select and patronize a hotel. They may be classified into the following categories on the basis of location:



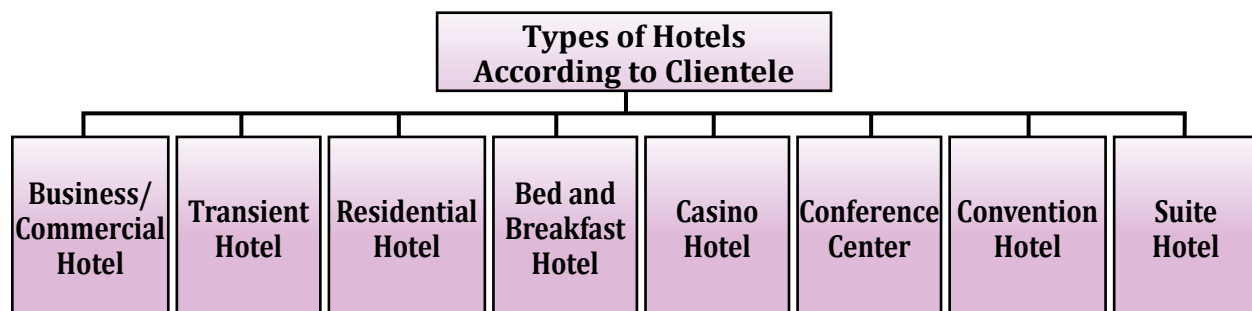
- **Downtown Hotels:** They are located in the heart of the city, i.e. in the busy business/commercial area. The room rates in these hotels may be higher than similar hotels in other areas. They are generally preferred by business travelers as they find it convenient to stay close to the place of business activities. E.g. Hotel Eros, New Delhi, hotel Le Meridien, Pune.
- **Sub-Urban Hotels:** They are located in the outskirts of the city. These hotels have an advantage of quieter surroundings. Such hotels are ideal for people who prefer to stay away from the hustle and bustle of a city. The duration of the stay of guests in these hotels may be longer than a hotel located in the city. The room rates in these hotels are moderate and may attract the budget travelers. E.g. Uppal Orchid, New Delhi, Jaypee Greens, Greater Noida.



- **Resorts:** They are located in the exotic tourist destinations such as hill stations, sea beaches and countryside. They have a very calm and natural ambience. They are mostly away from the city and located in the pollution free environment. The room rates of these hotels may range from moderate to high. They provide various recreational facilities such as golf, summer and winter sports, amusement parks for children, tennis court and so on along with the basic facilities of accommodation, food & beverage, valet parking etc. E.g. Hotel Wildflower hall, Shimla.
- **Airport Hotel:** They are situated in the vicinity of the airports. These hotels are generally patronized by the passengers who need to stopover en route their journey by air. Generally the guests in these hotels stay for a very short duration which is usually one or two days. They offer all the services of a commercial hotel. E.g. J W Marriott hotel, Aerocity, New Delhi.
- **Motel:** The word 'motel' is formed by merging two words 'motor' and 'hotel'. They are located on the highways and provide modest stay facilities to the highway travelers. A Motel offers facilities such as accommodation, food and drinks, garage facilities, a parking lot, and re-fuelling for vehicles. The duration of stay of guests in motels is usually overnight. E.g.
- **Floatel:** These are the hotels that 'float' on the surface of water. This category consists of all lodging properties that are built on the top of rafts or semi-submersible platforms, and includes cruise-liners and Houseboats. Some of them provide luxurious accommodation along with food and beverage facilities to guests. E.g. houseboats on Dal Lake in Sri Nagar and on the backwaters of Kerala.

5.5 Types of Hotels on the Basis of Clientele

Every individual or a group of people who patronize a hotel has a different set of requirements. While some would prefer luxurious accommodation, others would like to stay in simple and inexpensive hotel. Thus hotels can be classified into following categories depending on the type of clientele they cater to:



- **Business/Commercial Hotel:** These hotels are designed to cater to the business traveler. They are most situated in the centre of the city. They provide high



standard rooms and facilities like high speed internet connectivity, conference halls, business centers with secretarial services like, letter drafting, typing, fax, and photocopying of documents. E.g. The Lalit, New Delhi.

- **Transient Hotel:** They cater to the needs of people who are on the move and need a stopover *en route* their journey. They are located near the ports of entry in a city such as airports, sea ports and railway stations. They offer all the facilities of a commercial hotel. E.g. Hotel centaur and Radisson Blu, Mahipalpur, New Delhi.
- **Residential Hotel:** As the name suggests, these hotels provide accommodation for a longer duration. They are patronized by people who are on a temporary official deputation to a city where they do not have their own residential accommodation. They may stay for a period of a month and up to two years. The rooms may have a small kitchenette attached.
- **Bed and Breakfast Hotel:** They are suitable for budget travelers. It is a European concept in which houses with few rooms are converted into small hotels. The owner usually lives on the premises and is responsible for serving breakfast to guests. The room rates are generally lower than a full service hotel.
- **Casino Hotels:** They are a special class of hotels which cater to the guests who are interested in gambling. These hotels attract guests through theme parties and floor shows and earn a large amount of revenue. E.g. Luxor hotel and casino in Las Vegas.
- **Conference Centers:** These hotels cater to the needs of conference, meetings, and seminar participants. They provide accommodation, food and beverage along with various equipments required for conference such as overhead and LCD projectors, display screens, flip chart, white board with markers, DVD player, computer and Public Address system.
- **Convention Hotels:** they are very large hotels designed to cater to the needs of convention attendees. These hotels may have more than 2000 rooms to accommodate large number of delegates. They are equipped with state-of-the-art convention centre with all the required facilities such as seating, audio-visual equipments and public address system to meet the demand of a convention. E.g. Taj palace Hotel, New Delhi.
- **Suite Hotel:** These hotels are patronized by rich people and tourists who are fond of luxury. These hotels provide highest level of personalized service. All the rooms of these hotels are suites. E.g. Burj Al Arab, Dubai.

5.6 Supplementary Accommodation

Hotels although a very important part of the tourism infra-structure are not the only type of accommodation available for the tourists. In addition to hotels, the demand for tourist accommodation can be met by a variety of facilities. There are a series of other installations able to offer to the tourists lodging, food and corresponding services.



This is popularly known as Supplementary Accommodation. It is in fact an important segment of tourism.

Supplementary accommodation consists of various types of accommodation other than the conventional hotel type. It may be described as premises which offer accommodation but not the services of a hotel. They are designed to offer overnight stay and meals in return of cash payment per day and on the basis of services provided. The standards of comfort are modest as compared to that of a hotel. The atmosphere is informal and there is more freedom in regards to dress, etc. There is also more emphasis on entertainment and sports that leads to increased social contact among the guests.

Supplementary accommodation plays a very important role in the total available tourist accommodation in a country. This type of accommodation can cater to both international as well as domestic tourist traffic.

So, supplementary accommodation can be described as premises which offer accommodation but not the extra services of a hotel. It plays a very important role in the total available tourist accommodation in the country. Its main distinguishing features are:

- The standard of comfort are moderate to that of a hotel.
- They sell accommodation at much lower price.
- They have an informal atmosphere.

Some examples of supplementary accommodation are, guest houses, youth hostels, dormitories, boatels (accommodation on boat e.g. houseboat), Rotels (accommodation on wheels e.g. caravan, palace on wheels), Dak bungalows, holiday homes, sanitariums, forest lodges, Dharamshalas, paying guest accommodation, Camping grounds , railway retiring rooms etc.

5.7 Single Hotels and Group of Hotels

On the basis of the affiliation the hotels are divided into two categories:

1. Single or Independent Hotels
 2. Group or Chain Hotels
1. **Single or Independent Hotels:** They have no relationship with other hotels regarding policies, procedures, marketing or financial obligations. They may be owned by a sole proprietor or a group of investors. So an independent property is a family owned and operated hotel that is not required to conform to any corporate policy or procedure. Its unique advantage is its autonomy and flexibility. These hotels can quickly adapt to changing market conditions. E.g. The imperial, New Delhi.



2. **Group or Chain Hotels:** A group of hotels that are owned or managed by one company are called a chain. In general, three or more units constitute a chain. Some major hotel chains have 300 to 500 properties across the world. A proprietary chain is owned entirely by one company. In India, Taj hotels, Resorts and Palaces and the Oberoi hotels and Resorts fall under this category. Chain ownership imposes certain standards, rules, policies and procedures. Some chains have strong control over the architecture, management and standards. E.g. Holiday inn Worldwide, Hilton Hotels Corporation

Review Questions

1. Multiple Choice Questions:
 - Hotels can be classified on the basis of:
 - a. Location
 - b. Size
 - c. Levels of Service
 - d. All of the Above
 - Which is not an example of supplementary accommodation?
 - a. Dharamshalas
 - b. Dak Bungalow
 - b. Circuit House
 - d. Commercial Hotel
 - Motels are located on:
 - a. Highways
 - b. Airports
 - c. Sea Ports
 - d. Exotic Location
 - Hotels located in the heart of the city are known as _____ hotels:
 - a. Resorts
 - b. Sub Urban
 - c. Downtown
 - d. Casino
2. The classification of hotel is very important. Comment.
3. Classify the hotels on the basis of Location with examples.

Session-2

5.8 Hotel Organization

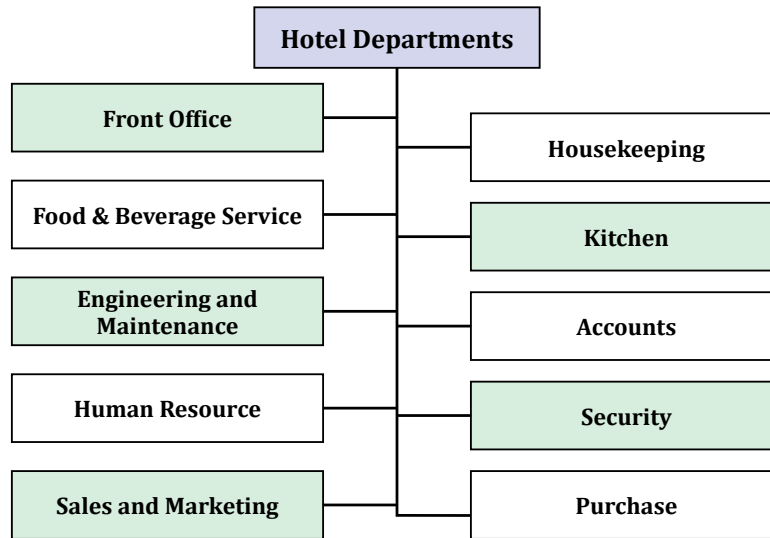
When we stay in a hotel as guest and enjoy its services and facilities, we seldom think how the hotels is able to provide us such flawless and smooth services. Every hotel, whether it is small or large, is an organization that utilizes its resources in a definite way to attain its business objectives. The hotel is organized such that it can carry out its vision, mission, objectives and goals. We shall be learning the organization of the hotel in the following ways:

- Departmental Organization on the Basis of Functions
- Departmental Organization on the Basis of Revenue



Departmental Organization on the Basis of Functions

In order to provide a wide range of services efficiently to its guests, a hotel is usually divided into different departments, each being responsible for certain functions and duties. For a hotel to operate effectively and harmoniously it is vital that the hotel's departments coordinate with each other.



Organization of a Hotel on the Basis of Function

An alternative method of categorizing hotel departments is by the extent to which they are involved in customer contact. In this respect hotel departments may be divided into:

1. **Front-of-the-House:** Departments which have extensive guest contact, such as reception, cashiers, restaurants, recreational areas, swimming pool etc.
2. **Back-of-the-House:** Departments in which staff have little or no direct guest contact, such as Personnel (Human Resource Department), Accounts, Engineering, Purchase, security, etc.

Departmental Organization on the Basis of Revenue

Some departments of the hotel are more important as far as revenue is concerned; some do not produce revenue but are very important from the operational point of view. Thus, the departments of a hotel can be classified under three main categories:

1. Operating & Revenue Producing Departments
2. Operating & Non-Revenue Producing Departments
3. Non-Operating & Revenue Producing Departments

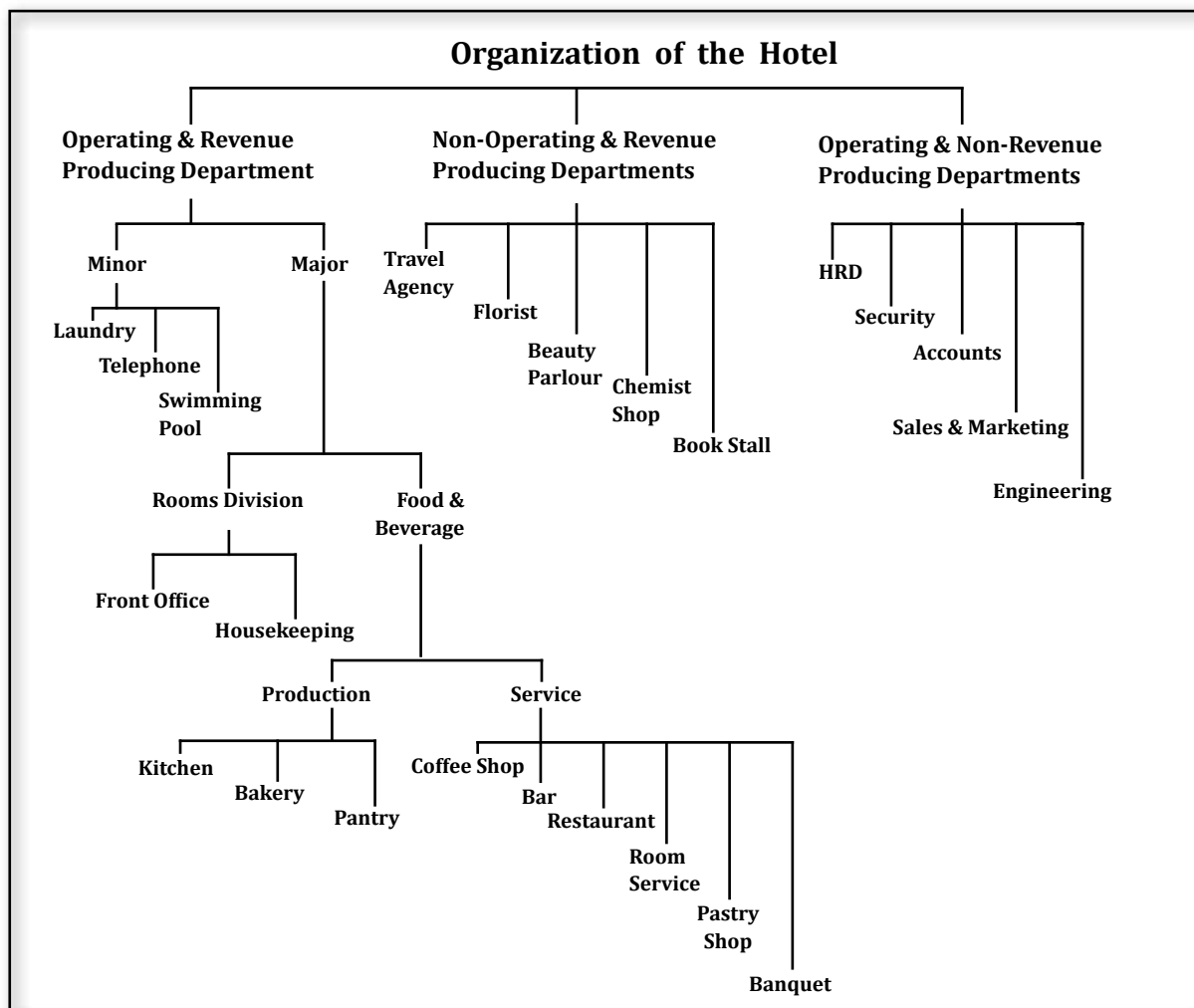


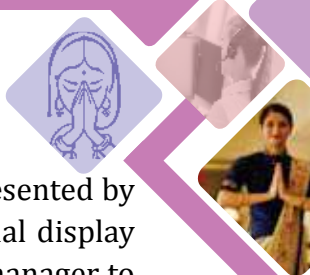
The departments can also be grouped as:

1. **Revenue Centers:** (or Operational Departments) sell goods or services to guests and there by generate revenue for the hotel. E.g. Rooms division and Food & Beverage Departments are the major revenue centers and guest telephones Laundry, recreational facilities, business center are the minor revenue centers.
2. **Support Centers:** (or Service Support Departments) provide a supporting role to the operational departments. These departments usually do not provide direct services to the guests and so do not generate revenue directly. E.g Sales and Marketing, Accounts, Engineering etc.

5.9 Staff Organization/Hierarchy Chart of Large and Medium Hotels

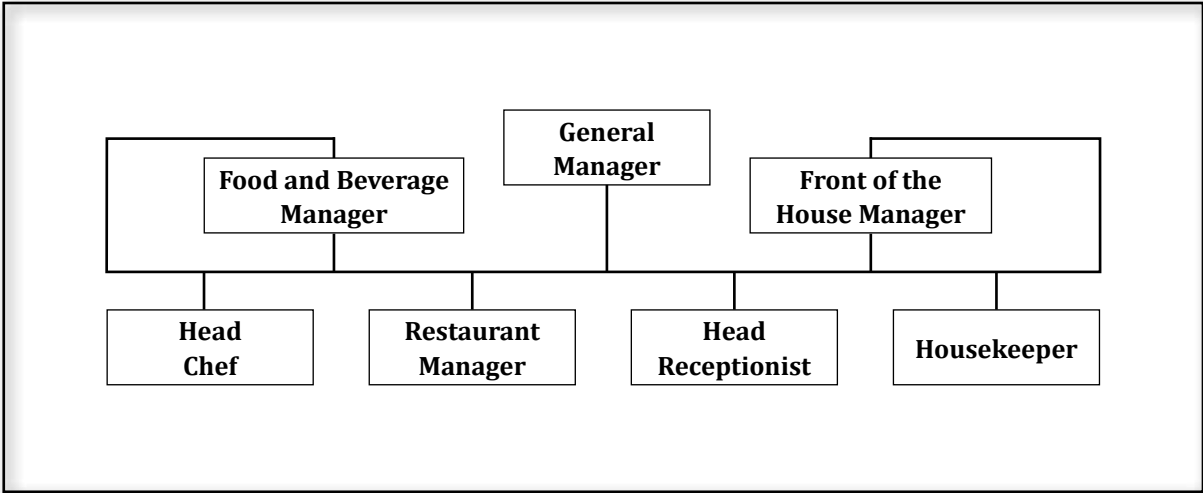
As a hotel comprises of a large number of staff responsible for different areas of work, there is a need to coordinate the activities of the different staff and departments. Each worker has to clearly understand their duties and responsibilities, as well as how their work fits in with that of the other staff or departments of the hotel.



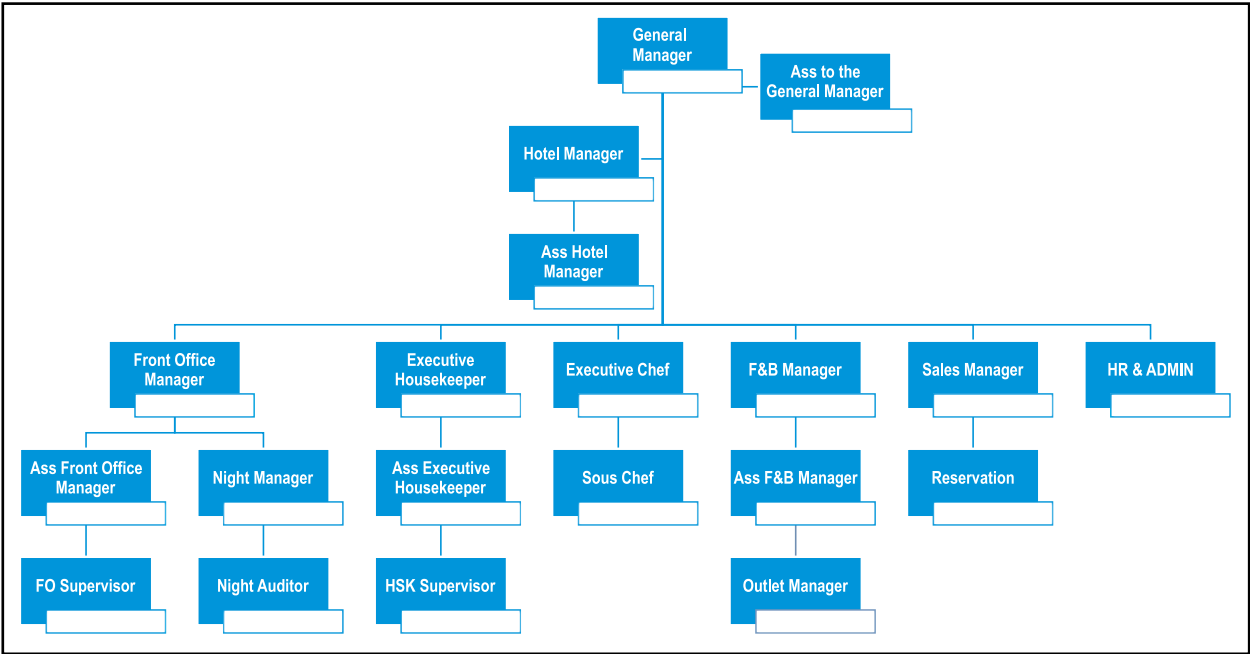


The relationship between the different positions within a hotel can be represented by means of an organizational chart or hierarchical chart. This gives a pictorial display of the relationships and how they interlink with each other. It enables the manager to know the positions of staff within the hotel, as well as who is responsible for whom.

Organization of a Small Hotel

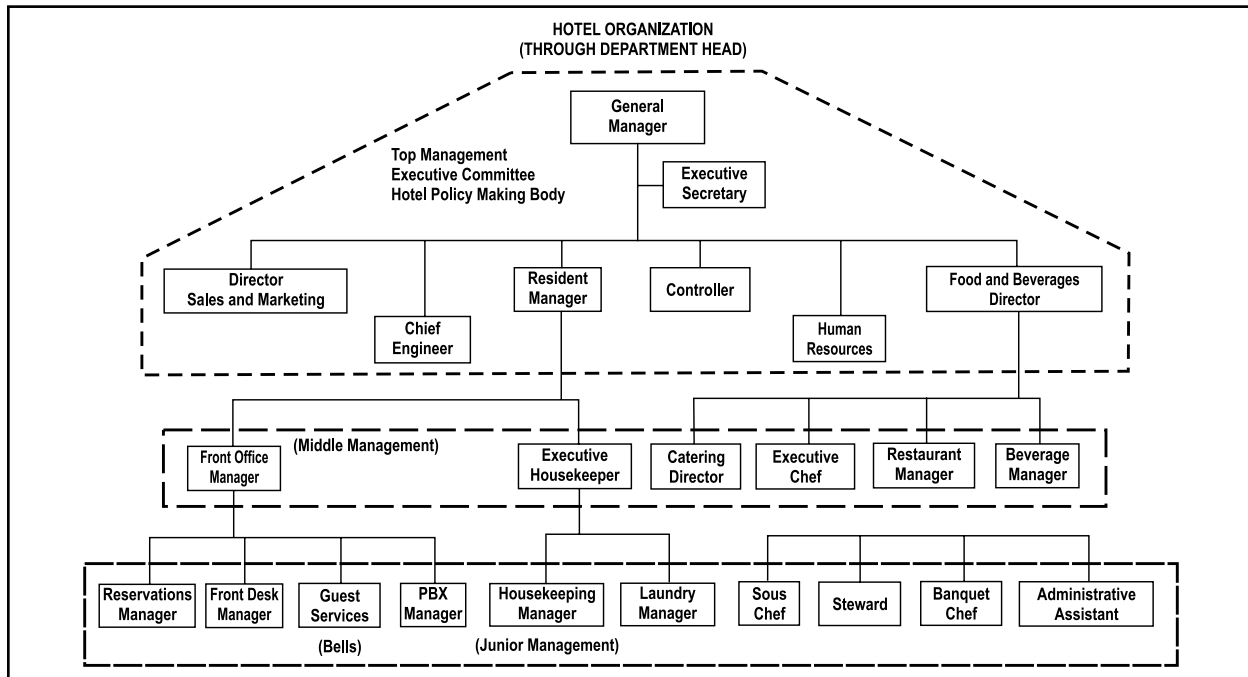


Organization of a Medium Size Hotel





Organization of a Large Hotel



Summary

In this unit you have learnt that the hotel industry is so big and diverse that each hotel has come up with specialty products and services to carve out a niche for itself. Depending on the location, or the clients they are targeting, or services on offer, hotels can be categorized variously to provide customers an indication of their profile and what to expect from them. The main advantage of classification is that it lends uniformity in services and sets a general standard of a hotel.

This chapter highlights how a Hotel is organized into various departments. For the effective management and operation of a hotel, which by its very nature is customer oriented business, it must be broken down into different departments. The type of work and the number of departments in a hotel vary according to the size of the property. In order to better group these departments on an organization chart, they can be classified in two ways: firstly, on a purely financial basis, i.e. whether or not these departments are revenue earning, in other words an operational departments; or according to whether it is a department which offers help, guidance and assistance to an operational department. Such sections are known as service support departments.

Departments may also be broken down into two groups according to their location. Departments which are in the 'front of the house', i.e. deal directly with guests, are said to be front of the house, whilst those that have little or no customer contact are 'back of the house'



A hotel is usually a single building, either large or small, but inside that building is a team of people who make it work. For anyone to control and make a financial success of that hotel it requires teamwork, organization and a sound management and staff structure.

Review Questions

1. What are the main differences between the organization structure of a medium size and a large hotel?
2. Classify the departments of a hotel on the basis of revenue generation.
3. Explain the differences between a revenue centre and a support centre in a hotel. Give two examples of each.

Practical Activity

- Prepare a list of 10 single unit hotels and 10 chain hotels.
- Prepare a chart depicting classification of hotels on the basis of various parameters.
- Prepare a chart on Departmental Organisation and staff organisation of large and medium scale hotels.





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