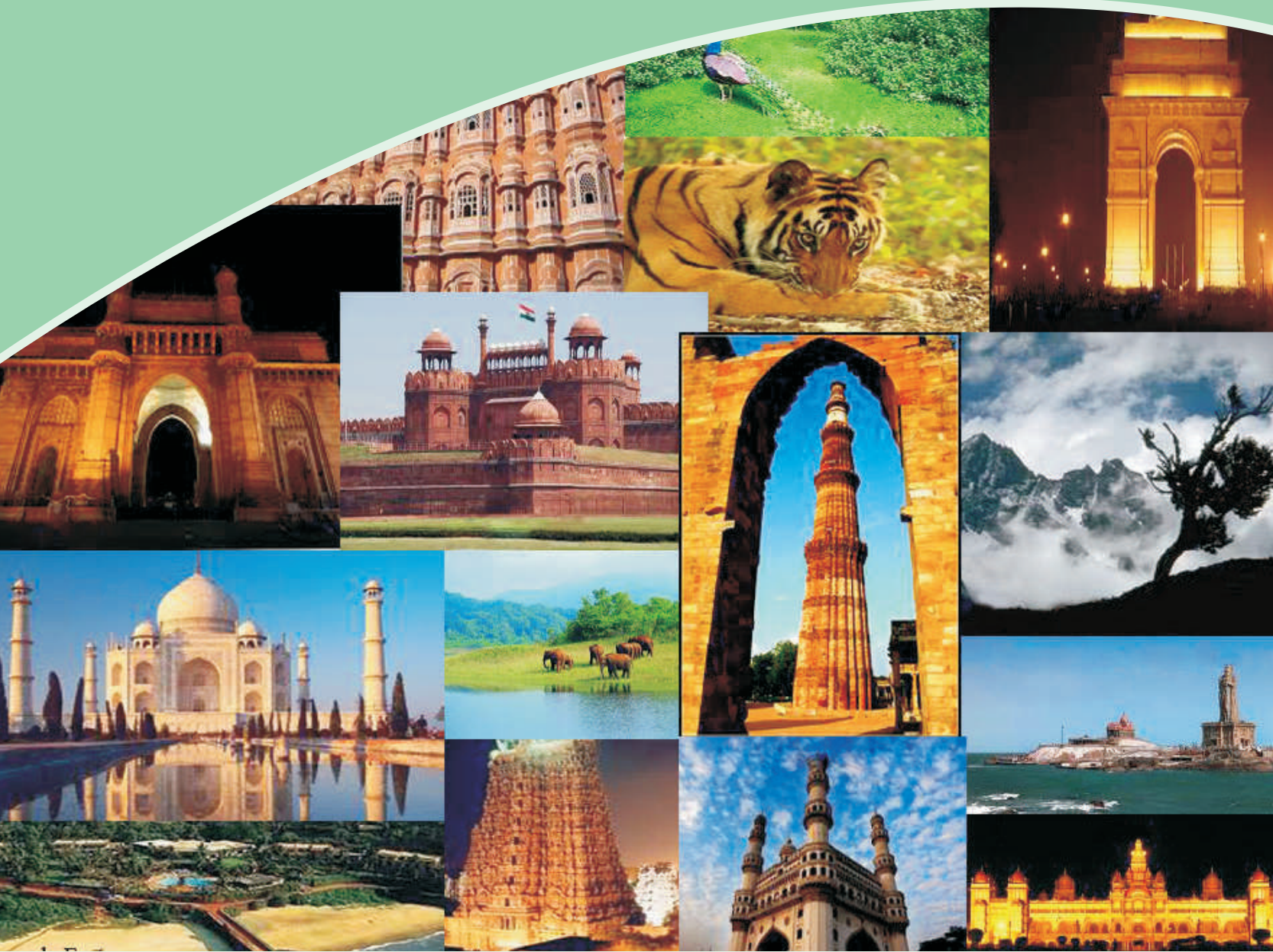


INTRODUCTION TO TOURISM - II

Class - X

Student Handbook



CENTRAL BOARD OF SECONDARY EDUCATION

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





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Price : ₹ 35.00

First Edition : April 2016, CBSE

Copies : 16,000

Paper used : 80 gsm CBSE Watermark White Maplitho

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Published By : The Secretary, CBSE, Central Board of Secondary
Education, Shiksha Kendra, 2, Community Centre,
Preet Vihar, Delhi-110301

**Design, Layout &
Printed By** : Pelican Press C-118, Mayapuri Industrial Area, Phase-II,
New Delhi-110064

भारत का संविधान

उद्देशिका

हम, भारत के लोग, भारत को एक सम्पूर्ण ¹प्रभुत्व-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 the ²unity 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 emerged as an attractive tourism destination for all types of tourists around the year resulting in Travel & Tourism taking its place among the key industries in the economy. It employs a large number of workforce and its contribution to national income is also substantial. It is in this context that Central Board of Secondary Education (CBSE) has launched a course on Travel and Tourism.

This Student Handbook "Introduction to Tourism-II" for class X, will familiarize the students to the Tourism Industry and will explain about various Tourism and Business opportunities and the importance of Soft Skill in Tourism Industry.

Academicians and Professionals from the field of Hospitality and Tourism comprised the team of authors for this book. The language of book has been kept as simple as possible for the benefit of the students. Necessary diagrams and pictorial illustrations have been included to help students to understand the concepts without any difficulty.

The Board is grateful to the members of Committee of Course for their advice, guidance and total commitment towards development of this course. We are indeed indebted to these academic advisors who have lent us the benefit of their rich and insightful experience. I would like to appreciate Vocational Education Cell, CBSE for coordinating and successfully completing the work.

I hope this book will help the students and serve as a useful resource in this subject.

Comments and suggestions are welcome for further improvement of the book.

Chairman, CBSE

Acknowledgements

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UNIT- I

Soft Skills

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- 1.1 Introduction
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- 1.8 Positive Body Language
- 1.9 Summary

1.0 Unit Overview & Description

This unit will further sharpen the basic soft skills learned by the students in the ninth class. This unit will help students to:

- Understand Concept of Personality, its determinant and how to develop personality.
- Understand Importance of Positive Attitude in Life.
- Learn the process to create first impression i.e. by understanding the importance of Grooming.
- To learn about work-place Etiquettes and how to handle the Process of Telephonic Conversation professionally.
- To know the required positive body language for Tourism and Travel Industry.

Resource Material

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4. Klaus, Peggy (2009), The Hard Truth About Soft Skills: Soft Skills for Succeeding in a

Hard World. Harper Collins.

5. Knapp, Donna (2010), A Guide to Customer Service Skills for the Service Desk Professionals. Cengage Learning.
6. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
7. Seely, John (2004), The Oxford guide to writing and speaking. New Delhi, Oxford University Press.

Assessment Plan

Exercise: Questions & Answers, Role Play and Group Discussion.

1.1 Introduction

The Introductory unit on Soft Skills for Tourism and Travel industry has highlighted the importance of soft skills. The unit has explained in detail one of the most important soft skills i.e. Communication. In this unit we shall study other important soft skills that will help you to earn an edge in your personal, social as well as professional life. In fact these soft skills are directly related to your personality and will help you to develop a personality suitable for travel and tourism industry.

1.2 Defining Personality



Before we start defining personality, let's have a trip down the memory lane and remember two of your neighbourhood or old school friends with whom you have interacted.

One is liked by everyone. She/he makes friend very quickly, smiles and greets people. Always a favourite student of teachers as well as favourite of all relatives and neighbours. Everyone enjoys talking to and being around him/her. The other one always complains and has trouble keeping friends for long. She/he bosses his little siblings at home. Always a troublemaker at school and neighbourhood. All kids complain that she/ he picks up the fight. Even in the school

she/he is never able to be a part of sports team. What is the difference between the two? The difference is their different personalities.

The concept of personality is one of the major topics of interest for some of the top psychologist. In this unit we will define it from the view point of social attractiveness of an individual not from the scientific view point.

The word '*personality*' has its roots in Latin word '*persona*' which means a mask. In old days in order to represent qualities of a typical character of drama on stage masks were used.

Personality in general terms means the unique set of qualities (i.e. physical, mental and emotional attitudes, values, interests) that



make you different from others. Personality is actually how you present yourself to others and how people define you. Your personality is everything about you.

Oxford Dictionary defines *personality as a combination of characteristics or qualities that form an individual's distinctive character.*

Here the question which tickles our mind is that what all comes under personality? Encyclopaedia Britannica describes personality includes way of thinking, feeling and behaving. Personality embraces moods, attitudes and opinions and is most clearly expressed in interactions with other people. It includes behavioural characteristics that distinguish one person from another and that can be observed in people's relations to the environment and to the social group.



The case of two friends discussed in the beginning of this unit also highlights the fact that in simple term personality means social skills. The difference in their social skills like one is friendly, collaborator and other is domineering, troublemaker brings out the differences in their personality. Thus personality is being used as a general label for the amount of social skill and finesse.

1.3 Determinants of Personality

Each individual has unique personality. Have you ever think how personality is shaped? There are certain factors which shape personality of individual called determinants of personality. A survey of works of different psychologist brings forward a plethora of determinants of personality. Here to keep things basic we will discuss the generic determinants of personality These are:

1. Heredity
2. Culture
3. Family Background
4. Our Experiences through Life and
5. The People we interact with

1. Heredity

Oxford dictionary describes heredity as the passing on of physical or mental characteristics genetically from one generation to another. We inherit certain traits, such as the colour of our eyes, the shape of our face and body from our father, grandfather and great grand father. Mainly these four aspects of personality we inherit i.e, body build, physical attractiveness, physical defects and health conditions from our ancestors. Most people are born with a mixture of traits. Heredity forms your basic personality. And then the effects of our environment add to our personality development.

Environment includes everything and everyone around us. Environment may help bring out certain traits more than others. The other four determinants we will study now constitute our environment.

2. Culture

Culture can be defined as the ideas, customs and social behaviour of a particular people or society. We learn values and inclination from our culture and it shapes our behaviour. Behaviour defines our personality. Thus people born in different cultures tend to develop different types of personalities. In India we can find diversity in cultural backgrounds and each culture has some general features that highlight personality of people of that culture in general. For example, people from Gujarat are more enterprising, people from Haryana are daring and people from Bengal are creative and have great intellectual bend. Also it is not necessary that all people belonging to a culture showcase the similar personality trait but in general according to culture the dominating personality trait is found in majority of people.

3. Family Background

Family is the smallest unit of society. Family is a group of people related by blood or marriage. The foremost influencer after heredity to shape personality of a baby is family. Many aspects of family like background and education of parents, socio-economic status, the number of children in the family and birth order and extended members of the family such as uncles and aunts influence the shaping of personality to a considerable extent. Think once your liking – disliking, way of problem solving, way of expressing your feelings etc. All are one in other way a reflection of what you have learned from your family.

4. Experiences in Life

One of the famous quotes by Julio Caesar - “Experience is the teacher of all things” best explains this determinant of personality. Your personality might have kindness as a trait but repeated experience in your life where you felt cheated due to kindness can influence your this personality trait for future. Suppose three such incidents happened to you with three different individuals in the past few months where you have given money but they never came back to you. What is the probability that you would trust another person who comes and asks you for a loan tomorrow? Rather low, one would think. Thus, certain personality characteristics are moulded by frequently occurring positive or negative experiences in life.

5. People We Interact With

“A Person is known by the company he or she keeps” is a common proverb. We interact with an array of people in our life like – neighbours, teachers, classmates, schoolmates, friends, cousin, colleagues, boss and even strangers etc. People who are alike us in attitude and value we persuade them and associate with them. Even we change our behaviours to get accepted and associated with them whom we like. For instance, we may have to become less aggressive, more cooperative to work successfully in a team etc. Thus, our personality becomes shaped throughout our lives by at least some of the people and groups we interact with.

In summary, our personality is a function of both heredity and environment (external factors) that shape it and keep it shaping.

REVIEW QUESTIONS

1. Fill in the Blanks:

1. The group of traits that makes you unique is your _____.
2. The word '*personality*' has its roots in Latin word _____ which means _____.
3. In simple term personality means _____.
4. Major determinants of personality are _____ and _____.

2. True and False:

1. A person's personality stays the same throughout life.
2. A person's neighbourhood has the greatest effect on his or her personality.
3. Early experiences are very important to shape personality.
4. Personality is natural as well as nurtured.

ACTIVITY

- In terms of the definition of personality that is offered here in this text, write an essay about yourself. Identify what is unique about you. Finally, include in your essay as many factors in your heredity or environment as you can find that affect your daily behaviour and thought.
- Once you finished the essay above, ask a friend to write a similar essay about you. Once your friend has finished, compare your own essay (the answer sheet!) with that of your friend. How are they similar? How do they differ?
- If both you and a friend did the essay suggested above, and then compares your essay about yourself with a friend's essay about him- or herself. How many parts of your essays are similar and how many are different? What factors do you both mention as influencing your personality?

1.4 Personality Development

The above discussion on determinants of personality brings to light an age old debate that whether personality is natural or nurtured. In this regard, the central view supported by acme psychologist is that each individual is born with basic personality. To cope up with the challenges offered by external environment individual strive to change and develop personality in meaningful ways throughout the lifespan.

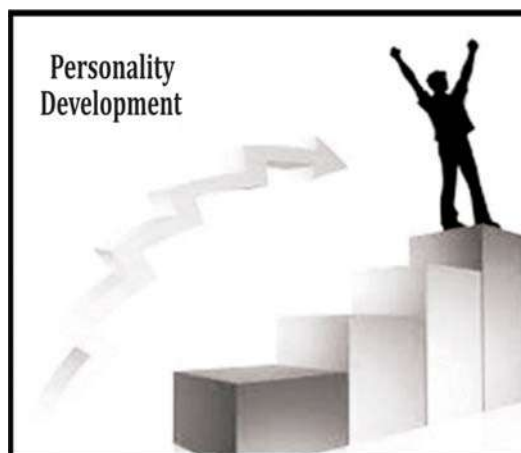
Thus, personality development is a continuous and multi-faceted process which requires a set of skills that need to be learned and at times unlearned.

The need to develop your personality in line with personal and professional requirements underlines the process of personality development. This is true particularly in the present times where sea-change has occurred in the realm of industries, where now only technical knowledge of doing things is not the sole criteria of selection and where wide cluster of skills are required to cater to the changing demand of industry. In this assortment of wide cluster of skills the social attractiveness of personality is paramount important.

Hence it is clear that an intelligent individual can identify the expectations of the profession he/she wants to pursue and work on the desired personality traits. This will help him/her to have a well developed conducive personality and earn a competitive edge over others.

It is more relevant in Tourism Industry where a well developed personality having high social attractiveness is more imperative and demanded than any other skill set. The reason for same has been discussed in the earlier unit last year.

Now the question arises how can we develop a personality which is most suitable for tourism and travel industry? What are the areas of our personality which we should fine tune to become an asset for tourism industry?



To answer this question, first we should remember that tourism is a people to people industry where the service provider is an integral part of the tourism product. For example: the comfort of five star hotel room like high quality bed and linen, best of antiques in room, international quality good food, costly furniture etc. are useless if the people serving in hotel lack professional serving attitude, manners, communication skills and have poor hygiene sense etc. Thus, essentially we can say that to have a happy customer (tourist) at the end of the day the people serving in tourism industry should have:



1. Positive Attitude to work.
2. Well Groomed Personality to create first impression.
3. Social Etiquettes & Telephonic Etiquettes.
4. Professional Body Language.

Thus, eventually these above - mentioned areas turn into the key aspects of personality which require to be developed to have a desired personality for tourism industry. In succeeding pages we will study these areas to learn how to develop personality for tourism industry.

REVIEW QUESTIONS

1. Define Personality Development.

2. Personality is natural as well as nurtured. Do you agree? Explain and give examples from your life experiences.

3. Tourism Industry is an industry where social attractiveness of personality is very important. Explain and give examples in support of your arguments. ?

ACTIVITY

Recipe for Happy Tourists & Personality Traits

- The Teacher should divide the whole class in small groups of five –five students. The teacher should then ask students that as a tourism service provider what personality traits they think can be a recipe to make a tourist happy. Give them 10 minutes to think over it.
- Once the students have done with their recipe then the teacher should discuss the following recipe for happy tourist and also discuss the personality traits this recipe highlights.
 1. One smile
 2. Two eyes
 3. One voice
 4. One mind
 5. Two ears
 6. One firm handshake
- The smile gives visitors a warm welcome. Eyes establish direct contact with them. One voice and mind gives the tourist a perception of the enchanting sounds and

picturesque scenery of the region. Two ears are essential for listening to what the visitors are looking for. One firm handshake wishes them a pleasant stay. Spice it up with a well-trained staff. Bake well at summer temperatures before opening and you will have a visitor information centre to be proud of.

(Source: Hospitality and Tourism Activity by New Brunswick, Department of Education.)

1.5 Positive Work Attitude

Attitude is another stimulating and mystifying subject of interest to many researchers as well as psychologist. Attitude and personality has a deep relationship as attitudes play a major part in determining a person's personality. That is why it is important to know what attitude is, how attitude affects personality and how to have positive attitude at your workplace.



Attitude as defined by Oxford Dictionary is a settled way of thinking or feeling or evaluation (positive/ negative) about some person, object or issue.

Attitude is how we look at things, events, people around us and it all starts inside our head. We can say that attitude is our mental focus on the world around us i.e. the socially significant objects. We can focus it on whatever we want- either on good or bad, positive or negative, problem or opportunity. On what an individual chooses to focus can become a habit, habit forms our behaviour, behaviour becomes part of our psyche, then it is reflected in our activities and finally it becomes the core of personality. Thus, by changing our focus (i.e attitude) we can change our personality.

Power of Positive Attitude

Researchers have proved that a person who focuses on positive side of anything, be a person, event or object are happier, live longer and become successful in their life as compared to those who have negative attitude. The statement of the most influential **American Philosopher William James** further strengthens this fact. He had said that “Pessimism leads to weakness, optimism to power.”

The power of positive attitude has been reinforced by a study of Harvard University also which says that the main driving force to get a good job in eighty-five percent cases is attitude and remaining fifteen percent is the technical know-how. Thus positive attitude enhances our personality traits and lifts our personality to a more attractive level both in personal as well as professional arena of life. Furthermore following points highlight the power of positive attitude:

1. A positive attitude triggers our enthusiasm.
2. A positive attitude enhances our creativity.
3. A positive attitude makes good things happen.

Positive Work Attitude

Till now we have understood that a positive attitude is a virtue for one's personality. But to be always positive at your workplace whether school, office or society is not very easy. Every day we face many ups and downs especially at work place. Sometimes we feel positive and sometimes we feel negative. It becomes necessary for us to handle these ups and downs positively. How we can do this? Following strategies can help us to have a positive work attitude irrespective of any circumstances at work place:

1. **Examine Your Attitude Regularly:** Every day one should examine his/her attitude towards work, co-workers and boss whether it's positive or negative. If it's positive do your co-workers and boss perceive it positively or not? Also if it is negative then what are the reasons behind it? When you question yourself like this, you will definitely find a problem, and if problem is there it must have a solution. Then try to solve this problem by adjusting your attitude or if required by even changing your attitude from negative to positive.
2. **Balance Work with Personal Life:** Another strategy is to have a mix of fun and work. For this you should establish your priorities in life. Priorities mean something that is more important than other things. At home family should be priority and at work place office work should be priority. We should not think about work when at home and also should not allow family concerns disturb our office work. Setting priorities and meeting them successfully make our attitude more focused and positive.
3. **Focus on the Positive:** Always focus on your strengths and successes even if you are not able to be successful in all aspects of your work and in your relationships in the job.
4. **Communicate:** Communication is lifeline of all relationship. When communication stops, miscommunication begins and negativity spreads. Thus it is very important to communicate effectively as well as listen patiently. You should be able to make other understand what you want to say and at the same time understand properly what they want to communicate. Practice good listening and communication skills every day.
5. **Turn Unexpected Changes into Opportunity:** Change is inevitable and change

always bring friction. Human beings soon adapt themselves to a routine and any change in it brings negative reactions. Example – Change of Boss or co-worker or job profile. But one can learn to accept change and remain positive. Focus on what one can learn from this change and see the change as an opportunity to learn new things and grow.

6. **Educate Yourself:** One should be well –versed in one’s job only then one can enjoy it. One should put effort to educate oneself in all areas where improvements are required. Even if you know your job well always try to update your knowledge and learn new things. Be a lifelong learner. The more you learn, the more confident you will be.
7. **Maintain Your Interest:** A new job means new challenges and many new things to learn. But with passage of time the challenges become routine affairs and you start feeling bored and negativity increases. Thus, you should look for ways to regain the interest. Take new initiatives and invent new ideas for doing routine tasks.
8. **Maintain a Sense of Humour:** Humour can help you to overcome tension at work and see the lighter side of the things. Having a sense of humour does not mean joking or clowning around. Having a sense of humour means developing the ability to see positive things and lessen the tension in environment. The famous quote of 34th **President of U.S.A Dwight D. Eisenhower** reemphasizes the importance of humour - “A sense of humour is part of the art of leadership, of getting along with people, of getting things done.”
9. **Take Care of Your Health:** There is a direct relationship between healthy habits, productivity and positive attitude. A person who has habit of exercising daily will definitely have good health and high productivity at workplace. Such individual will have high positive energy and attitude towards everyone in the office. But if you sleep very late, do not exercise in the morning, have low level of energy at office definitely your productivity will be less and negative attitude will increase in you, your boss and also co-workers. Thus poor health habits can affect your job performance and your attitude.
10. **Dress for Success:** Last but not the least. How you dress and how you carry yourself reflects your attitude. In fact this is one of the most important areas of personality development and also our next important topic under study. This point is explained in later pages as a separate topic.

Thus, the above mentioned ten strategies help us to maintain positive attitude and thus can make our personality advantageous for tourism industry.

REVIEW QUESTIONS

1. Define Attitude. Describe how attitude and personality are related .Can we change our personality by altering our attitude?

2. List the ten strategies you can use to improve your attitude.

3. Describe a difficult situation when you were needed to maintain a positive attitude, even though it was difficult. What strategies did you use?

ACTIVITY

Case Study – Torn Between Two Priorities

- You have been appointed as captain of the project for an interschool project competition by one of the strictest teachers of your school. You with your team are representing your school in this project competition. The final day of project presentation is on last Saturday of this month and you want that your school wins the best project title. You have to come to school on Sundays to help with a special project. At the same time, your family is moving to a new home. Your family is counting on you to organize the move and help pack. You are exhausted because of the physical and mental demands that are being placed on you. You are torn between your need to spend time at home and your desire to show your mettle as project leader in school competition.

Case Discussion: (Moderation by teacher)

1. List three options for dealing with your situation.
2. List the option you would choose, and explain why you would choose it.

1.6 Creating First Impression & Grooming

Often you have heard the famous phrase –‘*First impression is the last impression*’. Have you ever thought what this impression is, how it is formed, why first impression is so important

and how one can make first impression extraordinarily? In this section we shall try to answer these questions.

According to Oxford dictionary *impression is an idea, feeling or opinion about something or someone, especially one formed without conscious thought or on the basis of little evidence.* As the definition highlights when we meet somebody for the first time without knowing much about other in totality we create an idea about him/her.

Also, the first impression becomes very important because the idea which is created lasts long. In fact a study by Harvard Business School social psychologist, Amy Cuddy, says that if in first few seconds of meeting we are able to show trustworthiness and confidence as leading trait of our personality then we earn a long lasting relationship. And these two traits are conveyed not on the basis of one's intelligence or experience, rather than on basis of **one's attire and grooming level**. Thus one has to work on these two aspects of one's personality to make first impression extraordinary.

Attire / Clothing

Attire means the way we dress up. As we judge books by their covers similarly we judge people by their clothes. Also the way we dress up show our attitude towards life. It is very important to wear clothes which convey positive about us. But how can we do this especially in our work place?

The thumb rule is that we should adapt ourselves to the dress-code of the work place. When we follow the dress -code of the industry than we project an image which gel with the image and work -culture of the work-place.

In tourism industry it is very important because the way we carry ourselves convey the image of the company as well as the quality of service. This is the reason why airline employees wear high quality formal clothes to reassure high quality of service. Thus, at the work place what we wear indicates towards our professionalism. Also two types of clothing are common in tourism industry – Business Formals (generally Monday to Thursday) and Business Casual (generally Friday). The following two images give a description of types of business formals and business casuuls prevalent in tourism industry.

Grooming

The second important area which helps you to create a first good impression is grooming. The Oxford dictionary defines grooming as a noun (derived from 'groom') which means to have a neat and tidy appearance. It is imperative to take care of your overall appearance which includes neatness and cleanliness of body and hair. It also includes how we manage accessories which we put up with our clothes like belt, shoes, purse, watch, jewellery etc. Daily grooming is a must –must especially for work place. Your health, as well as the health of others, depends on your practices of personal cleanliness. Also, if we are not well groomed then even the most costly clothes do not help a person to create a good impression. Overdo of make-up and use of accessories can destroy the most professional attire.

Women's Attire

BUSINESS PROFESSIONAL

BUSINESS CASUAL

Jackets, Skirts, Pants

Fabric	Wool, light weight wool blend skirt/pant suits, skirt length should not go above knee	Linen, high sheen silk, cotton
Colors	Black, dark gray, navy blue	Earth-tones, charcoal gray, navy blue, medium blue, black
Buttons	Matching fabric-covered on dark resin	Metal gilt-silver, white, or clear plastic

Tops, Blouses, Shirts

Fabric	Silk, silk blends, cotton/poly blends	Cashmere, knit twin sweater sets, jersey, heavy-weight sweaters, 100% cotton
Collars	High, standup, with notches, sharp points	Mock turtleneck, soft rounded points
Sleeves	Long sleeve with cuffs	Long or short sleeve
Colors	White, ivory, cream	Black, brown, purples, coral, aqua, earth-tones

BUSINESS PROFESSIONAL

BUSINESS CASUAL



(Source: Instructional Guide: Business Attire by The University of Texas at Austin)

Men's Attire

BUSINESS PROFESSIONAL

BUSINESS CASUAL

Jackets, Trousers

Fabric	Wool, light weight wool blend suits	Cotton blend, heavy-weight wools
Colors	Black, dark gray, navy blue	Earth-tones, tan, light gray
Buttons	Dark resin	White plastic

Tops, Shirts

Fabric	100% Cotton, cotton/poly blends	Cashmere sweaters, textured cotton blends, knit polo shirts, medium weight sweaters
Collars	High, standup, sharp points	No Polo shirts
Neckline	All buttons buttoned with high quality silk tie in conservative color	Top button unbuttoned with no tie
Sleeves	Long sleeve with french cuffs and cufflinks	Long sleeve
Colors	White, light blue	Pastels, earth-tones, ivory, black, darker shades of any color

BUSINESS PROFESSIONAL

BUSINESS CASUAL



(Source: Instructional Guide: Business Attire by The University of Texas at Austin)

Thus, to have a true professional formal look at workplace one has to take care of many do's and don'ts of dressing and grooming. The following general grooming tips help you to be professionally groomed:

1. **Hair:** Clean and neatly styled, no wet hair, no over the top colours or hairstyles. For Men go for a shorter haircut, and trim chest hair (no hair visible at the neckline!).

2. **Shoes:** Polished and in good condition.
3. **Nails:** Clean, trimmed, neatly manicured. For women no extreme colors or length.
4. **Cosmetics:** Makeup should be conservative, aim for a natural, polished look.
5. **Perfume/Cologne:** Use very little or not at all, clothes should be odour free (no smoke smell!)
6. **Facial Hair:** Clean shaven or trimmed very short and neat.
7. **Tattoos:** Cover all tattoos if possible. No Tattoo should be visible.
8. **Piercings:** Remove all facial and body piercings. For women one earring per ear and for Men no earrings allowed.
9. **Back-packs:** Do not take a back-pack to an on-site interview.
10. **Purse:** A small, conservative handbag or business tote bag is acceptable. Bag should coordinate with shoe colour.

The above details in attire and grooming when taken care of help you to create a positive professional first impression and in this way your battle is half won in the beginning.

REVIEW QUESTIONS

True and False:

1. Bold colours such as bright green or pink are good choices for a job interview.
2. Putting too much accessories enhance our professional look.
3. Some employers can mandate that you do not have any facial hair.
4. Ear piercing for men is allowed as professional grooming standard.
5. Tattoos should be covered by clothing if possible.
6. Your first job is taking care of yourself.
7. Keeping a wardrobe of professional work clothes is always expensive.
8. You want to make sure your appearance stands out in an interview, so that the interviewer concentrates most on how you look.
9. If you aren't certain about the dress code, you should ask your employer.
10. Once you are hired for the job, you don't have to worry about your dress and grooming anymore.

ACTIVITY

Dress and Grooming Checklist

- Have each student divide a piece of paper lengthwise down the middle. Instruct students to label one half or column “At the Party” and the other half or column “On the Job.”
- Instruct each student to make a list of all of the things they need to do-in terms of dress and grooming-to prepare for each of those two situations. Remind them that some things (like taking a shower) will be the same, but that others (like polishing dress shoes) may be different.
- Give students 5-10 minutes to prepare their personal checklists. When they are finished, come back together as a class and create a master checklist that includes everyone’s suggestions. Write this checklist on the board or on overhead. Be sure to allow time for discussion of those items that are questionable. Also be aware that male and female students will have some what different lists.
- Discuss the dress and grooming similarities and differences between party dressing and being on the job. Which things would you only do for the party? Which things must you always do to be professional? Encourage students to revise their personal lists based on the master class list you created.

1.7 Basic Social Etiquettes

Another area which helps us to define and shape your personality is Social Etiquettes. Oxford dictionary defines it as ‘the customary code of polite behaviour in society or among members of a particular profession or group.’

Etiquette when defined most simply means respect, good manners and good behaviour we project in our social settings be it office, friends or family. It is not just each of these things, but it is all of these things rolled into one.

For the purposes of this unit, we will focus on two major areas of business etiquette: Work and telephone.

Work /Office Etiquette

These days office is the place where we spent more waking hours of a day as compared to our home. Office environment and office people have become a vital part of our life and shape our success in life. It has become imperative to treat our office people and office environment a notch better than family.

The following principles given by *Myrna Hoover* in her work **Using Proper Etiquette** can be utilized by office employees to show proper etiquette; they include all aspects of the work environment.

1. **Be timely:** To be punctual at work and meetings is an important attribute of one's personality. It shows that you value other's time. Also one should complete work assignments on time.
2. **Be polite,** pleasant and courteous: Treat others the way you want to be treated.
3. **Learn office politics:** One should understand the story of office and role played by different employees. Utilize effective listening skills to discover appropriate office behaviour. Pay attention to the way things are done.
4. **Understand the four unwritten rules of business:**
 - a. The Boss is the Boss: right or wrong, the boss always has the last word.
 - b. Keep the boss informed. Good or bad, you don't want the boss to listen information mentioned from an inappropriate source.
 - c. Never go over the boss' head without telling him or her first.
 - d. Make your boss look good. Promotion and opportunities arise when you help the organization reach its goals.
5. **Adopt a can-do attitude:** This highlights the positivity of your personality. Those who accept challenges as opportunity can display creativity and become valuable.
6. **Be flexible:** Not necessary that everything that happens in the office is liked and accepted by you. Sometimes you can have a difference of opinion about a change but at that time it should have flexibility. By remaining flexible and implementing change, you gain a reputation as a cooperative employee.
7. **Give credit** to everyone who made a contribution to a project or event. In this way you earn good reputation and at the same time you will also enjoy credit by others.
8. **Do not differentiate** people by position or standing in a company.

Thus, by following more and more business etiquette you will be able to create a good impression about your personality. These visible signals are essential to your professional success.

Business Telephone Etiquette

Think of one day in your life without telephone. Out of all modes of communication the telephone is the one of the most useful tools in every day communication. It has been estimated that major percentage of today's business is conducted over the telephone, as it is

an immediate means of communicating. Particularly in tourism industry telephone is the most used way of communication with customer, supplier as well as within the office. The way telephone call is answered create the image of the company. One can enhance their professional reputation through polite and effective telephone manners. It has been proved that if we cannot handle telephone calls professionally then people think twice before doing business with the company. That's the reason these days companies have standard operating procedure of handling phone calls in which these aspects are most important:

1. Answering the call
2. Making the calls
3. Taking a Message
4. Leaving a Message



Answering the Telephone

- Answering promptly that is allowing no more than two or three rings before picking up the handset. An immediate response says a lot about you and promotes good public relations.
- Answering with a smile which the caller will hear it in your voice. A cheerful voice begets a happy caller or listener, and a favourable impression is created.
- Speaking in a warm, audible, clear voice at a moderate phase so that the caller can follow the conversation.
- Not eating, drinking, smoking or coughing while talking into the mouthpiece. If you have to cough, excuse yourself first, cover the mouthpiece and cough away from it.
- Always sound professional, pleased to hear from someone and ready to deal with their concerns.

Making Telephone Calls

- The impression you create on the telephone reflects not only your personality but also the image of your company, organisation or employer. Try to phone when you know it is convenient for the other person and confirm that they are able to speak.

- Always identify yourself and your company immediately. This information makes you sound confident and in control and enhances your chances of being put through promptly to the person you're trying to reach.
- If you make a long distance call and the other person is not available, you should try again. Do not leave a message that the person should phone you.

When leaving a message

- Give full details so that the person who returns your call can get in touch with you.
- The first name and surname are important, as is the reason for the call.
- If you want to offer or sell the person something do not leave a message; rather phone back later. Ask when it will be convenient to speak to the person and call back at that time.

When taking a message

- Keep the following at hand at all times: a pen, a message book, a calendar and a diary (in case appointments have to be made).
- Take messages carefully and write down all the details in your message book for the possible future reference.
- Note for whom the message is intended plus the full name and title of the person who called. Ensure that you have the correct spellings of all names and surnames. Record the date and time of the call.
- Obtain their telephone number and code as well as the extension, and ask until what time their call can be returned.
- Note the name of the organisation or business they represent, as well as the purpose of the call.
- In the case of an urgent message, take the caller's home or cell phone number.
- For safety sake, leave the handwritten message on the person's desk.

Thus, when one handles this mode of communication effectively in office then problems are solved easily, productivity and customer satisfaction is achieved. Also, your positive image is created, professional worth increases in office as well as with customers.

REVIEW QUESTIONS

1. Define Etiquette. Why should we give importance to workplace etiquette?

2. List the principles which help us to inculcate work-place etiquettes.

3. Describe the precautions you take when making a call from our office to a customer. Why any mistake while making a call can mar the image of your company?

ACTIVITY

Role Play of Customer Care Executive and Irritated Customer

- The teacher will ask for volunteers who will participate in this role –play exercise. One student will become a irritated customer who is not happy with the service delivered to him during his tour to London. Then two students will play role of customer care executives – one very effective in handling telephone calls professionally and one who lacks the basic telephone etiquettes.
- During the role play teacher should note that the customer care executives follow the do's and do not's of telephone etiquettes. Other students should evaluate the effectiveness of execution and meanwhile learn that how by following telephone etiquettes we can make an unhappy customer pacified and calm.

1.8 Positive Body Language

We have already studied body language and its components last year. It is the study of movements of our body parts like eyes, head, hands, legs, sitting style, walking style etc. Which is called body language. **It is also called Gestural Communication or Kinesics.** It truly depicts the inner feeling going in our mind. We can fake our words to conceal our true inner feeling but our body movements convey it.

Thus, we should know how to depict a positive body language so that we give impression of a well –developed personality. We have to work on following areas of body:

1. **Eye contact:** Eye contact is the first thing that people look for when they meet us

first and good eye contact will give them a feeling of comfort and genuine warmth in your company, maintaining good eye contact shows respect and interest in what they have to say. Lack of eye- contact signifies in-attention and lack of interest.

2. **Posture:** Getting your posture right will automatically make you feel more confident. And when you feel good other people pick up on that. When we feel down we slouched over with your shoulders drooping down and inward. This collapses the chest and inhibits good breathing, which in turn can help make you feel nervous or uncomfortable.
3. **Head position:** With our head position we convey many things .When we are confident and self assured we keep our head level both horizontally and vertically, when we project ourselves authoritative our head is in straight position. Conversely, when you want to be friendly and in the listening, receptive mode, tilt your head just a little to one side or the other
4. **Arms:** One of the most interpreted body parts in body – language is arms. It gives away clues as to how open and receptive we are to everyone. We should always keep our arms out to the side of your body or behind your back. It shows openness and ready to receive new ideas. In general terms the more outgoing you are as a person, the more you tend to use your arms with big movements. Crossing your arms is a no-no in meetings or at interview as it can be interpreted as being passive, aggressive or closed to suggestion.
5. **Legs:** Legs again convey a lot about our inner feelings as these are farthest point from brain and difficult to control consciously. The way our leg moves convey our state of mind. When we are nervous, stressed or being deceptive our legs tend to move around a lot more than normal. Also the way we cross our legs and where we cross it at the knees or ankles. Crossing of legs shows that the person is defensive. Also on the legs depend the angle of your body in relation to others. It gives an indication of your attitude and feelings towards them. We angle inward toward people we find attractive, friendly and interesting.
6. **Hand gestures:** With hands we make numerous gestures and each conveys definitive meaning. Some are:
 - Palms slightly up and outward is seen as open and friendly.
 - Palm down gestures are generally seen as dominant, emphasizing and possibly aggressive. This palm up, palm down is very important when it comes to handshaking and where appropriate we suggest you always offer a handshake upright and vertical, which should convey equality.
7. **Mouth movements:** Our mouth movements can give away all sorts of clues about us. The most expressive part of mouth is lips. When we twist them to the side when we're thinking or sometimes we use this movement to hold back an angry

comment that we don't wish to reveal. There are also different types of smiles and each gives off a corresponding feeling - A full smile with the lip coming above the teeth shows genuine joy and a smile that does not reach the eyes is NOT a smile but manipulation. A full smile is one of the most positive body gestures.

By working on above said components of body language we can project a positive body language. When we project a positive body language our personality becomes more charismatic. In fact, positive body language is reflection of one's positive attitude towards life and ability to project openness of one's personality

REVIEW QUESTIONS

Fill in the Blanks:

1. Positive attitude leads to _____ body language.
2. An open palm shows _____ aspect of personality.
3. We should do handshake _____ to convey equality.
4. A _____ on face is the strongest body language.
5. _____ eye- contact signifies inattention and lack of interest.
6. Passiveness and aggressiveness of mind depicts in _____ of arms.
7. When we slouched over with our shoulders drooping down and inward, it shows we are feeling _____
8. We angle inward toward people we find _____
9. A positive body language makes our personality _____
10. _____ of head suggests one want to be friendly and in the listening, and receptive mode.

1.9 Summary

Personality development is a cautious and continuous effort of individuals to inculcate attributes like positive attitude, etiquettes and positive body language in their personality so that they achieve new heights in Tourism Industry. Tourism industry is a people to people, intangible and glamorous industry which demands professionals which have a right blend of hard skills and soft skills. This unit has described in the simplest way the importance of personality and how it is formed. It also explains that with our efforts we can develop our personality as desired. For it, we need to develop positive attitude. We need to take care of our looks and grooming and learn the etiquettes of work place and telephone handling. Further, learning of positive body language helps us to put up a charismatic personality. All this makes us employable for tourism industry and help us to achieve new heights in the tourism industry.

UNIT - II

Introduction to Tourism-II

Contents

- 2.0 Unit Overview & Description
- 2.1 Introduction
- 2.2 What is Tourism?
- 2.3 General Impacts
- 2.4 Typology of Tourism Impacts
- 2.5 Sources of Tourism Information
- 2.6 Tourism Organisations
- 2.7 Summary

2.0 Unit Overview & Description

This unit will introduce students to Tourism and its impact. After reading this unit, students will be able to:

- Pinpoint the reasons as why do we need tourism.
- Study about tourism sources.
- Recognise the sources of tourism information.
- Appreciate the contributions by some of the tourism organisations including MOT, STDC, UNWTO.

Resource Material

Internet Sources

indiarefer.com

tyrocity.com

sielearning.ta

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Assessment Plan

Exercise: Questions & Answers, Role Play and Group Discussion.

2.1 Introduction

Today, tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole. Most highly developed western countries, such as Switzerland, Austria and France have accumulated a big deal of their social and economic welfare on profits from tourism. According to recent statistics, tourism provides about 10% of the world's income and employs almost one tenth of the world's workforce. All considered, tourism's actual and potential economic impact is astounding. Many people emphasize the positive aspects of tourism as a source of foreign exchange, a way to balance foreign trade, an "industry without chimney"- in short, manna from heaven.

For decades tourism industry growth has been a major contributor to increased economic activity throughout the world. It has created jobs in both large and small communities and is a major industry in many places. It is the dominant economic activity in some communities.

The slogan '*Athithi Devo Bhava*' which means 'guests are like God' truly represents the fact that Indians have been highly hospitable people and this trend is still present in modern India. A guest is considered as highly revered person. Intricate arrangements are generally made for a guest who visits somebody's home for a holiday or other reasons. The family plans well for the comfortable stay of a guest. Moreover, best crockery and bed sheets are kept in store room just for the usage of the guests.

Going through a broader picture, the tourist visiting India find our country very enigmatic. They have a quest to watch the villagers walk on the rope, eat the butter with *rotis* and partake in the ritual dance after sunset. Foreigners love India as it is a storehouse for art, culture, dance and drama. The ethnic culture is present in clothing which attracts several shoppers who love to collect trinkets and serious artifacts. Responsible tourism is conducted by way of giving the tourist the right concept in tours. Their accommodation in government lodges and private hotels is always a luxury. The importance to tourism is essential as they carry the picture of our culture and hospitality. Our courteous attitude reflects our inner self.

On the economic context, foreign currency in India can be gathered via tourism. Several tourist spots do well throughout the year and in special seasons they perform exceptionally well in tourism as the foreign and domestic tourists throng the places for sightseeing or holiday trips. A trip for any visitor has to be trouble free. With the betterment in information & technological facilities, the stay of tourists has become more comfortable. Taxi cabs, translation books and a dependable guide all make the trip interesting. The hygiene conditions in the areas are improving as well as the maintenance of hotels and tourist spots. Ministry of tourism is looking for new ways to encourage tourism in India. It is very much essential for a visitor to enjoy the stay and is enhanced by facilities like road transport, guides and good hotels. Many hotels & restaurants have multi cuisines to accommodate the choices of foreign and domestic visitors. Tour operators have become more concerned about tourist plans. Complete details about weather conditions, clothes required and facilities are given to the tourists to help them prepare for a holiday. This all has led to the multi-dimensional changes in the tourism and travel industry. This requirement starts with mitigating destination needs with trained manpower for successful tourism management.

This unit aims at identifying the need of tourism industry, the information sources available in tourism and exploring the role of the agencies (governmental) for the development of tourism.

2.2 What is Tourism?

Tourism refers to that activity which is conducted for a short period of time, more than 24 hours and less than 1 year, for a non-remunerative purpose.

Based on the UNWTO definition on tourism, tourism could be categorized as:

- **Domestic Tourism:** Domestic tourism involves trips made by local residents within their own countries. Example: An American, who lives in New York, takes a business trip to Los Angeles.
- **International Tourism:** International Tourism involves trips between 2 countries. To a certain country, a visit by residents of that country to another country is an outbound tourism; a visit to that country by residents of another country is an inbound tourism. Example: Trips between Hong Kong and Japan. Hong Kong as the point of origin/point of destination: Visits made by Hong Kong residents to Japan are Hong Kong's outbound tourism; Visits made by Japanese to Hong Kong

are Hong Kong's inbound tourism. International tourists are those who travel to a country other than the one in which they normally live.

Why Tourism?

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses growing number of new destinations. These dynamics have turned tourism into a key driver for socio- economic progress.

Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations. This global spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors - from construction to agriculture or telecommunications.

Thus, answer to the above asked question is delivered by the following impacts made by 'TOURISM' (Taking Case Study as of India):

2.3 General Impacts

- **Generating Income and Employment:** Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.
- **Source of Foreign Exchange Earnings:** Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.
- **Preservation of National Heritage and Environment:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc., would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.
- **Developing Infrastructure:** Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centres, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of

infrastructure has in turn induced the development of other directly productive activities.

- **Promoting Peace and Stability:** Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc. must be addressed if peace-enhancing benefits from this industry are to be realized.

2.4 Typology of Tourism Impacts

The impacts of tourism can be sorted into six general categories:

1. Economic
2. Environmental
3. Social and Cultural
4. Services
5. Taxes
6. Community Attitude

Understanding that tourism development may result in many and complex impacts suggests that local elected officials, the tourism industry and community residents need to work cooperatively and carefully to plan for its growth and development. Planning can help create an industry that enhances a community with minimal costs and disruptions in other aspects of community life. Having broad community involvement and embracing different perspectives during planning helps identify and resolve concerns that would otherwise create problems later.

Economic Impact

Tourism increases employment opportunities. Additional jobs, ranging from low-wage entry-level to high-paying professional positions in management and technical fields, generate income and raises standard of living. Particularly in rural areas, the diversification created by tourism helps communities that are possibly dependent on only one industry. As tourism grows, additional opportunities are created for investment, development and infrastructure spending.

Tourism often induces improvements in public utilities such as water, sewer, sidewalks, lighting, parking, public restrooms, litter control and landscaping. Such improvements benefit tourists and residents alike. Likewise, tourism encourages improvements in transport infrastructure resulting in upgraded roads, airports, public transportation and non-traditional transportation (e.g., trails). Tourism encourages new elements to join the retail mix, increasing opportunities

for shopping and adding healthy competitiveness. It often increases a community's tax revenues. Lodging and sales taxes most notably increase but additional tax revenues include air travel and other transportation taxes, business taxes and fuel taxes. New jobs generate more income tax revenues. When considering the economic impacts of tourism, it is essential to understand that tourism businesses often include a significant number of low-paying jobs, often at minimum wage or less. These jobs are often seasonal causing under-employment or unemployment during off-seasons. Labour may be imported, rather than hired locally, especially if particular skills or expertise is required, or if local labour is unavailable. Some tourism-related businesses are volatile and high-risk ventures that are unsustainable. Greater demand for goods, services, land and housing may increase prices that in turn will increase the cost of living. Tourism businesses may claim land that could have higher-value or other uses. Additionally, non-local owners and corporations may export profits out of the community. The community may have to generate funds (possibly through increased taxes) to maintain roads and transportation systems that have become more heavily used. Similarly, if additional infrastructure (water, sewer, power, fuel, medical, etc.) is required, additional taxes may also be needed to pay for them.

Environmental Impact

Areas with high-value natural resources like oceans, lakes, waterfalls, mountains, unique flora and fauna and great scenic beauty attract tourists and new residents (in-migrants) who seek emotional and spiritual connections with nature. Because these people value nature, selected natural environments are preserved, protected and kept from further ecological decline. Lands that could be developed can generate income by accommodating the recreational activities of visitors. Tourist income often makes it possible to preserve and restore historic buildings and monuments. Improvements in the area's appearance through cleanup or repairs and the addition of public art such as murals, water fountains and monuments (part of making a community ready for tourism) benefit visitors and residents alike. Tourism is generally considered a "clean" industry, one that is based on hotels, restaurants, shops and attractions, instead of factories.

Social and Cultural Impact

The social and cultural ramifications of tourism warrant careful consideration, as impacts can either become assets or detriments to communities. Influxes of tourists bring diverse values to the community and influence behaviours and family life. Individuals and the collective community might try to please tourists or adopt tourist behaviours. Interactions between residents and tourists can impact creative expression by providing new opportunities (positive) or by stifling individuality.

Increased tourism can push a community to adopt a different moral conduct such as improved understanding between sexes (positive) or increased illicit drug use (negative). Safety and health facilities and staffing tend to increase but also the safety problems such as crime and accidents increase. Traditional ceremonies may be renewed and revived by tourist interest or lost in alternative activities.

Community organizations can be invigorated by facing the opportunities of tourism or overwhelmed by its associated problems. Calamities such as natural disasters, energy shortages, terrorism, political upheaval, disease outbreak, a chemical spill, or even wide spread negative publicity could shut down tourism abruptly but sometimes can attract curious visitors.

Tourism can improve the quality of life in an area by increasing the number of attractions, recreational opportunities and services. Tourism offers resident's opportunities to meet interesting people, make friendships, learn about the world, and expose themselves to new perspectives. Experiencing different cultural practices enriches experiences, broadens horizons and increases insight and appreciation for different approaches to living. Often, dwindling interest in host cultures is revived by reawakening cultural heritage as part of tourism development, which increases demand for historical and cultural exhibits. This interest by tourists in local culture and history provides opportunities to support preservation of historical artefacts and architecture. By learning more about others, their differences become less threatening and more interesting. At the same time, tourism often promotes higher levels of psychological satisfaction from opportunities created by tourism development and through interactions with travellers.

Establishing or developing a tourism industry involves expenditure as well as gains/ benefits. If these impacts are taken into consideration from the outset of planning, strengths and opportunities can be maximized. Lists of potential benefits are presented below. Table 1 presents some of the positive impacts of tourism.

Table 1: Impacts of Tourism

Economic Benefits

- Tourism generates local employment, directly in the tourism sector and in support and resource management sectors.
- Tourism stimulates profitable domestic industries, hotels and other lodging facilities, restaurants and food services, transportation systems, handicrafts and guide services.
- Tourism generates foreign exchange for the country and injects capital and new money into the local economy.
- Tourism helps to diversify the local economy.
- Improved road systems and infrastructure that contributes to the entire destination can be justified and supported by the benefits from tourism development.
- Often the jobs created through tourism can be low-paying and unskilled but they constitute an important step for the poor to improve their economic condition.
- Increased tax revenues from tourism.

Social Benefits

- The quality of life of a community can be enhanced by economic diversification through tourism.
- Recreational and cultural facilities created for tourism can be used by local communities as well as domestic/international visitors.
- Public spaces may be developed and enhanced through tourism activity.
- Tourism enhances local community's esteem and provides an opportunity for greater understanding and communication among peoples of diverse backgrounds.

Cultural Benefits

- Tourism can enhance local cultural awareness.
- Tourism can generate revenue to help pay for the preservation of archaeological sites, historic buildings and districts.
- Despite criticism about the alteration of cultures to unacceptable levels, the sharing of cultural knowledge and experience can be beneficial for hosts and guests at tourism destinations and can result in the revival of local traditions and crafts.

Physical Environmental Benefits

- Parks and nature preserves may be created and ecological preservation supported as a necessity for nature based tourism.
- Improved waste management can be achieved. Increased awareness and concern for the environment can result from nature-based tourism activities and development.

Source: United Nations (2003). *Poverty Alleviation through Sustainable Tourism Development*, New York.

Services

Tourism creates opportunities to develop new amenities and recreation facilities that would not otherwise be viable in a community. Tourist expectations can upgrade service by local shops, restaurants and other commerce operators. Tourist traffic in a community creates an opportunity for upgraded fire, police, and medical protection that also benefits residents. Traditional services may be forced out or relocated due to competition with tourist interests. Supply shortages may occur temporarily, seasonally or chronically. Water, power, fuel, and other shortages may be experienced with increased pressure on the infrastructure.

Positive

- Increases availability of recreation facilities and opportunities.
- Better standard of services by shops, restaurants and other commerce
- Improves quality of fire protection.
- Improves quality of police protection.

Taxes

Increased retail activity from restaurants and tourist shopping will add state and local sales tax revenue. Lodging tax revenue to the city (or state) should increase since travellers account for virtually all lodging tax. Increased tax burdens to expand infrastructure and public services will be passed on to property owners through increased property taxes.

Positive

- Additional state and local sales tax revenue.
- Lodging tax revenue to city (or state).

Community Attitude

Visitor interest and satisfaction in the community is a source of local pride. Seeing visitor interest makes local residents more appreciative of local resources that are often taken for granted. As tourism develops, local residents will enjoy more facilities and a greater range of choices. Tourism activities and events tend to make living in a place more interesting and exciting. However, heightened tension and community divisiveness can occur over tourism development, pitting tourism supporters against non-supporters. Also, tension between residents and tourists can occur. People will often feel stressed over the new, increasingly hectic community and personal pace of life. They may claim the result is no better than before or perhaps even worse. Where culture is part of the tourist attractions, over-amplification of cultural traits and creation of “new” cultural traits to satisfy tourist tastes may create a phoney culture. Residents may experience a sense of exclusion and alienation over planning and development concerns. They may feel a loss of control over the community’s future as “outsiders” take over establishments and new development. Over-dependence on non-local developers and an influx of outside businesses creates a sense that the community is being manipulated and exploited by outsiders for the sole benefit of those developers or business people. Hotels built in monolithic cubes or restaurants with standardized franchise designs might clash with local standards and disrupt the aesthetic appearance of the community, damage unique community character, and spread “sameness.”

Positive

- Heightens pride in community.

- Greater appreciation of local resources.
- More facilities and range of choices available.

REVIEW QUESTIONS

1. Define Tourism?

2. How much proportion does Tourism contributes to India's GDP?

3. Which industry has surpassed the business volume of oil exports, food products and automobiles?

4. What sources are helping the government with the funds to manage natural resources?

5. Name the various impacts which have laid down the need of Tourism industry?

2.5 Sources of Tourism Information

Current, accurate and relevant tourism information is essential for travel and tourism industry professionals. This information underpins most of the industry's activities. It is required for the development of travel itineraries and tour products. It is essential for the successful sale of tourism products to customers.

Let's consider some of the ways in which travel and tourism industry personnel develop and update their destination knowledge. You should access as many of these information sources as possible so that you can see the type and range of information available for yourself.

Current destination information is distributed within the travel and tourism industry in many ways. Key sources of destination information are listed below.

Industry people

- Industry principals, tour wholesalers, tour operators and national tourism organizations often employ sales representatives to visit other industry firms, particularly retail travel agents and distribute the latest tourism destination and product information. Sales representatives may call on a regular basis or as required
- Many tour wholesalers hold destination and product launches, introducing new

destinations and products to those working in other sectors of the travel and tourism industry. This is usually done early in the year when new tour brochures are being distributed.

- To expand and update the knowledge of industry personnel, travel and tourism firms and organizations also hold seminars and workshops focusing on destinations and products.
- Where possible, industry personnel undertake educational and familiarisation visits and carries out site inspections to improve their knowledge. Educational, 'famils' and site inspections are usually provided by principals, tour wholesalers or tour operators.
- Informal discussion with well-travelled colleagues, customers and others is a very valuable source of current destination information. Personal travel is even better.

Brochures, Journals and Media

- National tourism organizations (NTOs) and other government bodies distribute agent's manuals, maps, videos and other destination-specific information.
- Destination and product updates are a feature of trade journals like *Travel trade* and *Travel Week*.
- The general media, particularly newspapers, journals and television, is an important source of current destination information. World news is important to travel industry personnel. We must know what is happening in destinations world-wide since this will have an impact on tourism products and services. Many newspapers and journals also have travel sections or features. Television provides travel shows and documentaries on specific destinations. Visual information of this kind is very valuable.
- Tour brochures and other industry publications like in-flight magazines contain a wealth of destination information.

Publications

- Atlases, maps and publications containing maps are essential to fully understand the relationship between places and how they may be arranged in a sequence to form an itinerary. Maps provide other information too. For example, many maps indicate the distances between places. Since distance and travel time are related, this type of information is also necessary for itinerary planning.
- Guide books, a range of reference books and other destination publications are used by industry personnel. Among the industry publications are *The World Travel Guide*, the *Travel Trade Visa Guide* and *TIM (Travel Information Manual)*, usually

accessed these days as *Timatic* on an industry CRS (computer reservation system). Industry publications of this kind provide us with information on a range of issues, including entry and exit requirements for destination countries, customs regulations and health and safety considerations. Many websites also deal with these issues.

- Travel literature is also important. It covers personal travel narratives, memoirs, biographies and photographic records of specific places or journeys. Travel literature often provides interesting insights into destinations not otherwise available, thereby adding another dimension to destination information.

Other sources

- Travel and tourism industry trade shows open to the industry and/or the public are significant.
- Many industry staff members undertake formal study to improve their destination knowledge (as you are doing now).
- Internet, email and fax destination and product updates are a feature of the industry. These are the easiest methods to reach a large number of people quickly, with the latest information.

REVIEW QUESTIONS

1. Name the key sources of tourism information.

2. Measures to expand and update the knowledge of industry personnel?

3. Name two Travel-Trade Journals.

4. Expand CRS.

5. Name the source of Tourism Information which includes biographies and photo graphic records of specific places or journeys.

2.6 Tourism Organisations

The various institutes that show their due concern in the massive and ever growing tourism industry are called tourism organisations. Few of them are discussed below:

Ministry of Tourism

The Ministry of Tourism is the nodal agency for the formulation of national policies and programmes and for the co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country. This Ministry is headed by the Union Minister of State for Tourism (Independent Charge).

The administrative head of the Ministry is the Secretary (Tourism). The Secretary also acts as the Director General (DG) Tourism. The office of the Director General of Tourism {now merged with the office of Secretary (Tourism)} provides executive directions for the implementation of various policies and programmes. Directorate General of Tourism has a field formation of 20 offices within the country and 14 offices abroad and one sub-ordinate office/project i.e. Indian Institute of Skiing and Mountaineering (IISM)/ Gulmarg Winter Sports Project. The overseas offices are primarily responsible for tourism promotion and marketing in their respective areas and the field offices in India are responsible for providing information service to tourists and to monitor the progress of field projects. The activities of IISM/GWSP have now been revived and various Ski and other courses are being conducted in the J&K valley.

Role and Functions of the Ministry of Tourism

The Ministry of Tourism functions as the nodal agency for the development of tourism in the country. It plays a crucial role in coordinating and supplementing the efforts of the State/ Union Territory Governments, catalysing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources. The functions of the Ministry in this regard mainly consist of the following:

1. All Policy Matters, including

- Development Policies
- Incentives
- External Assistance
- Manpower Development
- Promotion & Marketing

2. Investment Facilitation

3. Planning

- 4. Co-ordination with other Ministries, Departments, State/UT Governments**
- 5. Regulation**
 - Standards
 - Guidelines
- 6. Infrastructure & Product Development**
 - Guidelines
- 7. Human Resource Development**
 - Institutions
 - Setting Standards and Guidelines
- 8. Publicity & Marketing**
 - Policy
 - Strategies
 - Co-ordination
- 9. Research, Analysis, Monitoring and Evaluation**
- 10. International Co-operation and External Assistance**
 - International Bodies
 - Bilateral Agreements
 - External Assistance
 - Foreign Technical Collaboration
- 11. Legislation and Parliamentary Work**
- 12. Establishment matters**
- 13. Vigilance matters**
- 14. Implementation of official language policy**
- 15. Budget co-ordination and related matters**
- 16. Plan-coordination and monitoring**

STDC

The STDC (State Tourism Development Corporation): As practice in India almost every state has a state level corporation, which is given the task of development of tourism within the state.

Vision of STDC: To become one of the finest and leading service providers in the Hospitality Sector.

Mission of STDC: To expand quality tourism infrastructure in the State and outside, in order to provide world class facilities to the tourists.

Objectives (In the words of STDC)

In general the main objectives of the STDC are to:

1. Establish, develop, promote, execute, operate and otherwise carry on projects, schemes and other activities including running and maintenance of tourist vehicles to facilitate or accelerate the development of tourism.
2. Construct, run and maintain Tourist Information Bureaux and Centres in and outside the State within the Country.
3. Publish and sell different types of material for the purpose of giving publicity to tourism.
4. Construct, lease out, take on lease, run and maintain tourist bungalows, tourist inns, youth hostels, hotels and cafeterias.

Role of STDC in Promotion of Tourism

1. A pioneer: To initiate the tourism development process.
2. Dispersal of tourism: expansion.
3. Prime mover often without advantage: social mandate.
4. Generate Employment.
5. Contribution to State revenue.
6. Facilitated travel of tourists.
7. Ensuring safe secure stay.
8. Official host of the Government.

UNWTO

The **United Nations World Tourism Organization (UNWTO)** is the United Nations agency

responsible for the promotion of responsible, sustainable and universally accessible tourism. It is the leading international organization in the field of tourism, which promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. It encourages the implementation of the Global Code of Ethics for Tourism to maximize the contribution of tourism to socio-economic development, while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Millennium Development Goals (MDGs), geared towards reducing poverty and fostering sustainable development.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 156 countries, 6 territories and over 400 affiliate members representing the private sector, educational institutions, tourism associations and local tourism authorities. Its headquarters are located in Madrid, Spain.

- **Organizational Aim:** The objectives of the UNWTO are to promote and develop sustainable tourism so as to contribute to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms for all, without distinction as to race, sex, language or religion. In pursuing these aims, UNWTO pays particular attention to the interests of developing countries in the field of tourism.



UNWTO member states UNWTO associates UNWTO observers

Dark green: members of the UNWTO

REVIEW QUESTIONS

1. Who is the head of the MOT?

2. Give any two functions of MOT.

3. STDC majorly focuses which country?

4. How many Tour Operators and Local Communities have joined STDC?

5. Where is the headquarter of UNWTO located?

6. How many countries are members of UNWTO?

2.7 Summary

- Tourism refers to that activity which is conducted for a short period of time; more than 24 hours and less than 1 year; for a non-remunerative purpose.
- Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world.
- The global spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors - from construction to agriculture or telecommunications.
- Industry people, brochures, journals, media, publications, internet, tourist information centres and many more are a vital source of Tourist Information.
- Many Tourist Organisations including MOT, STDC and UNWTO are extending a great helping hand in promoting and sustaining this ever growing Tourism Industry.

UNIT - III

Tourism Business - II

Contents

- 3.0 Unit Overview & Description
- 3.1 Introduction
- 3.2 Travel and Hospitality Terminologies
- 3.3 Activities in a Travel Agency
- 3.4 Documentations for Travel
- 3.5 Summary

3.0 Unit Overview & Description

You are familiar with the concept of tourism and you have been introduced to few terms commonly associated with tourism industry. This unit discusses the concepts related with the growth and evolution of the business of tourism industry in India as well as globally further. This unit will help you to:

- Define the important terminologies associated with travel and hospitality.
- Identify the activities taken up in a travel agency.
- Differentiate between domestic and international travel.
- List the documents needed for international travel.
- List the requirements for international travel.

Resource Material

1. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
2. Goeldner, R & Ritchie, B. (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
3. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
4. Negi, J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
5. Roday, S, Biwal, A & Joshi, V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.

Assessment Plan

Exercise: Questions & Answers, Debate and Group Discussion.

3.1 Introduction

The Business of Tourism is a constantly evolving one. You have been introduced to this industry and its fluid nature in the previous chapters and, by now, you are aware that the Tourism Industry has an identity of its own with distinct requirements. As a student of tourism, knowing about the components, elements, types, and nature of Tourism is just not enough to be a part of tourism business. The Tourism industry and the way of doing business i.e. the activities of a travel agent, tour operators and other stake holders are ever changing and diversifying. For example, services such as airline tickets or hotel room booking that were once available only from a travel agent are now directly available to a traveller through internet. A tourist no longer has to depend only on the travel agent or tour operator for information of the destinations he/ she wants to visit or even on the hotels he/ she wants to stay in. Various websites are available that cater only to the needs of the tourists and travellers.



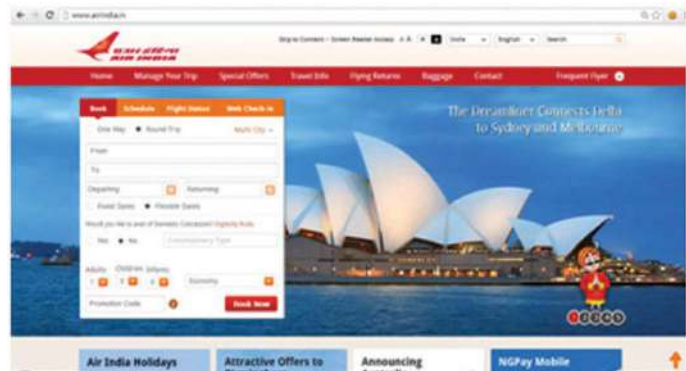
Website and logo of online travel service providers / online travel agencies

Source: websites of makemytrip and yatra



Website providing information on India destination

Source: Website of Incredible India



Website of Air India offering the chance to book air tickets

Source: Website of Air India

Yet the role of travel agents and tour operators is just as significant as always for the growth of tourism Industry. As in any industry, the functions and activities related to the tourism industry are unique to it and some typical terminologies and activities are associated with it. This unit familiarises you with some of the commonly used terminologies related to the business of tourism. The activities undertaken on a regular basis in the travel agency are discussed to make understand and feel like a part of the modern tourism business. This unit will also help you understand the crucial differences and as well as requirements of domestic and international travel.

3.2 Travel and Hospitality Terminology

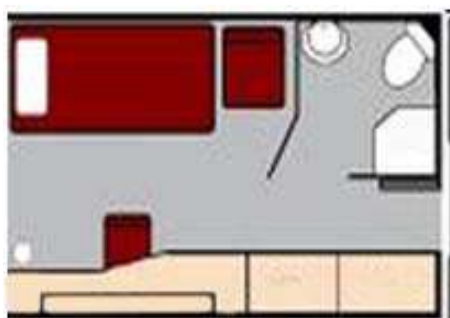
You must have come across terms/words that are commonly used by people of a particular profession or industry. These terms help identify work as well as communicate with each other while on work. Similarly, in the tourism business some commonly used terminologies are helpful to communicate and understand the work that is required to be undertaken. These terminologies are usually acronym or one word that are used in the tourism business to book air tickets, hotel rooms or book a tour package. The list of words commonly used in Tourism Business is long and have origin from either tourism or hospitality, but commonly used in all the tourism business activities. In this unit, you are being introduced to a few commonly used terminologies that will help you to understand the tourism business and be a part of the tourism industry better.

3.2.1 Terminologies Related with Tourist

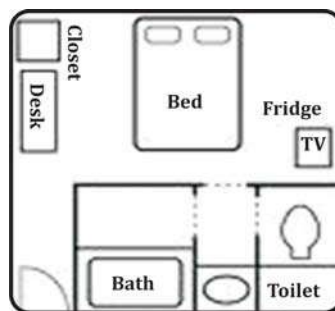
- **Guest** – Guest is the person who actually avails all the services provided by a Travel agent or Hotel.
- **Customer** – One who pays for all the services availed. For example, a corporate footing the bill for its executives using a hotel or travel agent's services for travelling on business.
- **PAX** – Passenger. Usually used as “No. of PAX” to understand the number of passenger travelling together.
- **FIT** – Free Individual Traveller. This term is used to mention single Travellers or at the most a couple.
- **GIT** – Group Inclusive Tour. This term is used to mention Group Travellers.

3.2.2 Terminologies to Identify the Type of Rooms to be booked

- **Single Room** - Single bed for one person is available in the room
- **Double Room** - Double bed for 2 people. The rooms come with an option of a king size or a twin bed.
- **Twin Bedded Room / Twin Room** - Two single beds.



Single Room



Double Room



Twin Room

- **Cabana Room** – A room adjacent to the swimming pool.
- **Lanai Room** – An outdoor room with an open-air patio preferably with hanging garden or garden view.
- **Efficiency Room** – A room with kitchen.
- **Penthouse** – A set of rooms on the terrace or top of the hotel, part of which is open to the sky.
- **Suite** – A Suite is a set of at least two rooms consisting of bedrooms and living area. Usually suites are known by their décor – Presidential suite, Mughal Suite and others.
- **Junior Suite** – It is usually a long room with a partition, mostly wooden. The room has two different sections due to the partition.



Suite



Junior Suite

3.2.3 Terminologies to Identify the Type of Meal Plan along with Room

- **European Plan (EP)** – Only Room Rent.
- **Continental Plan (CP)** – Room Rent + Continental Breakfast.
- **American Plan (AP)** – Room Rent + 3 Meals (Breakfast + Lunch + Dinner).
- **Modified American Plan (MAP)** – Room Rent + Any 2 meals.
- **Bermuda Plan (BP)** – Room Rent + American Breakfast.
- **Jungle Plan (JP)** – Room Rent (Usually on AP) + Jungle Safari (Popular in India with the tour operators offering Jungle Safari).

Type of room is based on the number of tourists and their preferences while Meal Plan refers to what one will get in the place of accommodation. At times a guest might like to book only a room without any meal, maybe only with EMT while at other times a guest might want to book meals such as breakfast or dinner with the room. The meal plan informs the hotel what the guest is expecting. For example, when a travel agent books 01 single room for 2

days on MAP with a hotel; the hotel staff understands that one guest will be arriving and will be staying in the hotel for 02 days and will take two meals on each day.

3.2.4 Few More Terminologies

- **American Breakfast** – Cooked food along with Continental breakfast such as egg and cereal preparation.
- **Continental Breakfast** – No cooked food is served. Juice followed by different types of bread slices and preserves such as Jelly, Jam, Butter and Marmalade along with tea or coffee.
- **EMT** – Early Morning Tea.
- **FOREX** – Foreign Exchange.
- **Guest Folio** – Information / personal details about guests such as their date of birth, anniversary and so on.
- **IBT** – Inbound Tours (Department) / Tourists.
- **OBT** – Outbound Tours (Department) / Tourists.
- **Sold Out** – No rooms available with a hotel, is known as sold out.
- **Transfer** – The travel by guest from the airport or railway station to the hotel and vice a versa.
- **VIP Guest** – Very Important Guest.
- Vouchers
- **Walk - in Guest** – Guest walking in a hotel without any reservation and asking for a room.

REVIEW QUESTIONS

1. What do you understand by Tourism Terminologies? What is the importance of these terminologies?

2. Mention the terminologies associated with room with meal plan.

3.3 Activities in a Travel Agency

Travel agency plays a pivotal role in the business of tourism. Although with time and changes in technology, the face of travel agency is changing, yet it still remains an important point of connection between the tourist and other service providers such as hotels, cars on hire, airlines, and so on. The varied functions of the travel agency are taken up the many departments which work together and necessitate the travel schedules of a tourist. The various activities taken up in a travel agency are as below:

1. Information Provider: Travel agency acts a source of information for the tourists. The information can be regarding a destination to aid the customer in choosing a tour or about airline timings for choosing a flight of convenience. They suggest customers about the activities that they can indulge in at the destination, the accommodation and transportation facilities, etc keeping in mind the budget, age group and interest of the customer. All in all they help them to make up their mind on a destination of their choice by giving them information through brochures, pamphlets or by showing them visuals of a place. They also help the customers with special requests such as information regarding weather or if the customer has other preferences such as twin room instead of double room, and so on. This is the most important aspect of a travel agents' job as correct information will ease the customer's and help him/ her in taking a decision; thus ensuring business and revenue generation for the travel agency.



2. Ticketing: Ticketing is one of the primary activities of the Travel agency. Ticketing refers to both airline and railway ticketing. Air tickets both domestic and international are provided by travel agencies and the travel agent will also give choices to the customer



by suggesting them different airfares and services provided by different airlines. E.g. low cost airline like indigo will offer cheap priced tickets but do not provide meals, entertainment inclusive of airfare and also offers less baggage facility. Railway tickets are also provided for both domestic and international travel. For example, a customer travelling to Europe might request for tickets or passes for the Euro rail (Eurail), the agent will coordinate with partners abroad for providing the same to the customer.

3. Tour Packages: A travel agent also acts as a bridge between tour operator and the tourists. A tour package of any major tour operator can be bought from a travel agent. At times a travel agent can also help design a customised tour package as a tourist can get all the services - airport pick & drop, sightseeing, hotel accommodation, bus, train & air travel, documentation etc. under one roof; though the rates may not be as attractive as one given by tour operator. Tour packages no longer means only land base

tours, nowadays cruises packages are also available with the travel agent and it is one of the activities of the travel agent to make a customer understand about the difference between different types of cruises and the facilities provided by each.

4. Documentations: The travel documents required for both Domestic & International travel are also provided by the travel agent. The various documents handled by this department is Passport, VISA, Health certificate etc. This is discussed in details in the next section.

5. Foreign Exchange: The currency of the country of travel is required by a tourist to visit the country. Some travel agents also double up as foreign exchange provider as they have permission from the RBI and issue travel cheques and cash as per the requirement and convenience of the customer.

6. Insurance: Few travel agencies also provide comprehensive policies of insurance in conjunction with listed Insurance companies (Government or Private) to the travellers. This is discussed in the next section.

7. M.I.C.E.: Meetings, Incentives, Conferences and Expositions (M.I.C.E.) is one of the prominent activities of a travel agency as it is a great revenue generator for the company. Travel agents liaison with the hotels & other service providers and arrange for the facilities and services needed to organise large scale conferences as well as meetings for corporate houses and associations. Another activity of the travel agents is to coordinate with corporate houses seeking incentive tours for their high performing agents or organising expositions to reach out to the product market.

Other than the above, a travel agent also helps in car rentals, arranging for guides and other needs of a tourist as per the requests from tourists. The activities of the travel agent are primarily that of a facilitator who ensures that a customer and a guest enjoy hassle free travel.

REVIEW QUESTIONS

1. What do you understand by M.I.C.E.?

2. What is the most important job of a travel agent?

3.4 Documentation for Travel

In the earlier sections and units you have read about domestic and international travel. You are also aware of inbound and outbound tours and tourists. Just to refresh your memory:

- **Domestic Tourist:** When a citizen of a country visits a tourist place within his/her own country, then he/ she is known as a domestic tourist and it is domestic tourism. For example, a family from Punjab visiting Nainital or Shimla are domestic tourists.
- **International Tourist:** When a citizen of a country crosses the boundary of his country legally to visit another country, then he / she is an international tourist and it is known as International Tourism. An international tourist is further divided into following two categories:
 - **Inbound Tourist:** When tourists from other countries visit a said country, then they are the inbound tourists for the said country. In other words, non residents or foreigners visiting a given country are known as Inbound Tourists. This is also known as “Incoming Tourism”. For example, a group of Europeans visiting India are the inbound tourists for India. In this process a country earns foreign exchange from the visitors visiting.
 - **Outbound Tourist:** When the citizen of a country visits a foreign nation then they are called outbound tourists of the country. This is also called “outgoing tourism”. For example, an Indian visits U.S.A. for a holidays, he is an outbound tourist for India.

A tourist might want to visit any destination but as tourism professional you need to be aware of the fact that tourists need to abide by some rules and regulations and certain documentations are required for travelling to each destination. The documentation may vary depending upon the destination of choice but certain documents are common and must. These documents are required for domestic, inbound and outbound tourist also. 14 IATA Airlines have voluntarily come up with a publication called TIM (Travel Information Manual) which guides a tourist about the documents required to visit a destination.

3.4.1 Passport, VISA and other permits

A tourist looking forward to travelling abroad must have a passport from the country of origin. Passport is an official document issued by the government of a country to its citizens as a proof that one is a resident of the country. Every passport has a validity period and expiration dates. A citizen can travel out of his/ her country only when he/ she posses a valid Passport. The validity of the passport is also necessary when the tourist or traveller is travelling back to his / her own country.



Indian Passport



Passport of United States of America

Similarly to enter any country other than one's own, one must have a VISA from the foreign country. VISA is the permission given by a nation to enter its territory to a traveller. The most popular VISA sought by the travellers are the tourist and business

A domestic traveller in India might also have a need for a permit – restricted, protected and inner line permits - to visit some areas. There are still certain areas in India which can be accessed only with permits. For e.g. even for an Indian, to visit few islands in Andaman & Nicobar Islands, a permit is required from competent authority.

Documents are very important for a traveller, and hence it is important to look into TIM Manual and also contact the country of visit when in doubt. It is the duty and responsibility of the travel facilitator to ensure that a tourist is travelling with proper, valid documents or else a visitor can face many problems like Detention, Deportation; and can end up wasting his/her time and money.

3.4.2 Medical Requirements

Medical emergencies can cause serious havoc with one's travel plans. The case of Ebola Virus in present time or SARS virus few years back are testimony to the fact that medical emergencies can change one's travel plans. Although as a travel agent or a tourist we cannot predict all the medical fatalities that can happen while on a visit abroad yet for few countries it is mandatory to meet certain medical requirements before travelling to their country. A list of vaccines and other medical requirements for the prospective tourists are provided to the tourist when he/ she can apply for a VISA. These medical requirements mostly refer to vaccines against certain diseases and a tourist will have to submit a health certificate by recognised medical practitioner while applying for VISA.

For example– for few countries in African and South American continent it is mandatory for a tourist to have Yellow fever vaccination which is a fatal disease. This vaccination's validity is for 10 years.

3.4.3 Travel Insurance

Insurance as you are aware is to protect oneself from undesirable incidences or risks. Travel insurance is one such insurance that provides risk cover to both international and domestic traveller against medical expenses, trip cancellation, accident, financial default of travel

suppliers, loss of baggage or any other losses incurred during the travel . Thus, travel insurance ensures that a tourist is provided some financial help in the case of any untoward incidence. Travel agents offer the facility of insurance to the travellers and receive a commission offered by the Insurance companies.

REVIEW QUESTIONS

1. What do you understand by VISA?

2. What is the significance of Health Certificate for travelling abroad?

3. **Activity:** Visit to a travel agency that offer both domestic and international travel for a day and make list of activities performed during arranging a domestic/international travel.

3.5 Summary

This unit has introduced you to the operational aspect of a travel agency. To know the commonly used terminologies associated with tourism business is very important for any person wishing to be a part of the Tourism business. These terminologies are commonly used while booking any services for a tourist. The various function areas of a travel agent such as information provider, ticketing services, FOREX provider, providing travel documents, travel insurance and so on are discussed. This will ensure that as tourism professional you will be aware of the responsibilities as well as the activities under taken in a travel agency.

UNIT- IV

Tourism Products-II

Contents

- 4.0 Unit Overview & Description
- 4.1 Introduction
- 4.2 Classification of Tourism Products
- 4.3 Natural Tourism Products of India
- 4.4 Man Made Tourism Products of India
- 4.5 Symbiotic Tourism Products of India
- 4.6 Event based Tourism Products of India
- 4.7 Site Based Tourism Products of India
- 4.8 UNESCO World Heritage Sites
- 4.9 UNESCO World Heritage Sites in India
- 4.10 Summary

4.0 Unit Overview & Description

This unit will introduce students to the classification of tourism products. This unit will help students to:

- Classify tourism products.
- Understand the importance of protection of tourism products.
- Know the concept of UNESCO World Heritage Sites.
- Learn about the UNESCO World Heritage Sites in India.

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6. Stephen Ball (2007), Encyclopedia of Tourism Resources in India, B/H.
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8. Lonely Planet-India.

Assessment Plan

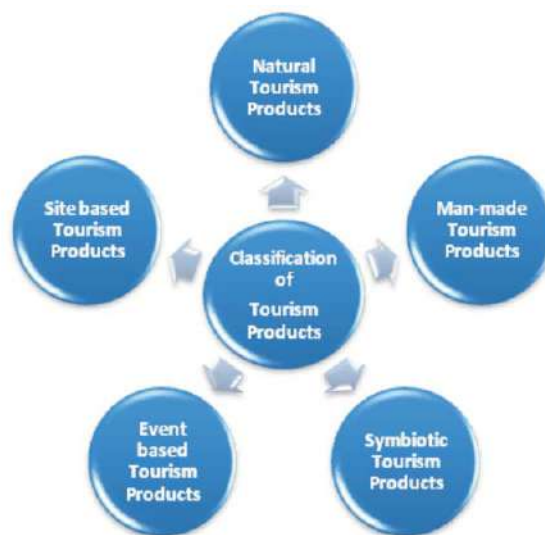
Exercise: Questions & Answers, Role Play and Group Discussion.

4.1 Introduction

The tourism product focuses on facilities and services designed to meet the needs of the tourist. It can be seen as a composite product, as the sum total of a country's tourist attractions, transport, accommodation and entertainment which result in tourist satisfaction.

4.2 Classification of Tourism Products

Tourism products are essential pull factors for the tourist destination. The diversity in tourism products attract large number of tourists to the destination. The compilation of tourism products inventory is fundamental step in promoting them to the right tourist. The tourism products can be grouped on the basis of relevant similarities. Following Figure 1 gives the classification of tourism products on the basis of similarities.



Classification of Tourism Products

Let us now discuss the classification of tourism products on the basis of relevant similarities:

4.2.1 Natural Tourism Products

These are more closely associated with natural environment. These include natural resources such as area's climate, its setting, landscape and natural environment. Natural resources are frequently the most important elements in a destination's attraction. Major natural resources could be:

- Countryside
- Climate
- Natural beauty-landforms, hills, rocks, gorges, terrain

- Water-beaches, lakes, ponds, rivers, waterfalls, springs
- Flora and fauna
- Wildlife
- Islands
- Scenic attractions

The climate of a tourist destination is an important attraction as goodweather plays an important role in making a holiday. A warm, sunny, dry climate is typically considered desirable by most tourists, especially those from cold winter areas. In Europe, countries like France, Italy, Spain and Greece have developed beautiful beach resorts. Beautiful beaches of India, Sri Lanka and Thailand attract lots of tourists for sunny beaches. All these areas capitalise on good weather.

Destinations with attractive winter climates, winter warmth and sunshine are also important centres of tourist attraction. Many areas have become important winter holiday resorts attracting a large number of tourists. Around these winter resorts, winter sport facilities have been installed for engaging the tourists. People coming from warm climates travel for snowfall and cold climate. In countries with tropical climates, many upland coolareas have been developed as 'hill stations'. Hence climate is of great significance as a tourism product. Switzerland, France, Germany in Europe are important winter tourism destinations.

Good climatic conditions help in taking tourism activities possible and enjoyable. Skiing can be taken during extreme winters when there is snow. Visiting destinations like Thailand is good from January to March as humidity is at its lowest for the year and temperatures are slightly lower than normal.



Scenic view of countryside



Vineyards of Italy

Climate is important factor for the timing of travel. People chose those destinations for holiday where climatic conditions are favourable. Tourist season in India is from October to March as the climatic conditions in this duration is conducive to take tourism activities. Climate helps in taking outdoor activities like sightseeing, skiing, swimming, golfing etc.

The scenery and natural beauty of places has always attracted tourists. Attractive and interesting landscapes such as the rolling green fields of Britain, vineyards of Italy etc. There are activities associated with scenic beauty like pleasure driving with stops at scenic view points, hiking, picnicking, and camping.

Tourists enjoy nature in all its various forms. There are land forms like mountains, canyons, coral reefs, cliffs, etc. Mountains are second only to coasts and islands as popular tourism destinations. The elements that attract people to mountains is clean air, diverse landscape, rich biodiversity, scenic beauty, snow, recreational opportunities, culture. Mountain ranges like the European Alps, North American Rockies, South American Andes, Southern Alps of New Zealand, Himalayan Mountains of Asia, Atlas Mountains of Africa are popular among the tourists. The activities taken in mountains include:

- (a) **Nature Walks**- Walks provide tourists with an opportunity to view and learn about flora, fauna and landscape.
- (b) **Land based adventure activities** - It includes activities like cycling, mountain biking, horse back riding, rock climbing etc.
- (c) **Freshwater-based recreational activities** - It includes activities like canoeing, sailing, wind surfing, freshwater fishing etc.
- (d) **Snow dependent based recreational activities** - It includes skiing, snow scootering, sledding etc.

Flora and Fauna attract many tourists. Tourists like to know the various types of plants and trees that they see and which trees are seen in which seasons. There are many plants which are specific to certain regions and many times students and travellers visit those areas especially to see those varieties of plants. Thick forest covers, attract tourists who enjoy trekking. Fauna attract tourists who like to watch birds, wild mammals, reptiles and other exotic and rare animals. Wildlife Sanctuaries, National Parks, Zoos, Aquariums, Botanic Gardens are the places where one can view and learn about the flora and fauna. Yellow Stone National Park, San Diego Zoo, Botanic Gardens at Kew near London, Kandy in Sri Lanka and Bogor in Java in Indonesia are important attractions for wildlife lovers.

There are water forms like rivers, lakes, waterfalls, geysers, glaciers etc. The Niagara Falls shared by Canada and the United States is an example of how scenic waterfalls attract tourists.

Spas are gaining popularity as modern tourism products all over the world. Spa's or mineral water springs were believed to have medicinal values. People travel to spas and clinics for curative baths and medical treatment. In some countries like Italy, Austria and Germany great importance is given to spa treatments.

Beaches are popular among tourists seeking relaxation and recreation. Beaches provide beautiful natural scenery with golden sands, lush green vegetation and bright blue sky. The water should be clear and free of currents. Beach tourism activities include water and land resource use. The water usage involves swimming, surfing, sailing, wind surfing, water scootering, parasailing, motorboat rides, etc. The land use has multi facets like sunbathing, recreational areas for tourists (parks, playgrounds, clubs, theatre, amusement parks, casinos, cultural museums, etc.), accommodation facilities (hotels, cottages, camping sites, etc.), car and bus parking areas, entertainment and shopping complexes, access roads and transportation network.

Islands abound with natural beauty, with the rare flora and fauna and tribes. This makes islands an ideal place for adventure, nature and culture lovers to visit. Caribbean, Hawaii, Maldives, Mauritius, Andaman and Nicobar Islands, etc. are popular island tourism destinations.

4.2.2 Man-made Tourism Products

Man-made tourism products are created by man for pleasure, leisure or business.

a) Culture

- Sites and areas of archaeological interest
- Historical buildings and monuments
- Places of historical significance
- Museums and art galleries
- Political and educational institutions
- Religious institutions

b) Traditions

- Pilgrimages
- Fairs and festivals
- Arts and handicrafts
- Dance
- Music
- Folklore
- Native life and customs

c) Entertainment

- Amusement and recreation parks
- Sporting events
- Zoos and oceanariums
- Cinemas and theatre
- Night life
- Cuisine

d) Business

- Conventions
- Conferences

a) Culture

Cultural tourism is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray the nation and its people, reflecting the diversity and character of a country. Cultural tourism products are diverse and includes pre-historical, historical, contemporary and economic activity.

Pre-historical attractions include rock paintings, carvings, mounds associated with indigenous people. Stonehenge in United Kingdom is good example of this category.

Historical monuments have achieved iconic status as widely recognized symbol of their respective cultures or nations. The Great Pyramid of Giza in Egypt, Great Wall of China, The Eiffel Tower in Paris are some of the important monuments.



The Eiffel Tower in Paris

b) Traditions

A custom (also called a tradition) is anything which lots of people do, and have done for a long time. A custom is more about practices, while culture is more about ideas or a group of customs.

The native life and customs of people is an attraction because every part of the world has its own set of lifestyle in form of rituals, daily practices, food, religious beliefs etc. Indian wedding, rituals performed in Indian temples etc. attracts tourists.

A pilgrimage is a journey to and from a sacred places for search of moral or spiritual significance undertaken collectively by communities. Typically, it is a journey to a shrine or other location of importance to a person's beliefs and faith. Many religions attach spiritual importance to particular places: the place of birth or death of founders or saints, or to the place of their "calling" or spiritual awakening, or of their connection with the divine, to locations where miracles were performed or witnessed, or locations where a deity is said to live or be "housed," or any site that is seen to have special spiritual powers. Such sites may be commemorated with shrines or temples that devotees are encouraged to visit for their own spiritual benefit. A person who makes such a journey is called a pilgrim. The *Hajj* (the trip to Ka'ba in Mecca) has been the central element of Muslim faith. *Chaar Dhaam Yatra* taken by Hindus to Badrinath, Jagannath Puri, Rameshwaram and Dwaraka.

Fairs and festivals are related to celebrations of people. A fair is a gathering of people to display or trade produce or other goods, to parade or display animals and often to enjoy associated carnival or funfair entertainment. They may be for couple of hours to some days or some weeks. Activities at fairs vary widely. Some trade fairs are important regular business events either where products are traded between business people or where products are showcased to consumers.

Pushkar Fair: The famous Pushkar Cattle fair is the five day Cattle Fair held annually in Pushkar town in Rajasthan. Pushkar camel fair is one of the largest camel fairs in India and an important tourist attraction of the city. Pushkar Fair also includes cows, sheep and goats

along with events and competitions such as longest mustache, bridal competition and camel race.

Festivals are celebrations with some religious purpose or they may be secular in nature. Festivals related to local traditions and arts like Carnival in Rio de Janeiro, Mardi Gras in New Orleans attract many tourists as well as residents.

Art is the expression or application of human creative skill and imagination, typically in a visual form such as painting or sculpture, producing works to be appreciated primarily for their beauty or emotional power.

The performing art forms include dance, music, folklore and the fine arts of painting and sculpture can be important attractions.

c) Entertainment

Entertainment is the driver of many tourist journeys. A great deal of tourist attractions have strong entertainment connections, being areas that are used primarily for an audience to be engaged or captivated, through sensory stimulation and / or emotion, i.e. entertainment venues. These include sports stadia, theatres and museums all of which could be considered to be tourist attractions, indeed a great many (but not all) entertainment venues are tourist attractions. Just to name a few there are amusement and recreational parks like Disneyworld in United States, Hong Kong, Paris, Singapore and theme parks in various countries

Sport is a key part of the tourism product whether people participate in a sporting activity or attend as spectators. A growing number of specialist travel companies, websites and brochures are promoting sports and adventure holidays. Sports Tourism is defined as a specific travel outside of the usual environment for either passive or active involvement in competitive sport where sport is the prime motivational reason for travel and the touristic or leisure element may act to reinforce the overall experience. Sporting events like Olympics, Football World Cup, Formula One Race, adventure sports like mountaineering, trekking, scuba diving etc are important tourist attractions.

Major tourism destinations are developing tourism product concepts revolving around pleasure sports. These concepts enable destinations to stand out amongst their competitors and increasing their competitive edge in the international arena, attracting consumers who are keen on getting in touch with nature, and interacting with the community to enjoy more healthy and interactive holidays.

Night Life is one of the prime attractions in a holiday. Tourists like to especially visit areas in cities where the night life activity is promoted. These areas are usually lit up with street stalls like flea markets and food areas. Bars, night clubs, casinos and very often open air bands attract and add to the psychological satisfaction and experience of tourists.

Food plays a significant role in the overall experience of tourists. Food tourism shapes gastro destinations such as France, Italy and California. Now-a-days there is cuisine from all areas of the world which is found at most tourist destinations. Specialty restaurants serve Indian,

Continental, Chinese, Italian, Japanese, Thai, Indonesian, Fast food, Mexican, Mediterranean, and Arabic and soon. However, tourists usually like to eat the local food of the areas they visit.

d) Business

People who travel in relation to their work come under the category of business tourism. Business tourist links their business trips to leisure activities like visiting places of tourist attraction at the destination, sightseeing and excursion trips. A business traveller is important to the tourism industry as it involves the usage of all the components of tourism like accommodation, transportation, attractions and entertainment. Business tourist travels for different business reasons- attending conventions, conferences, meetings, workshops etc.

Business tourist have a lot of leisure time at their disposal. The conference organizers make this leisure time very rewarding for them by organizing many activities for their pleasure and relaxation. The spouses and families accompanying the participants are also well looked after by the organizers. The organizers plan sightseeing tours and shopping tours for the participants and their families.

4.2.3 Symbiotic Tourism Products

These tourism products are an excellent blend of natural and manmade resources. Nature has provided the natural resource and man has converted them into a tourism product by managing them. National Parks, Wildlife Sanctuaries, Marine Parks are good examples of Symbiotic Tourism Products.

National Parks for example are left in their natural state of beauty as far as possible, but they have to be managed by providing roads, transport, parking facilities, resorts, jeep safaris etc. Though the core attraction is nature in this category of tourism product but these products are symbiosis of nature and man.

4.2.4 Event based Tourism Products

Where event is an attraction, it is event based tourism product. Event is a thing that happens or takes place, especially one of importance. It is a planned public or social occasion. Events attracts tourists as spectators or as participants in the events, sometimes it can be both. Sporting events like Olympics, Football World Cup, Formula One Race; cultural events like Carnival in Rio de Janeiro, Mardi Gras in New Orleans are event based tourism products. Kite flying in Ahmadabad attracts tourists both as participants and spectators. In case of Snake Boat Race in Kerala one can enjoy witnessing it and can be participants also.

4.2.5 Site based Tourism Products

When an attraction is place or site then it is a site based tourism product. Examples of site based tourism products Taj Mahal, Sunset at Kanyakumari, Sunrise in Himalayas, snow capped peaks etc.

4.3 Natural Tourism Products of India

India is endowed with immense natural resources.

Tourism Product	Destination	Activities
Beach Tourism	Beaches of Goa- Calangute, Baga, Anjuna, Vagator, Colva Beaches of Kerala- Kovalam, Bekal Beaches of Maharashtra- Juhu, Ganpatipule Beaches of Orissa- Gopalpur-on-sea, Puri beach	Water Sport activities such as surfing, snorkeling, jet-skiing scuba diving, water-skiing, parasailing, windsurfing and deep sea fishing. Riding a water scooter or a speedboat, leisurely sail on a paddleboat. Enjoying beautiful natural scenery and water quality.
Mountain Tourism	Hill stations of Jammu & Kashmir-Srinagar, Gulmarg, Patnitop Hill stations of Himachal Pradesh Shimla, Kullu, Manali, Dalhousie, Dharamshala, Kasauli Hill stations of Uttarakhand-Nainital, Mussoorie, Ranikhet, Kausani Hill stations of Tamil Nadu-Ooty, Kodaikanal, Conoor, Yelagiri Hill stations of Kerala-Wayanad, Munnar Hill Stations of Sikkim-Gangtok, Namchi Hill Stations of Rajasthan-Mt. Abu Hill Stations of West Bengal-Darjeeling, Kalimpong, Mirik Hill Stations of Maharashtra-Mahabaleshwar, Matheran, Lonavala, Khandala Hill Stations of Karnataka- Madikere Hill Stations of Orissa- Daringbadi Hill Stations of North East- Shillong (Meghalaya), Halflong (Assam), Tawang (Arunachal Pradesh)	Skiing, mountaineering, trekking, hiking, walking, photography, camping, horse riding Enjoying beautiful natural scenery and snow clad mountains Experiencing sunset and sunrise nature walk

Island Tourism	Andaman & Nicobar Islands Lakshadweep Islands	Enjoying beautiful beaches, Marine life flourishing with rare species of plants, animals and corals Serpentine mangrove-lines creeks, tropical evergreen rain forests Trekking, water sports, island camping, scuba diving and nature trail
Desert Tourism	Desert Triangle of India- Jodhpur- Jaisalmer- Bikaner	Camel riding, camping sight seeing, sunset folk dance and music

4.4 Man Made Tourism Products of India

Categories of Manmade Tourism Products	Examples
Monuments	Taj Mahal, Fatehpur Sikri, Red Fort, Humayun's Tomb, India Gate, Gateway of India, Sanchi Stupa, Khajuraho temples, Ajanta Caves, Konark Sun Temple, City palace, Amber Fort, Hawa Mahal, Meenakshi Temple, Basilica of Bom Jesus, Char Minar, Mysore Palace
Museums	National Museum in Delhi; Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (formerly known as Prince of Wales Museum), Mumbai Rail Museum; Calico Museum of Textiles, Ahmedabad; Nizam Museum, Hyderabad; BM Birla Science Museum, Hyderabad; Albert Hall Museum, Jaipur
Fairs and Festivals	Holi of Barsana, Uttar Pradesh; Dusshera of Kullu, Himachal Pradesh; Dusshera of Mysore, Karnataka; Desert Festival, Rajasthan Pushkar Fair, Rajasthan; Suraj Kund Craft Mela, Haryana
Music	Hindustani Music, Carnatic Music
Dance	Classical Dance- Kathakali & Mohiniattam of Kerala, Kathak of Uttar Pradesh, Manipuri of Manipur, Odissi of Orissa, Kuchipudi of Andhra Pradesh, Folk Dances-Garba, Gidra, Lavani, Teratali, Goti Pua
Handicrafts	Stone work of Agra Blue Pottery of Jaipur, Paper Mache of Jammu & Kashmir

Paintings	Miniature paintings, Madhubani paintings of Bihar, Ajanta paintings
Theme Parks	Essel World and Water Kingdom, Mumbai; Kingdom of Dreams, Gurgaon.

4.5 Symbiotic Tourism Products of India

Category of Symbiotic Tourism Products	Examples
National Parks	Jim Corbett National Park, Uttarakhand; Kaziranga National Park, Assam; Ranthambhor National Park, Rajasthan; Kanha National Park, Madhya Pradesh; Gir National Park, Gujarat; Periyar National Park, Kerala.
Marine Parks	The Gulf of Mannar Marine National Park.

4.6 Event Based Tourism Products of India

Category of Event based Tourism Products	Examples
Cultural/Religious Events	Holi, Barsana Dusshera, Mysore Rath Yatra, Puri Kumbha Mela, Goa Carnival, Goa.
Sports Events	Formula One Race, Indian Premier League
Tourism Events	Desert Festival, Jaisalmer; International Flower Festival, Sikkim; Taj Mahotsav, Agra; Kite Festival, Ahmedabad; Khajuraho Dance Festival, Khajuraho; Hornbill Festival, Nagaland.
Business Events	International Trade Fair, New Delhi.

4.7 Site Based Tourism Products of India

- Taj Mahal
- Tea Gardens in Assam, Munnar, Darjeeling
- Snow Capped Himalayan Mountains
- Sand Dunes, Jaisalmer

4.8 UNESCO World Heritage Sites

The United Nations Educational Scientific and Cultural Organization (UNESCO) seeks to encourage the identification, protection and preservation of cultural and natural heritage

around the world considered to be of outstanding value to humanity.

In 1972, the General Conference of UNESCO adopted a resolution with overwhelming enthusiasm creating thereby a 'Convention concerning the protection of the World Cultural and Natural Heritage'. The main objectives were to define the World Heritage in both cultural and natural aspects; to enlist Sites and Monuments from the member countries which are of exceptional interest and universal value, the protection of which is the concern of all mankind; and to promote co-operation among all Nations and people to contribute for the protection of these universal treasures intact for future generations.

Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage are both irreplaceable sources of life and inspiration.

World Heritage sites belong to all the peoples of the world, irrespective of the territory on which they are located. Protected areas particularly World Heritage Sites are some of the main attractions for tourists. Large number of tourists visit these sites.

4.9 UNESCO World Heritage Sites in India

There are 32 World Heritage Sites in India. They are divided into Cultural and Natural Heritage. Cultural heritage includes monuments, archaeological sites, paintings, sculptures etc. Natural Heritage includes National Parks, Wildlife Sanctuaries, Biosphere Reserves etc.

Cultural World Heritage Sites

- Agra Fort, Uttar Pradesh
- Ajanta Caves, Maharashtra
- Buddhist Monuments at Sanchi, Madhya Pradesh
- Champaner-Pavagadh Archaeological Park, Gujarat
- Chhatrapati Shivaji Terminus (formerly Victoria Terminus), Maharashtra
- Churches and Convents of Goa
- Elephanta Caves, Maharashtra
- Ellora Caves, Maharashtra
- Fatehpur Sikri, Uttar Pradesh
- Great Living Chola Temple, Tamil Nadu
- Group of Monuments at Hampi, Karnataka
- Group of Monuments at Mahabalipuram, Tamil Nadu



Sanchi Stupa, Sanchi

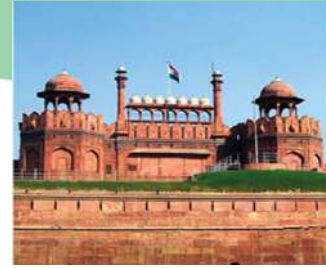


Ellora Caves, Maharashtra



Chola Temple, Brihadesvara

- Group of Monuments at Pattadakal, Karnataka
- Hill Forts of Rajasthan
- Humayun's Tomb, Delhi
- Khajuraho Group of Monuments, Madhya Pradesh
- Mahabodhi Temple Complex at Bodh Gaya, Bihar
- Mountain Railways of India
- Qutb Minar and its Monuments, Delhi
- Rani-ki-Vav (the Queen's Stepwell) at Patan, Gujarat
- Red Fort Complex, Delhi
- Rock Shelters of Bhimbetka, Madhya Pradesh
- Sun Temple, Konarak, Odisha
- Taj Mahal, Uttar Pradesh
- The Jantar Mantar, Jaipur, Rajasthan



Red Fort, Delhi



Taj Mahal, Agra



Sun Temple, Konark



Kaziranga National Park,
Assam

Natural World Heritage Sites

- Great Himalayan National Park, Himachal Pradesh
- Kaziranga National Park, Assam
- Keoladeo National Park, Rajasthan
- Manas Wildlife Sanctuary, Assam
- Nanda Devi and Valley of Flowers National Parks, Uttarakhand
- Sundarbans National Park, West Bengal
- Western Ghats in Kerala, Tamil Nadu, Karnataka, Goa, Maharashtra and Gujarat

4.10 Summary

A tourist destination offers different types of tourism products. The tourism products can be classified according to the similarities they possess. The classification of tourism products help the destination in selling its products to the right tourist.

The tourism products are the major pull factors for the destination. It is very important to maintain and protect the tourism products. UNESCO World Heritage Sites of India are the important cultural and natural heritage which is protected by UNESCO for its universal appeal.

REVIEW QUESTIONS

1. Differentiate between natural tourism products and man-made tourism products with suitable examples?
2. Match the following:

a. Qutub Minar	Natural Tourism Product
b. Kovalam Beach	Manmade Tourism Product
c. Desert Festival	Symbiotic Tourism Product
d. Jim Corbett National Park	Event based Tourism Product
3. Write true/false for the following:

a. Jaisalmer is a popular desert destination	Yes/No
b. Essel world is a popular theme park of India	Yes/No
c. Kathakali is a folk dance	Yes/No
d. Gulmarg is a popular ski resort located in Jammu & Kashmir	Yes/No
e. Dusshera of Mysore is event based tourism product	Yes/No
4. Name any five monuments which are important tourism products of India.
5. Enlist any four activities that tourist can take in mountains.
6. Why beaches are important tourism products?
7. Name any two World Heritage Sites in India.
8. What is the full form of UNESCO?
9. Name two World Heritage Sites in Delhi.
10. Name two World Heritage Sites in Maharashtra.
11. What is heritage?

UNIT- V

Fam Tour

Contents

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- 5.1 Visit to a Tourism Organization(Travel Agency / Tour Operator)
- 5.2 Report on the Visit
- 5.3 Visit to Local/Nearby Museum
- 5.4 Report on the Visit
- 5.5 Do's and Don'ts for Tourist (Sustainable Practices)

5.0 Unit Overview & Description

This unit will introduce students to the concept of Tourism guides and tourism products through meeting with guides and visit to a tourist destination/site. Student will get acquainted with some of the terminologies frequently associated with tourism and tourism industry and will get a firsthand experience through meeting and visit. It will help students to:

- Understand the concept of tourism, role and importance of travel agents and tour operator in tourism business.
- Develop awareness about the destination/ site they visit.
- Understand basic intricacies involved in a tour.
- Learn about the elements and components of tourism through practical field visit
- Get acquainted with travel reporting and writing travelogue.

Resource Material

Activity Sheet, Resource for Role Plays, Chart paper, Colour pencils, Sketch pens, Cardboards, Paper cutter, Adhesives, Pen, Projector and Computer.

Duration: Unspecified hours all practical

Assessment Plan

Exercise: Questions & Answers, Role Plays and Group Discussions

5.1 Visit to a Tourism Organization (Travel Agency / Tour Operator)

The students shall be visiting / meeting a registered Travel Agency/ Tour Operator. Through

question- answers and interactive sessions the students are expected to gain a firsthand practical exposure to the intricacies of the tourism business and the role and duties of the travel agency.

5.2 Report on the Visit

The students shall be preparing a brief report on the meeting with the Travel Agency/ Tour Operator and the things learned thereof.

5.3 Visit to a Local/ Nearby Museum

The students shall be required to visit a local museum. This trip may be related to the role of the museum in regards to the Indian Culture, its social value and the intercultural perspective. Student will also learn the role of Museum in attracting Tourists.

5.4 Report on the Visit

The students shall be preparing a travelogue/ travel report on the visit. The report shall typically consist of museum visited, importance of the museum in attracting tourists. The students will be expected to prepare a report on relationship between cultural heritage management, tourism and advertising material on the place of their visit.

5.5 Do's and Don'ts for a Tourist (Sustainable practices)

The Students shall be preparing the List of Dos and Don'ts while visiting the various different places of Tourism.





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