



Class IX



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





INTRODUCTION TO TOURISM-I



Student Handbook

CLASS IX



CENTRAL BOARD OF SECONDARY EDUCATION

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



Introduction to Tourism-I, Student Handbook (Class IX)

Price: ₹

First Edition: December 2015, CBSE

Copies:

Paper Used: 80 gsm CBSE Water Mark White Maplitho

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

Design & Layout : Multi Graphics, 8A/101, WEA Karol Bagh, New Delhi-110005
Phone: 011-25783846, 47503846

Printed By :

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।

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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;
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- (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 करे।

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

THE CONSTITUTION OF INDIA

PREAMBLE

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

JUSTICE, social, economic and political;

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

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

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

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

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

THE CONSTITUTION OF INDIA

Chapter IV A

FUNDAMENTAL DUTIES

ARTICLE 51A

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

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

In an increasingly globalised world and the changing paradigm of urbanized living the demand of Hospitality and Tourism has increased manifold the world over. In this ever expanding sector, it has become essential to provide competency based vocational education. It is in this context that CBSE has launched a course in Travel and Tourism under Hospitality and Tourism stream under NSQF.

The present book on Introduction to Tourism-I familiarises the students to the Tourism Industry and explains about Tourism Products and Business and the importance of Soft Skills in Tourism Industry. The approach has been to provide a simple and comprehensive outline of as many concepts as possible.

It has been a deliberate effort to keep the language used in this students handbook as simple as possible. Necessary diagrams and lot of pictorial illustrations have been included to help the students to understand the concepts without any difficulty. After necessary knowledge in Travel and Tourism, the students will have an edge over others in getting jobs of their choice in this sector as this sector is growing very fast and lakhs of manpower requirements have been estimated to come up annually.

Practicing professionals from the field of Hospitality and Tourism comprised the team of authors for this book. The Board acknowledges their contribution in completing the book in record time. I hope this book will help the students to serve a useful resource in this subject.

The Board is grateful to the members of the 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.

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

Chairman, CBSE





Acknowledgements

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1. Sh. Y.S.K. Seshu Kumar, Chairman, CBSE
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Unit – 1: Introduction to Soft Skills for Tourism & Travel Industry

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- 1.0 Unit Overview & Description
- 1.1 Introduction
- 1.2 Defining Hard Skills & Soft Skills
- 1.3 Importance of Soft Skills in Tourism & Travel Industry
- 1.4 Communication Skills – A Key to Soft Skills
- 1.5 Communication – The Concept
 - 1.5.1 Process of Communication
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 - 1.6.2 Non –Verbal Communication - Types of Non-Verbal Communication
- 1.7 Barriers to Communication
- 1.8 Effective Communication
 - 1.8.1 Listening
- 1.9 Summary

1.0 Unit Overview & Description

This unit will introduce students to the subject of Soft Skills. This unit will help students to:

- define Soft and Hard skills
- describe the importance of soft skills in tourism and travel industry
- recognise communication and its importance
- classify the process and types of communication
- identify means to minimise barriers of communication
- practise good verbal and non-verbal communication in Tourism and Travel Industry

Resource Material:

1. Klaus, Peggy (2009). *The Hard Truth about Soft Skills: Soft Skills for Succeeding in a Hard World*. Harper Collins.
2. Gopalaswamy, Ramesh and Ramesh, Mahadevan (2010). *The Ace of Soft Skills: Attitude, Communication and Etiquette for Success*. Pearson Education India.
3. Knapp, Donna (2010). *A Guide to Customer Service Skills for the Service Desk Professionals*. Cengage Learning.



Assessment Plan:

Exercise: Question & Answer, Role Play and Group Discussion.

1.1 Introduction

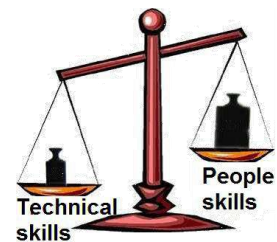
Let us start with a trip down the memory lane – try to recall a few people whom you have met in the course of your life, like for example a doctor. You must have been treated by a doctor who cured your ailment but left you feeling no different from all the other patients. On the other hand, another doctor has made an impression on you, not only for the fact that he has cured your ailment but also for his/ her pleasant, caring behaviour and patient hearing and answering of your questions.

In the above example both the doctors are good in their basic education, experience as seen in their diagnosis and treatment, but there are some other skills which are creating the difference while leaving behind an impression on the patient. These skills are generally referred to as people skills or soft skill. This unit discusses in detail these skills and the importance of these skills in our personal and professional life.

1.2 Defining Hard Skills & Soft Skills

In order to become successful in today's competitive professional environment, a student needs to learn a right balance of two set of skills. These two skills sets are – Hard skills and Soft skills.

Hard Skills: "Hard" skills are also known as *Technical skills*. These skills help us to perform well in the job. Schools do a good job of teaching, reading, writing subjects like science, math and other "hard" skills.



In the world of work, "hard skills" are that basic technical or administrative procedures which are prerequisite to perform a job. We can learn these from books or from hands-on experience. For example hard skill for a teacher is comprehensive knowledge of his/her subject. These skills are typically easy to learn, because most of the time the skill sets are brand new to the learner and no unlearning is involved.

According to Dennis Coates: *"Hard skills are typically easy to observe, quantify and measure. They are also easy to train, because most of the time the skill sets are brand new to the learner and no unlearning is involved."*

Soft Skills: Soft skills are also known as People Skills. These are desirable qualities for certain forms of employment that do not depend on acquired knowledge, rather they include common sense, the ability to deal with people, and a positive flexible attitude.





According to Wikipedia: “Soft skills refer to the cluster of personality traits, social graces, and facility with language, personal habits, friendliness, and optimism that mark people to varying degrees. Soft skills complement hard skills, which are the technical requirements of a job.”

Examples of Soft Skills

- Communication skills
- Problem solving skills
- Teamwork capability
- Negotiating skills
- Self-management
- Time management
- Conflict management
- Cultural awareness
- Responsibility
- Etiquette, Courtesy
- Self-esteem
- Sociability
- Integrity / Honesty
- Empathy
- Work ethic

Soft skills differ from context to context and vary from individual to individual perception. There is also a basic assumption that soft skills are inborn skills, but on a closer examination of these skills it suggests otherwise. While some individuals exhibit these skills naturally, some learn these skills on their own through experience but for a majority of individuals these skills can also be acquired and nurtured over time. Soft skills help one to gain an edge in personal, social as well as in professional life. Many researches have proved that individuals with good soft skills are preferred more for a job than the one who lacks in soft skills. That's why it's so important to focus as much on soft skills training and development as one does on traditional hard skills.

Review Questions

1. Why is it important to have good communication skills for Tourism industry?



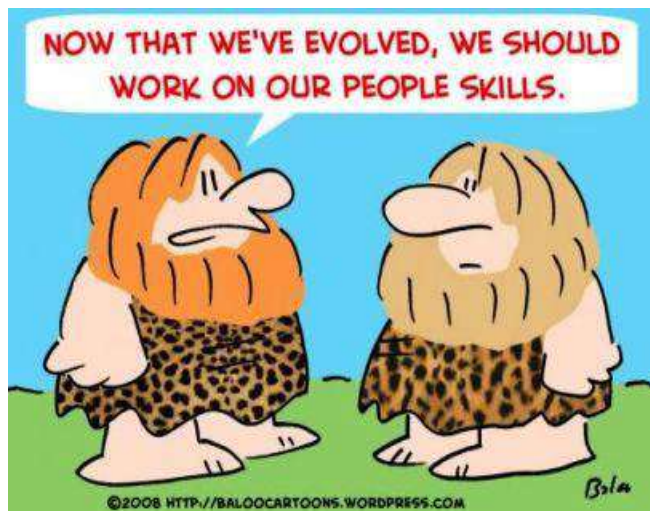
2. What are the three basic aspects to have a successful communication?

3. Draw and describe communication cycle.

1.3 Importance of Soft Skills in Tourism and Travel Industry

In Tourism and Travel Industry soft skills have special relevance. Rather we can say that expertise in soft skills is a basic requirement to become a part of this industry. This is mainly due to some special characteristics of this industry such as:

- Tourism industry is a people based industry – Hoteliers, Transporters, Travel Agents, Tour Guide and many more jointly play a very key role in making the final product and delivering it to customer. Here soft skills facilitate them to work together and serve the customer happily.
- Tourism is an activity that people undertake for leisure – Role of the service providers is important to provide a pleasant time and a person who has knack in soft skills is very important.



For example – A tourist wants to see the beautiful Taj Mahal and books a taxi. The taxi driver arrives two hours late to pick up the tourists, speaks rudely and drives rashly. This overall experience of visit to the Taj Mahal will pale in comparison with a visit to the heritage monument with a punctual, well mannered, caring and soft spoken taxi driver. It means soft skills of people working in tourism

industry contribute towards happiness and satisfaction of tourists as much as the tourist **attraction**.

Thus it can be said that in tourism industry soft skills exceeds hard skills in importance. The sections below will help you to identify and imbibe these soft skills.

Review Questions

1. Define Technical Skills and People Skills? Which are the different types of soft skills?

2. Soft skills are natural or can we learn them? Which one is easy to learn - hard skills or soft skills?

3. Soft Skills supersede Hard Skills in Tourism Industry. Why & How?

4. **Student Activity:** Think of persons around you in school or social circle who have some special skills – some might be very good in speaking and have a friendly attitude to make everyone his/her friends. They often exhibit a sign of confidence within and outside their circle of friends, and are liked by classmates and peers, friends and relatives who appreciate their accomplishment. They are the ones who are appointed as captains, prefects and leaders although they may not be more intelligent than many others around. Think objectively about them and list the qualities that you think sets them apart from others.

1.4 Communication Skills – A Key to Soft Skills

Among all the soft skills mentioned in the previous section communication skills is most important, since good communication skills are a prerequisite for a range of other soft skills. Communication is a basic activity of human beings undertaken every minute that one is awake. Even now, while reading these lines you are indulging in communication. We can say that the foundation of our society, family, relationships and organisation is communication. Do you think we should study, learn and be trained in an activity which is so natural and obvious to us? The answer of this question is yes. In order to become masters in soft skills, we have to first get expertise in communication skills. These skills are especially important in tourism and travel industry, where one needs to continuously communicate effectively with different strata of people viz. tourist, airlines people, hotel staff, guide, visa officer, taxi drivers, transporters etc.

1.5 Communication – The Concept

According to dictionary, the English word 'communication' is derived from the Latin noun '**Communis**' and the Latin verb '**Communicare**' that means 'to make common, to transmit, or to impart'.



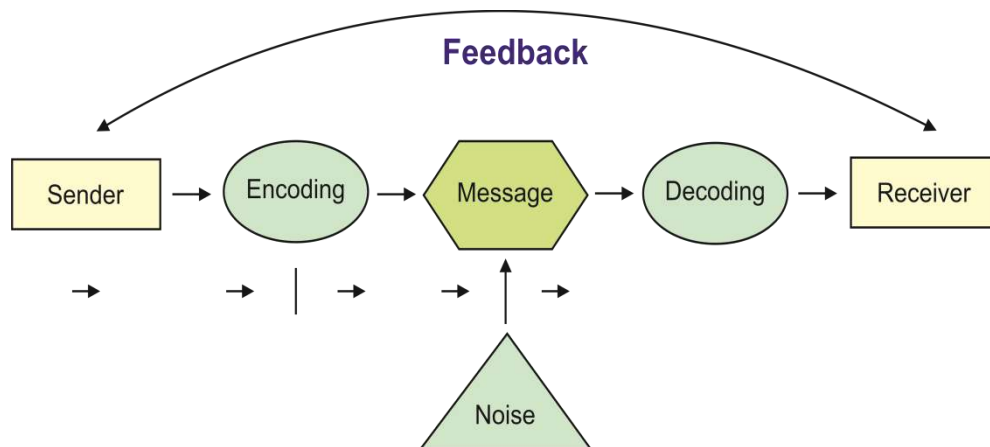
In simple words, communication is the activity in which we share any idea, feeling, opinion and information between two or more persons in a way that both parties have common ground of understanding. Thus in communication three aspects are of utmost importance – transmission of message, listening/receiving of message and understanding of message among parties involved. The transmission can be done by words - spoken or written, by body language or signs. Receiving and understanding means that both the parties have received the same meaning of the message and this can be confirmed with the help of feedback. Once understanding is achieved, communication is complete.

Communication has been defined by many theorists:

W.H. Newman defined, “Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.”

1.5.1 Process of Communication

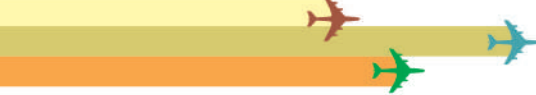
As discussed in the above, Communication is a systematic and continuous process and to understand this process lets us take the help of a generic model of communication process.



The Communication Process Model

(Source: Kumar, S. and Singh, Pushplata, Communication Skills, 2011)

Model Description: The above diagram explains the basic elements of communication process. A brief description of each element with an example from tourism industry is given below:

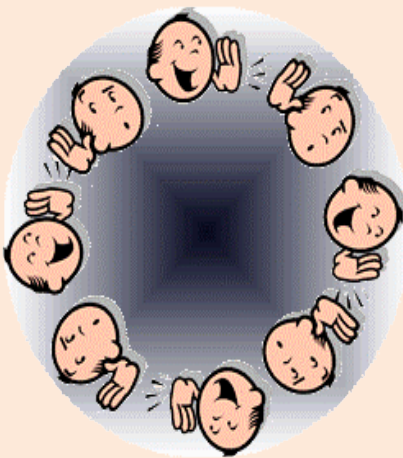
- 
- **Sender:** The sender of communication is the originator who sets the model into action. It can be an individual or group that has a specific reason to begin the communication process i.e. there is an idea, information, feeling etc. that they wish another to receive. For example: Rahul is working as a Travel Counsellor in ABC Travel Company. A tourist walks in his office and it is now his duty to ask tourist his purpose of visit. It means Rahul has a specific reason to begin the communication process with the tourist.
 - **Encoding:** Sender identifies the reason to begin a communication and the ideas in the mind of sender are expressed in the form of a message. This is the next step in communication process, called Encoding. Encoding means converting the idea into a suitable format using verbal as well as non-verbal methods so that the idea in the mind of a sender is expressed. Encoding is always done keeping your audience i.e. who will receive your message, in mind. In the example Rahul greets the tourist with a smile on his face –“Good Morning Sir! Welcome to ABC Travel Company. I am Rahul. How may I assist you?” Rahul has used both Verbal (the spoken line) and non-verbal (a smile on his face) channel while encoding.
 - **Message:** The information, idea, or concept that is being communicated from sender to the other person is the message. In the example, the lines uttered by Rahul and his facial expression are the message.
 - **Channel:** The way or the medium of sending the message is called channel. Medium or channel can be oral, written or it can be non-verbal. In our example, Rahul used both oral and non-verbal channel.
 - **Receiver:** To execute any communication, there must be someone to receive the message that the sender has sent. The person who receives the message is called the receiver. In our example the tourist who has entered ABC company is the receiver of the message sent by Rahul.
 - **Decoding:** Once a message reaches the receiver, the receiver interprets it from its original form into one that he/she can understand. This process is known as decoding where the received message is being understood by the receiver. In our example, the tourist will interpret the line spoken by Rahul and the smile given by Rahul.
 - **Feedback:** Feedback is the response or reply of the receiver after receiving the message. The response will convey whether the message has been understood as desired or the message has been misunderstood/ misinterpreted. Feedback is important as the success or failure of communication is decided only by the feedback, since the sender would never know whether the communication was successful without feedback. In the example, feedback from the tourist can possibly be that he smiles back and says “Good Morning Rahul, I am Amit and I want a three day tour package to Goa.” This feedback signifies that the communication initiated by Rahul towards the tourist is successful.
 - **Noise:** Noise is another important element in the communication process that has direct impact on the success of communication. Noise is interference or distortion



that changes the initial message. It always comes into play during the communication process and is also referred to as barriers of communication. It can be physical, like any other sound that subdues the message when it is being said, or it can be related with language like if the vocabulary used within the message is beyond the knowledge range of its recipient. To make communication effective one should try to reduce noise. For example - while Rahul was speaking to the tourist, at the same moment tourist's phone had rung then it would become a physical noise or barrier.

Thus process of communication is a continuous, creative and two-way process where sender and receiver keep changing their roles.

Classroom Activity: Pass The Message Game



The Teacher should divide the whole class in two large groups and remind each individual that they all will be indulging in process of communication. Then call one student from each group and give them similar message containing two – three sentences. For example, “If rain starts we all will go out and celebrate rainy season while enjoying hot tea and snacks.” Ask the students to rejoin their respective groups and whisper the message to the person to his/her right. The message has to be whispered in the ear of one student by the other student till it reaches back to the first student. Ask the last student in both groups to speak out the message loudly. Then ask the first student in both groups what the actual

original message was. Compare which group message was nearer to the original one and ask the class to discuss what, where and how the message had changed.

Review Questions

1. Why is it important to have good communication skills for Tourism Industry?

2. What are the three basic aspects to have a successful communication?

3. Draw and describe communication cycle.

1.6 Types of Communication

You are familiar with the communication process. Let us now move on to study the types of communication process based on the medium of expression. The different types of communication can be *Verbal and Non –Verbal Communication*

1.6.1 Verbal Communication

Communication process where the communicator uses words as medium is known as Verbal Communication. Communicator uses language that has been designed, developed and propagated by humans. An effective verbal communication is a two way process that means speaking and listening are both done at the same time. Verbal communication can be further divided into two groups:

(i) Oral Communication

Oral communications are the messages that come through words spoken by speaker. It is almost instantaneous, quick, least expensive, convenient form of expression and presentation.



Examples of oral communication are – face to face communication, speech, telephonic conversation, etc. In tourism and travel industry telephonic and face to face conversation are frequently used.

(ii) Written Communication

The communication which we do by means of written symbols or words is called written communication. This requires preparation as one has to plan it properly before writing for technical, legal and/or business communications.

In tourism industry business communications such as letters, circulars, office memorandums, fax messages, newsletters, brochures, manuals, reports, house journals, magazines, etc. takes place in writing. In this age of technology new types of written messages like emails, short messaging service (SMS, instant messaging etc. have become very common and popular.



Elements of Verbal Communication

Verbal communication is not only about the words as the vocal elements of speech also play a very important role. These vocal elements are voice inflections, rate of speech, volume, and tone. We can use these vocal elements to make our verbal communication more effective. For example:

- (a) **Change the Speed of Your Voice:** A consistent pace of voice can make your speech dull and ineffective. Thus we should vary the speed of voice depending

upon the audience and purpose of our communication. In order to gain attention and excite your audience speak quickly and enthusiastically while to get the audience to pay attention to your words, speak slowly.

- (b) **Shift the Pitch of Your Voice:** Frequency of speech is called pitch of voice and depending upon the aim of the speech one can use high and low pitches, though using extremes can tarnish the success of your verbal communication.
- (c) **Control the Volume of Your Voice:** Volume of voice creates a direct impact on the audience. One should use an average volume in general, with a combination of loudness and softness so as to add special effect to your communication.
- (d) **Punctuate with Pauses:** It is important to break the flow of information while communicating, so that the listeners can comprehend what they have listened. Generally pause in communication is taken when you have conveyed an important point or you want the listeners to anticipate.
- (e) **Articulate Clearly:** It is very important that what you communicate is comprehensible to the audience. For this you should have expertise in pronunciation and articulate each word clearly.

1.6.2 Non-Verbal Communication

We have learned from the above sections that one needs to be effective in our verbal communication yet it is during the first four minutes of interaction that one creates first impression in their mind, irrespective of any exchange of words.

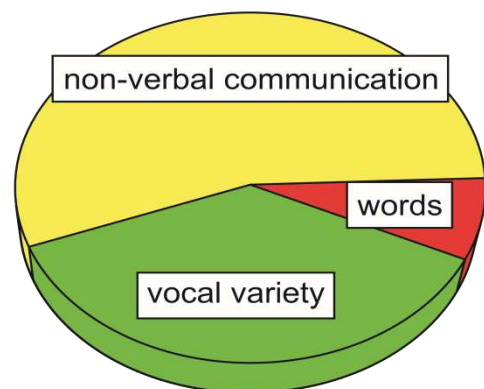
According to Professor Albert Mehrabian, body language accounts for 55% of the first impression, 38% comes from tone of voice, 7% comes from our actual words. Thus it is very important that we should learn about the communication which is not verbal, that is non – verbal communication. In case, we are not using word then how do we communicate? You must have used the nodding of head from side to side to say 'no' or up and down to convey 'yes'. This is non verbal communication also known as sign language.

Nonverbal communication is the act of giving or exchanging information without using any spoken words.

Types of Non – Verbal Communication

Non-verbal communication has different types. A brief description of these is given below:

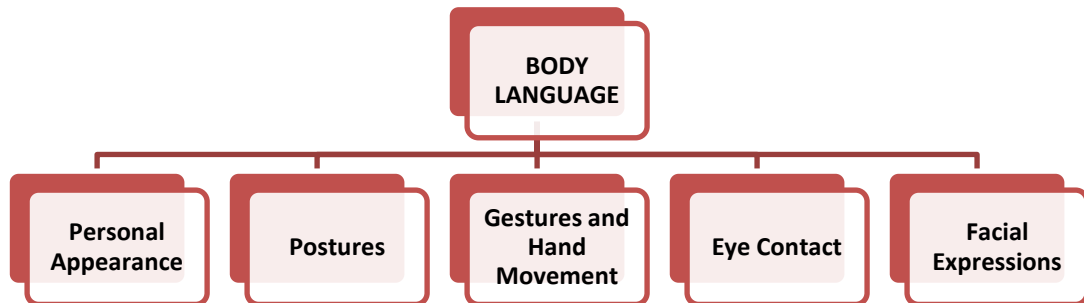
Communication Skills



55% 38% 7%

- (i) **Body Language:** The study of the movements of our body parts like eyes, head, hands, legs, sitting style, walking style etc. is known as body language. We can fake our words to conceal our true inner feeling but our body movements convey the inner feeling going in our mind accurately. For example, when your mother is upset with you, she can convey this feeling to you without uttering a single word.

As a rule, body language does not lie or mislead unless someone has mastered the art of deceit or camouflaging. Although it is not a manmade language, we can still interpret it after studying this language for many years. The different aspects of Body Language are:

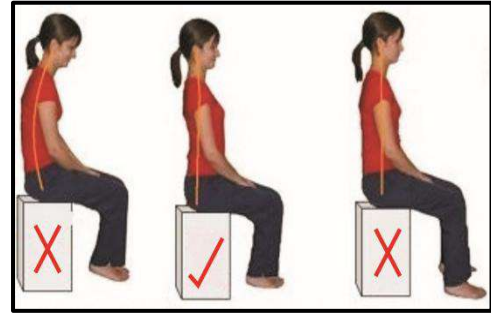


- (a) **Personal Appearance:** Personal appearance refers to the grooming and dressing style used to help project an image. First impression about one's status, personality, credibility and capability are made according to our personal appearance. Thus it is important to be well dressed and well groomed, to convey a good impression on others.



Appearances

- (b) **Posture:** Posture refers to the way we sit, stand, and carry ourselves. A student has to cultivate and maintain elegance in his / her sitting, standing, and walking postures as it conveys message about your personality. For example if you are slouching in the chair it suggests you are not interested.



Posture

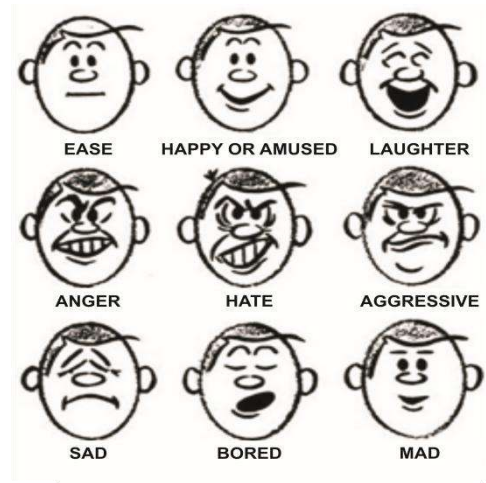
- (c) **Gestures with Hands and Arms:** A gesture can communicate all that the speaker feels - consciously or subconsciously. Gestures like shaking hands, touching, holding, embracing or patting on the back, all convey messages.



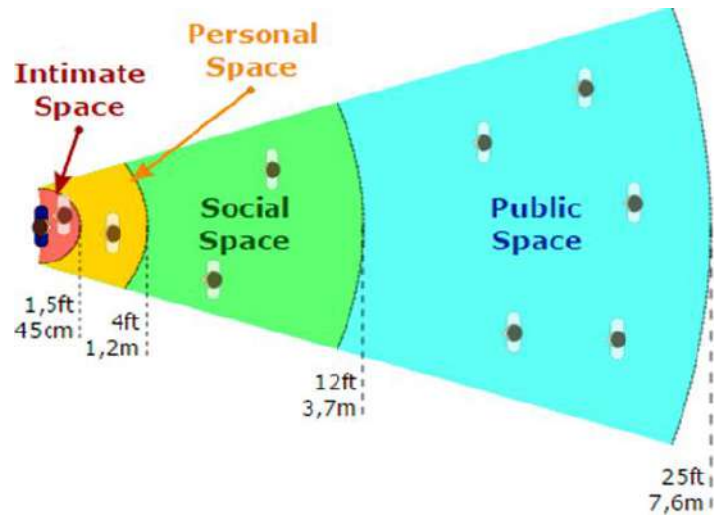
- (d) **Eye Contact:** Eye contact is significant for effective communication since the frequency of contact may suggest either interest or boredom. One should look straight into the eyes of another person, although pleasantly and affably, to show confidence and interest.



- (e) **Facial Expression:** It is truly said that face is index to mind. Facial expressions like a smile, frown, raised eyebrow, yawn, and sneer all convey information. Facial expressions continually change during interaction and are observed constantly by the recipient. For example, smile is considered to be pleasant and helpful while frown conveys confusion and at times anger.



- (ii) **Language of Distance:** The study of how people recognize and value the physical spaces around them is known as language of distance. Language of distance takes into account body spacing between two individuals as the physical distance between two people can be correlated to the relationship they share, be it personal or social. These are of four types:



Personal Spaces for Social Interaction
(Source: warwick338.blogspot.in/2013/08/proxemics.html)

- a) **Intimate Zone:** Distance between spouses, children, parents, very close relatives and friends.
- b) **Personal Zone:** Distance between individuals during business gatherings, social functions and get-togethers.
- c) **Social Zone:** Distance between strangers or occasional visitors.
- d) **Public Zone:** Distance between speaker and audience.

Language of distance is helpful for maintaining proper distance in all interactions. For example, while speaking to a customer, one should remain only in the personal or social zone. Further, it is to be noted that distance between individuals is also affected by the culture of the people involved.

- (iii) **Language of Time:** Language of time is the study of the use of time in a nonverbal communication. The way one individual perceives and values time, structures time and reacts to time is a powerful communication tool, and it also conveys about our personality traits. Time perceptions about any individual include punctuality, willingness to wait, and interactions.





In order to have effective communication one should pay due attention to both verbal and non-verbal communication.

Review Questions

1. What are the elements of Verbal Communication?

2. What is the importance of body language in Tourism Industry?

3. Draw and describe Language of Distance.

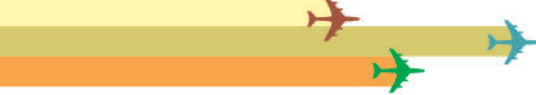
1.7 Barriers to Communication

Barriers to communication refers to incomplete communication process, wherein the message you convey to someone or a group of people is ambiguous i.e. not clear. Thus, the message received is not same as the message sent. Barriers to communication can occur at various stages of the communication process and are usually of three types. The types of barriers are discussed below:

- (i) **Language / Semantic Barrier:** Language is the main medium of communication and can become a major barrier when we either use vocabulary which others do not know or use language in a wrong way. It can happen in three ways:

- (a) **Using Jargons:** Jargons are words specific/ typical to a particular profession. Almost all the professions rely heavily on jargon and have their own 'language' which is not known to the general population, and this can act like a barrier.



- 
- (b) **Acronyms and abbreviations:** These are short forms and can eliminate receivers who are not familiar with their meaning.
 - (c) **English Language:** English has been the dominant business language. Yet for non-native English speakers even if they know the language, speaking too fast and use of slangs can make communication in English difficult.
 - (ii) **Cultural Barrier:** Culture means an accumulation of values, forms of expression, beliefs and language. It shapes one's interpretations of different events of life and thus cultural assumptions can cause communication problems.
 - (iii) **Psychological Barriers / Difference in Perception:** No two people are same as they vary in their knowledge, experience, attitude, emotion, belief, values, etc. Thus it is difficult for people to tune to the same wavelength while communicating with each other. Different reasons that causes psychological barrier are:
 - (a) **Emotions:** These are powerful communication filter, as receivers may think with their emotions i.e. through coloured glasses. Strong emotions can either prevent reception or distort the strength of the message.
 - (b) **Attitude:** Attitude also act as barriers to effective communication as negative and positive attitudes can create resistance or bias to a message.
 - (c) **Inattention:** At times we do not listen, but only hear, especially when we multitask. For instance, if a visitor comes to you at the same instance when you are answering the phone, then it is important to excuse yourself from the person on the phone so that exclusive attention can be given to the visitor or you may request the visitor to wait for some time.

1.8 Effective Communication

Understanding the various barriers to communication is first step towards effective communication. It leads us to find out ways and means of overcoming these barriers. American Management Association has formulated the following commandments for effective communication:

- (i) Clarifying ideas before communication.
- (ii) Know purpose of your communication.
- (iii) Understand physical and human environments of communication.
- (iv) Consult others in planning communication.
- (v) Take care of contents and overtones of communication.
- (vi) Convey value of communication to the receiver.
- (vii) Do follow up action.
- (viii) Understand the importance of communication.



- (ix) Your actions should be congruent with communication.
- (x) Practice good listening – Good Listening is the basic pre- requisite for effective communication. This we will discuss further.

1.8.1 Listening

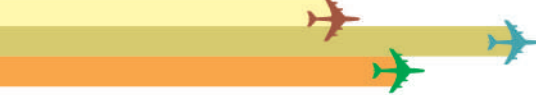
A close synonym of listening is hearing. Hearing is any sound that goes through the auditory nerves or sound waves as they enter the ears while hearing with comprehension is listening. We should listen to understand and respond as listening is a sure short solution of overcoming barriers to communication. By following the golden rules of listening we can adapt good listening:

Rules for Listening	Reasoning Behind The Rule
• Stop talking • Put the person at ease • Show the person you want to listen • Remove distractions • Empathize • Be patient • Hold your temper	• You cannot listen if you are talking. • Help a person feel free to talk, create a permissive environment. • Look and act interested, listen to understand, not to oppose. • Don't doodle, tap, or shuffle papers, shut the door if necessary to achieve quiet. • Try to see the other person's point of view. • Allow plenty of time, do not interrupt, don't start for the door or walk away. • An angry person takes the wrong meaning from words.

Review Questions

1. Define barriers to communication.

2. Write the solutions that you would like to adopt to overcome the barriers.



3. Write down the golden rules of listening.

1.9 Summary

This unit has introduced the concept of soft skills and hard skills to you. You have come to know that to become successful in tourism industry you need expertise in soft skills. This unit highlights that among all soft skills, communication skills are pre-requisite to gain edge in tourism industry. You have learned the step by step process of communication for getting your message to others. Types of communication teach you that while communicating one should take care of both verbal and non-verbal communications. In order to communicate effectively, one should try to minimise the barriers to communication which can happen at any stage of communication process. By becoming a good listener you will be able to achieve up to a limit the skills required for becoming good communicator. This unit is just a first steps towards the massive area of soft skills.



Unit - 2: Introduction to Tourism-I

Contents:

- 2.0 Unit Overview & Description
- 2.1 Introduction
- 2.2 Defining Tourism
- 2.3 Tourist Typology
- 2.4 Purpose of Tourism
- 2.6 Components of Tourism
- 2.6 Forms of Tourism
- 2.7 Summary

2.0 Unit Overview & Description

This unit will introduce students to the subject of Tourism. This unit will help students to:

- define tourism
- list the difference between a tourist and a traveller
- identify what comprises the tourism industry
- differentiate between the common forms of tourism

Resource Material:

1. Goeldner, Charles & Brent Ritchie, J.R., 2006 *Tourism: Principles, Practices, Philosophies*, Wiley India.
2. Holloway, J. C. (1994), *The Business of Tourism*, Pitman Publishing, London.
3. Medlik, S. (1997), *Understanding Tourism*, Butterworth Hinemann, Oxford.

Assessment Plan:

Exercise: Question & Answer, Role Play and Group Discussion

2.1 Introduction

Tourism is one such activity in which all of us have participated, at some point of time. The school trip to the local museum or the day picnic to the important monument or water fall /park near your city, or trip to a place of religious importance, all these are part of the bigger spectrum of tourism. You might also remember the annual trip back to your grandparents living in another city or the family vacations to new destinations or maybe just exploring new places of interest in cities or places near your hometown. The pleasure and excitement of experiencing a new destination is what makes tourism activity such a popular activity.



Going on a vacation



*Pyramids, Taj Mahal, Opera House
Eiffel Tower and Statue of Liberty*

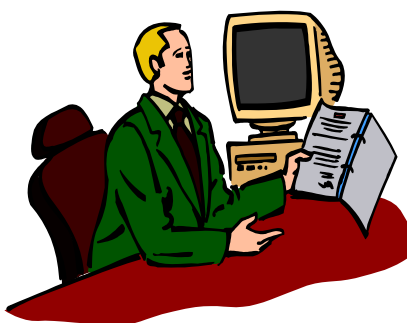


Vacation on a Beach

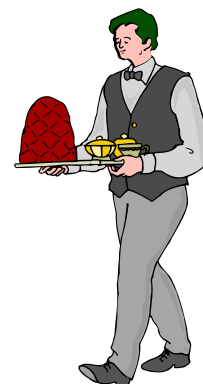
Although tourism activity is commonly referred to as “the activity of visiting places for pleasure”, it also involves the travel undertaken for the purpose of trade or business. It is an activity which is undertaken by individuals or group of individuals which involves displacement from their usual environment i.e. residence or residential region. This movement of people, also referred to as tour, for the purpose of recreation or business forms the base of the tourism sector or the business of tourism. Many personnel from various industry such as airline, railways, accommodation and others come together to help us plan our trip and make our tour a relaxed and memorable affair.



Travelling Businesswoman



Travel Facilitator



Room Service in a Hotel

This unit will introduce you to this largest employment generating, vast and fast growing industry of tourism, an industry that thrives on the people who form the core of the industry.

2.2 Defining Tourism

It is a well documented fact that humans have always been travelling, either in search of food, shelter, safety or for trade. Over the centuries the activity of travel has changed to

the act of tourism; and thus led the urge to define tourism. One might ask the question – why do we need to define tourism? Don't we all understand tourism activity? Why does everyone feel the need to define everything and fill up books upon books with definitions?

Well, to answer these questions we have to understand the complex nature of tourism activity. As observed by Lett, J. In 1989, "Tourism accounts for the single largest peaceful movement of people across cultural boundaries of the world". This means tourism involves a lot of movement of people both within and across international boundaries. As you are aware, these movement or travelling, within the country and across international borders, leads to economic benefits, to all concerned. To analysis and maintain records of these benefits of tourism, it becomes important to identify and define tourism as well as the participants of the activity i.e. tourists.



Family on a Vacation

Let us start by defining tourism. One interesting fact about the word 'Tourism' – the origin of this word itself is in research. According to a tourism researcher Theobald, "Etymologically", the word tour is derived from the Latin word TORNARE/ TORNUS and the Greek word TORNOS, meaning, in modern English to represent 'one's turn'.

It has been observed that the definition of tourism varies from source to source. There is no clear consensus regarding the definition of tourism, only a few commonly referred definitions are mentioned in this unit.

Tourism is defined as "the sum of the phenomenon and relationships arising from the travel and stay of non residents in so far as they do not lead to permanent residence and are not connected with any earning activity". This definition formulated by Swiss Professors Hunziker and Krapf in 1939 was accepted by the International Association of Scientific Experts in Tourism (WEST); and it is, by far, the most popular definition among all the definitions of tourism.



Tourist

Mathieson and Wall (1982) created a good working definition of tourism as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

United Nations World Tourism Organisation (UN - WTO) has defined tourism as "It comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". This means that tourism activity takes place only when one travels from his or her home town to another city and stays in that city for not more than one year; and during this time period he or she does not earn any money i.e. remuneration from any activity at the place of visit.

UNWTO further states that *Tourism is different from travel*. In order for tourism to happen, there must be a displacement: an individual has to travel, using any type of means of transportation (he/ she might even travel on foot; nowadays, it is often the case for poorer societies, and happens even in more developed ones, and concerns pilgrims, hikers), but all travel is not tourism.

Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The three criteria, as per UNWTO, are that the displacement must be such that:

- (i) It involves a displacement outside the usual environment: This term is of utmost importance and will be discussed later on;
- (ii) Type of purpose: The travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes;
- (iii) Duration: Only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay.

Thus, we now know that all tourism activity involves travel but all travel do not mean tourism.



Eiffel Tower, Paris

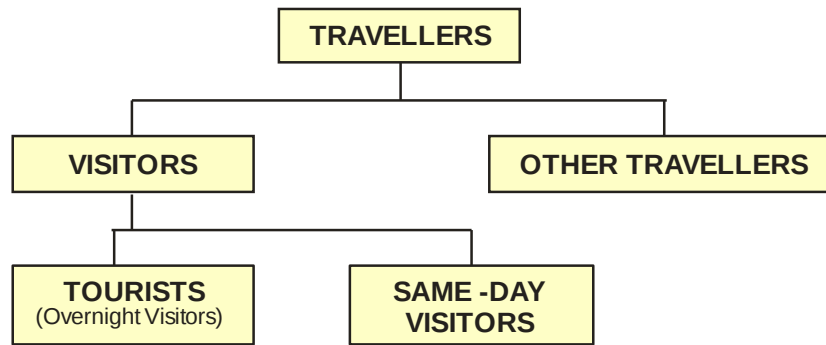
Review Question

1. What do you understand by Tourism?

2.3 Tourist Typology

Tourism, as stated earlier in the chapter is a socio – economic phenomenon, meaning tourism activity affects both the social fabric and the economy of a tourist destination. It is, therefore, important to identify tourist for the purpose of understanding and studying their economic contribution and social impact.

As you have read in the previous section on definition, all travel is not tourism although all tourism activity involves travel. A similar type of co- relation also exists between travellers and tourists. A figure given below in illustration 1.1 will help you understand this better co relationship better.



Source: Travel and Tourism Research Association

Illustration 1.1: Traveller Typology

The illustration above clearly shows that every tourist is essentially a traveller and the length of stay and purpose decides whether the traveller is a tourist or an excursionist i.e. same day visitor.



- (i) Tourists, i.e. temporary visitors staying at least twenty four hours but not more than one year in the country visited and the purpose of whose journey can be classified under one of the following headings:
 - a) Leisure (recreation, holiday, health, study, religion and sport);
 - b) Business, family, mission, meeting.
- (ii) Same – day Visitors / Excursionists, i.e., temporary visitors staying less than twenty four hours in the country visited (including travellers on cruises).

The illustration also introduces to us “other travellers”. Other traveller consists of travellers such as the transit, immigrants, cruise ship traveller, asylum seekers, armed personal from other countries and so on. Although ‘other travellers’ might be staying over for a period longer than 24 hrs, they are not considered as tourists due to their purpose of travel. Now that we can identify tourists, let us discuss how one becomes a tourist.

Review Question

1. What is the difference between a tourist and an excursionist?

2.4 Purpose of Tourism

History tells us that humans have been travelling since ancient times in search of food, shelter, safety and then for trade. The urge to travel and discover new places has stayed with us, though the purpose of these journeys has changed. Purpose of tourism here means that primary reason due to which a tourist has gone on a trip; in the absence of this purpose, tourist would not have taken the tour. In the modern times, the purpose of travel can be classified under one of the following headings:

1. Leisure - recreation, holiday, health, study, religion, sport and so on;
2. Business, family, meeting.

Let us explore these purposes of travel and understand their role as purpose of tourism.

1. **Leisure:** It is the free time one has after all the daily scheduled activities have been taken care of. Some people like to read as a leisure activity while some take up dancing and there people who go hiking as a leisure activity. People also save free time to take tours or go on vacations. The purpose of these trips vary and can be categorised as per the destination or activity involved. Only a few such purpose for tourism are listed below:

- (i) **Recreation:** The annual vacation or the weekend getaway for some relaxation and fun activity is one of the primary purposes for tourism. It could be a long break away or a small trip to a nearby destination.



Recreation Destination



Holiday Photography

- (ii) **Holiday:** A special destination or site attracts us to visit that destination for a holiday. It is also possible that the destination might be giving us an opportunity to participate in an activity that is unique to that destination such as snorkelling in the coral reefs, visits to monument of importance or even an animal or plant species unique to a destination gives holiday makers a purpose for visiting one particular destination over others.
- (iii) **Health:** A change of climate often recommended by doctors for the recuperation of health, leads to a trip outside the usual place of residence. Lately it has also been observed that one travels not only to a different city

but also to other country for the purpose of medical treatment. These all add up as a purpose for tourism.

- (iv) **Education:** Education, especially higher education is reason for travelling out of the city of residence to another. Although, at times, for a student the period of stay in the new city exceeds one year still it is considered as Educational Tourism; as long as it is not related to the exercise of an activity remunerated from within the place visited i.e. place of education.
- (v) **Religion:** Tourism for the purpose of religious belief is the one of the oldest known purposes of tourism. People travel for the purpose of Pilgrimage, for example Haj, Char Dham Yatra; fulfilling certain promises to deities as well as for some special religious function or event such as Kumbh Mela, and so on.



Haj – Religious



Educational Tourism



Sports Tourism

- (vi) **Sports:** Sporting events attract fans and spectators from across the globe, especially international sporting events that occur after regular interval like Cricket World Cup or the Olympic Games and so on. Sporting events always see a lot of tourists, both in the form of spectators as well as participants and their families. No wonder, there is a rush to host such international sporting events.

2. **Business, Meeting, etc:** It is not only for the purpose of leisure that one participates in tourism activities. At times one participates in tourism activities out of necessity. Few such purposes are given below:

- (i) **Business:** A business will have to go on a tour out of necessity, whether to buy or sell the product.
- (ii) **Meeting:** An out - station meeting with clients will necessitate one to travel to another city or country.
- (iii) **Family:** A birth, wedding or even a funeral in the family and extended family means going on trip. The commonly used terminology here is VFR i.e. Visiting Friend and Relatives



Now that you are familiar with the importance of purpose in tourism; let us discuss what else comprises and promotes tourism.

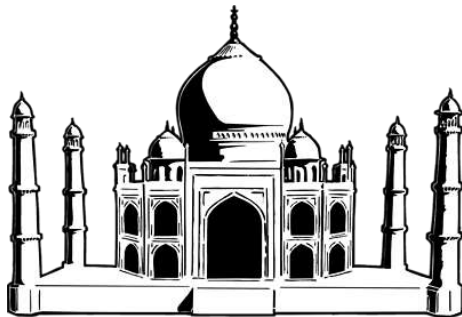
Class Room Activity

This activity should be done by students under the supervision of the Subject Teacher. Teacher will make groups of students with no more than six students in a group. Each student will discuss in the group, details of their last tour and the activities that they have undertaken during the tour. Each group will then share the information in the class.

2.5 Components of Tourism

Tourism components are what make the tourism industry function the way it does; and without these components tourism industry will cease to exist or fail. Components in laymen's term refer to the mechanism with the help of which the machinery of tourism works. These components of Tourism are commonly referred to as the A's of tourism, at times 4 A's of tourism.

1. **Attraction:** It refers to the features of a destination that pulls or attracts tourists to a destination and is commonly known as Tourist Attractions. These attractions can be nature based such as a National Park, Historical Monument, Theme park, Climate and location of the destination such as a Hill station or even an event such as Cannes Film Festival. The attractions of a destination, justifies its popularity among tourists.



Taj Mahal – Attraction



Bridge – Accessibility

2. **Accessibility:** A destination can be a hill station pleasant climate with ancient monuments and ruins. The destination might even boast of some beautiful waterfalls and yet remain unpopular among the tourists as there are no roads or rail or airport. This means that even if a destination has attractions to pull tourists it might still be unpopular as it is not connected, in terms of transportation. In other words the destination is not accessible. Accessibility to a destination or tourist attraction will ascertain its popularity among the tourists.

3. **Accommodation:** This refers to the place of stay and rest for the tourists. Accommodation is another important component of tourism business, since tourists require boarding and lodging at their place of tour. A tourist destination must provide boarding and lodging to boost tourism since overnight stay leads to maximum contribution to the local economy. A destination with attraction and accessibility will bring in tourists, but tourists need to a place to eat, shop and stay overnight, to contribute to the economy of the destination.



Hotel – Accommodation



Medical Services – Amenities

4. **Amenities:** These are basic facilities provided to the tourists such as medical aid, foreign currency exchange, safety and security, communication facilities and so on. The amenities provided make the things easier for the tourist in his/ her new environment. Thus, the amenities available to a tourist that will help maintain the popularity of a destination among tourists.

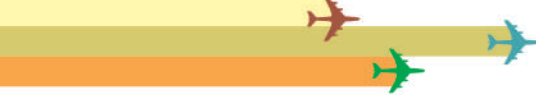
The above mentioned components form the Tourism Industry. Another "A" is also considered as an important component of Tourism Industry. This "A" refers to "Activity" such as sightseeing, sports, shopping, yoga lessons and so on. A tourist traveling to any place will take part in some activity in the place of visit, other than only enjoying the natural beauty. The type and number of activities at the place also helps in deciding the number of days one will stay in a place. These components will be further dealt in greater details in senior classes.

Review Question

1. Differentiate between inbound and outbound tourist.

2.6 Forms of Tourism

You have read in the earlier section that Tourism is one activity where peaceful movement of large number of people can be seen. This large scale movement of people involves movement within national boundaries as well as across the international borders. In the International Recommendations for Tourism Statistics 2008 (IRTS 2008)



drafted by UNWTO, three basic forms of tourism were revised from earlier and updated as:

1. **Domestic Tourism:** comprises the activities of a resident visitor within the country of reference.
2. **Inbound Tourism:** comprises the activities of a non - resident visitor within the country of reference.
3. **Outbound Tourism:** comprises the activities of a resident visitor outside the country of reference.

The above clearly mentions that when as Indians we visit cities and states within India for a vacation or trip; we are taking part in Domestic Tourism activities. For example, a resident of Cuttak who visits Goa is participating in domestic tourism of India, popularly known as domestic tourist.

As an Indian if one travels abroad to another country than he/ she is a part of outbound tourism activity. For example, a resident of Mumbai who visits New York is participating in outbound tourism of India, popularly known as outbound tourist.

While, a tourist from another country visiting India is participating in the inbound tourism activity of India. For example, a resident of Melbourne who visits Bangalore is participating in inbound tourism of India, popularly known as inbound tourist.

Similarly, we must see here that an 'Inbound Tourist of India' is also an outbound tourist of his / her country of origin while an 'Outbound Tourist of India' is also an inbound tourist to his/ her destination country.

Review Questions

1. What do you understand by VFR?
2. What are the A's of Tourism?
3. Differentiate between inbound and outbound tourist.

2.7 Summary

This unit has introduced Tourism industry to you. You have learned to define tourism as well as tourist and excursionist. This unit helps you to differentiate between a traveller and a tourist as well as other travellers. An introduction to the components of tourism, popularly known as A's of tourism was offered for your information. It has introduced you to the forms of tourism as well as given you an opportunity to learn about the popular terms associated with tourism such as domestic, inbound and outbound tourist. This unit only gives you a glimpse of the vast world of tourism which will help you form the base of your further study in the field of tourism.



Unit - 3: Tourism Business - I

Contents:

- 3.0 Unit Overview & Description
- 3.1 Introduction
- 3.2 Evolution of the Business of Tourism
- 3.3 Tourism Intermediaries and Linkages
- 3.4 Tourism in Modern India
- 3.5 Summary

3.0 Unit Overview & Description

You have been introduced to the Tourism industry in the previous unit. You are now familiar with the concept of tourism and few terms commonly associated with tourism industry such as leisure, tourist, visitor, and so on. This unit discusses the growth and evolution of the business of tourism industry in India as well as globally. This unit will help you to:

- explain the business of tourism and its growth globally
- discuss about major tourism related activities like Grand Tour
- show the silk route and the silk route tour
- identify the industries that act as intermediaries of tourism industry
- evaluate the tourism activities in India
- list the tour packages available on Indian railways

Resource Material:

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

Assessment Plan:

Exercise: Question & Answer, Debate and Group Discussion.

3.1 Introduction

The business of tourism is constantly changing and evolving. It keeps on reinventing itself as per the needs and desires of the tourists. A number of reasons have been

contributed to the evolving nature of tourism; such as our curiosity as human beings to explore the unexplored, our thirst for knowledge, taste and need for thrill and excitement. Along with the human nature, the changes in the technology, leading to new inventions and discoveries have both facilitated as well as influenced the decisions of tourists. For example, till a few years ago Space travel was considered to be the forte of scientists and astronauts but now it has become the new frontier for modern tourists. Many private operators have also started offering the experience of space tourism. Future plans include visit to Moon and planet Mars as tourists. Tourism business is no longer restricted to only to the exotic locations on planet Earth, it has now moved on to include the destinations beyond our planet. Given below are the logos of only two among many organisations that are offering tourists a chance to become a space tourist.



Source: www.spaceadventures.com



Source: www.virgingalactic.com

This unit introduces us to the business of tourism, from its initial days to the subsequent growth over the decades. The changing face of tourism business along with the few important tourism events that have influenced modern tourism business and have helped the tourism industry to evolve over the years will also be discussed. In this unit, along with the global tourism business, you will also be introduced to the tourism business scenario in India.

3.2 Evolution of the Business of Tourism

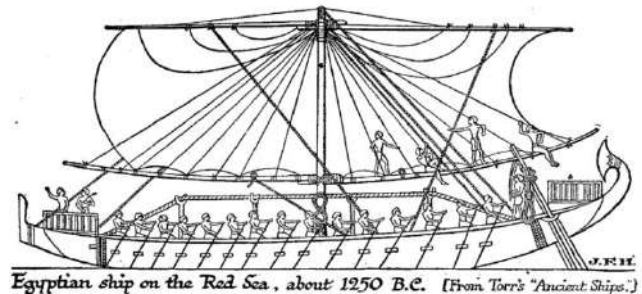
It is often said that human beings were always wanderers. Our history books have acquainted us with the nomadic lifestyle of our predecessors in the ancient times, constantly in search for means to fulfil their basic requirement of food and shelter. With the passage of time we learned to fulfil our basic needs from one place, thus leading to a change in the travel pattern. Historical accounts show that the reasons for travelling changed from exploring new lands to exploring new lands for - trade, spreading religion, to satisfy religious faith, escape famine or drought at their own country, and also for military activity to acquire new lands i.e. kingdoms. Still, it is not possible to put an exact date and time when people started travelling or started to participate in tourism activities or tourism industry as we know today was set up.

To understand the evolution of the tourism as the industry that we know today, let us start from the very beginning. The travel accounts of travellers are one very authentic

way of learning about their historical, epic journey across countries as well as to understand the social and cultural conditions of that time. For example, the travel account as given by “Megasthenese” the Greek ambassador to the court of Mauryan Emperor Chandragupta Maurya tells us about his life in the Mauryan Court. Written accounts were also given by “Fahien” a Chinese traveler to India in the 5th century AD and “Hsuang Tsang”, a celebrated Buddhist scholar-pilgrim from China who spent 14 years of his life, from 630 to 644 A.D. in India. These written accounts confirm the existence of travel across different countries.



Hsuang Tsang
Source: Wikipedia



Source: Wikipedia

Along with these written accounts we also have evidences of travel and interaction between nations, as ships were sailing across oceans and seas and docking at ports of different countries for the purpose of trade. We also have account of early empires such as Egyptian, Greek, Roman and Sumerian who promoted travel not only for business but also for leisure. Each one of these countries had some reason that facilitated and helped in promoting leisure travel. For example, Egypt had river Nile, a connecting factor for the entire country. Ships could travel down this river and patron/ travellers could travel in relatively more comfort than travelling on road. Similarly, the expansion of the Roman Empire meant that the travellers had the benefit of common legal system as well as the benefit of proper well laid roads and other modes of connectivity. Mediterranean Region was not the only region in ancient time that promoted travel activities; historical references reflecting on trade activities in Asia, Middle East and Europe are also readily available. The most popular travel and trade route of this time was in Asia, commonly known as the Silk Route.

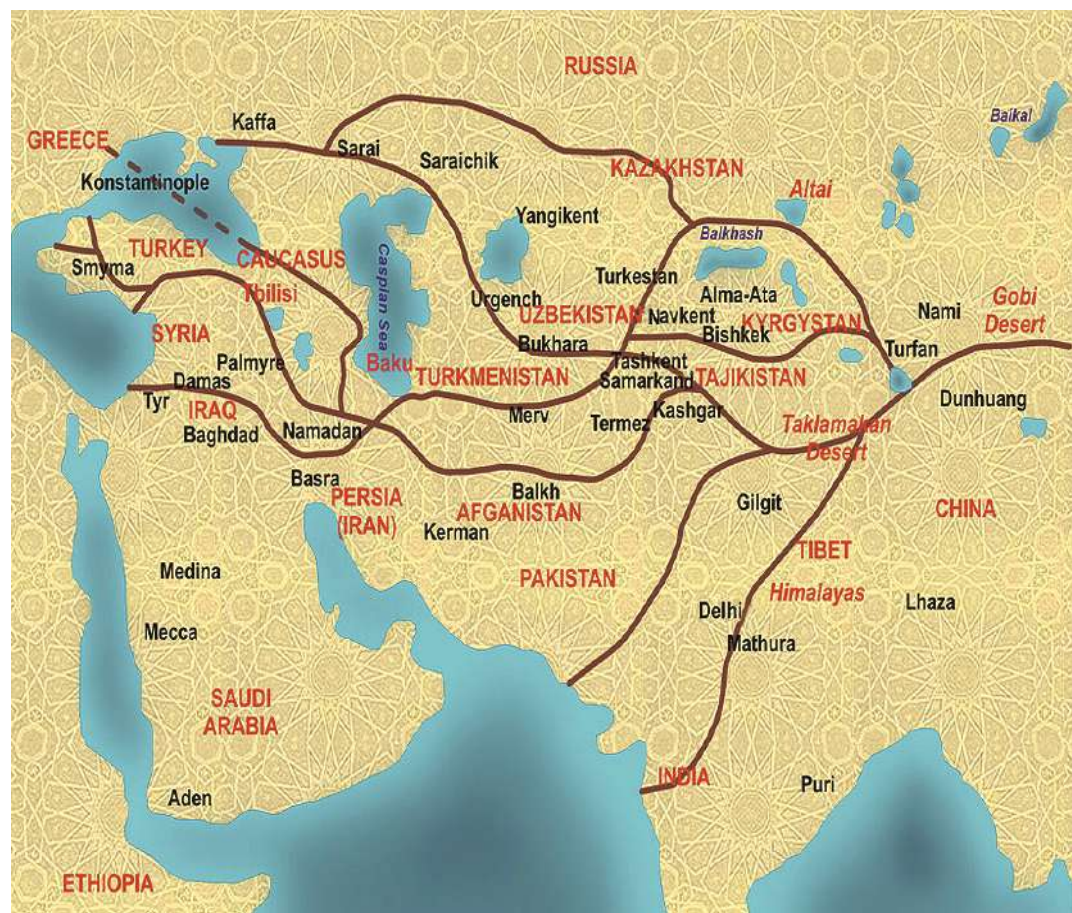
3.2.1 The Silk Route

Silk Route, one of the greatest trade routes of the world was given the name “Silk Route” by a German geographer, Ferdinand van Richthofen. He was the first one to coin the term in German language “Seidenstrasse” or Silk Road in 1870. The name of this trade route comes from the most precious commodity that was traded on this route –Silk.

Although, it is commonly believed that Silk Route was a single well travelled trade route, in reality it was a complex network of land and sea trade routes

across the Afro-Eurasian landmass that connected East, South and Western Asia with the Mediterranean and European world, as well as parts of North and East Africa. It was not a well mapped path but was a culturally diverse route spanning across 12,000 kilometres of ancient routes.

Silk, both Chinese and Indian was one of the most precious commodities of the traders along with the Indian spices and condiments, precious metals, and gems. Other items such as ceramics, glass, ivory, medical herbs, exotic animals, and livestock were also traded on this route. Yet we can say that this route was not just used for the trading of commodities as it also introduced Eastern Culture, Philosophies, Religious beliefs such as Buddhism to the Western world. We can say that this Silk route was the first to bring East and West closer.



SILK ROUTE

Source: UNWTO Silk Road Marketing Initiative

The importance of this Silk Route in the global history is well recognised by the United Nations World Tourism Organisation (UNWTO) and therefore, UNWTO has launched a SILK ROAD ACTION PLAN in 2010 wherein 24 member countries are coming together to develop this route for the purpose of Tourism activity in modern times. An action plan is decided every year so as to promote the Silk Route Tourism as well as to promote the cities near the silk route.



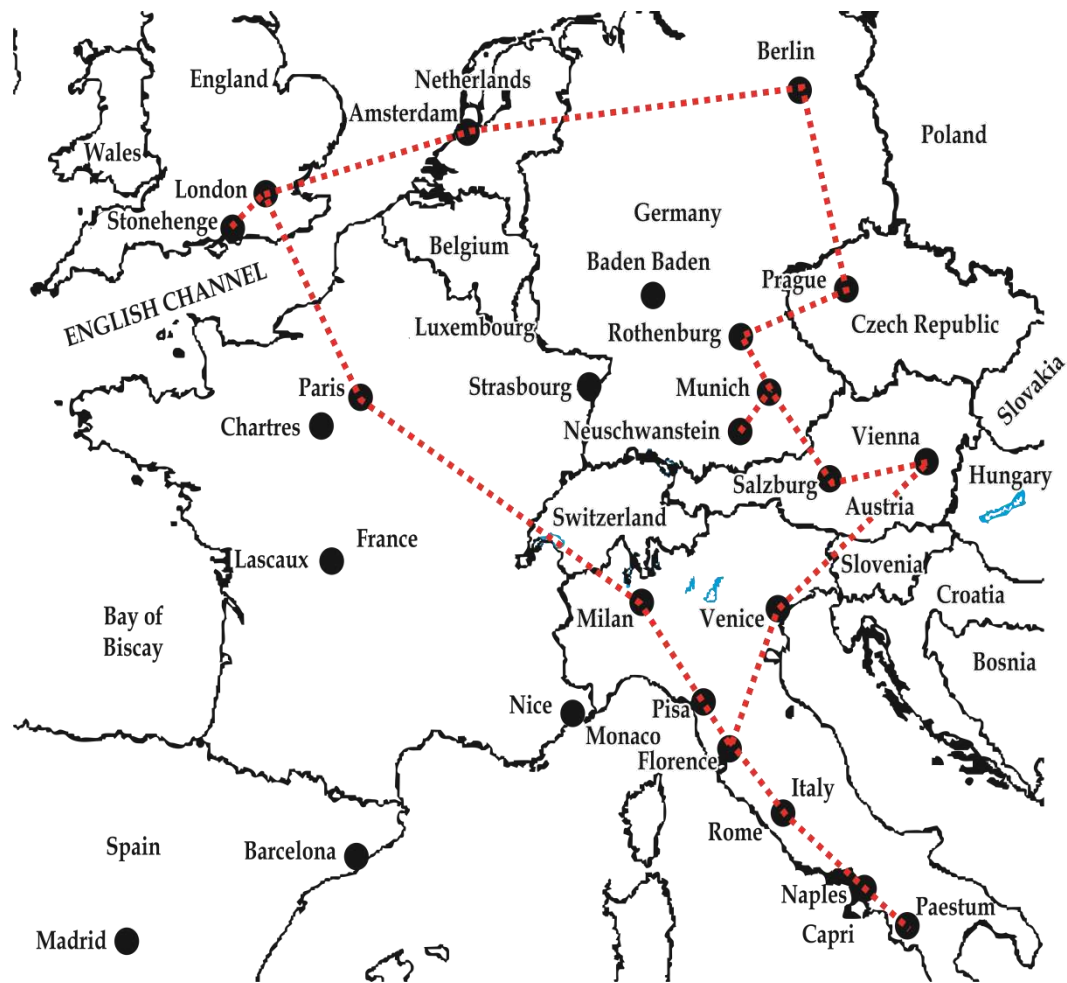
Source: UNWTO

The silk route was one aspect of travel in the ancient times which included only a small part of Europe. The collapse of the Roman Empire and the dark middle ages saw Europe go through a period of turmoil, popularly referred to as the dark ages, till the age of Renaissance or the age of new beginning.

3.2.2 The Grand Tour

Renaissance or the age of new beginning in Europe brought with it an era of cultural revival. This period saw an increasing interest of general population in the art and culture specially since royalty, nobles and aristocrats were patronising arts. This period, the seventeenth and eighteenth century, also saw wealthy young men from Northern Europe mainly England going on tours of European cities. This was the advent of what came to be known as the 'Grand Tour'.

The Grand Tour was taken by wealthy young men belonging to the noble, aristocrat family who could take this tour as an opportunity to educate themselves, perfect their language skills, gain new cultural experience, and in the process also elevate their social status. The tour was usually taken in the company of a tutor as well as servants and could last for several months, depending upon one's wealth and inclination to continue with the tour. This grand tour would involve travelling primarily through France and Italy with visits to cities like Paris, Florence, Venice and Rome. The Italian peninsula was very popular due to its cultural treasures and warm climatic conditions. The objective of this tour was to educate and provide knowledge and cultural experience from the "civilised world" to the young men and women of "good birth and fortune" and thus prepare them for important positions and jobs in the government and politics.



Cities Usually Travelled as a part of Grand Tour

Source: <http://www.texaschapbookpress.com/magellanslog15/grandtourmap.htm>

With the passage of time Grand Tour was no longer a tour for cultural experience and education, rather this tour became a status symbol, a symbol of wealth. This tour gave the participants an opportunity for adventure and also gave them the chance to procure things not available at home. On their return from the Grand Tour, the Grand Tourists would have special cabinets to display items such as books, arts, pictures, and so on that were purchased during their tour. This would give the Grand Tourists an elevated status in their society.

3.2.3 Business of Tourism

The Grand Tour saw a great movement of people across Europe. This was just the beginning of travel for reasons other than war, trade, and natural calamity. Eighteenth century also saw wealthy, upper class people travelling for health reasons and thus the popularity of places like Bath and sea resorts. Industrial Revolution soon followed Renaissance and along with it came less expensive mode of transportation such as Railways, steam boats and ships; thus paving the path for the growth of tourism business.

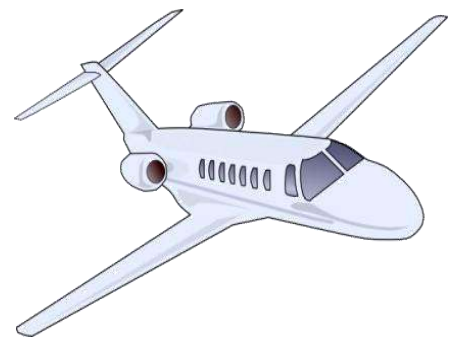
The credit for initiating Tourism business as we know it today goes to Mr. Thomas Cook, popularly referred to as father of Tourism Industry. He organised an excursion trip from Leicester to Loughborough, England on 5th July 1841 with 570 passengers where each passenger paid a shilling each for the excursion tour. The group travelled on the chartered train complete with picnic lunch and brass band. The tour was so popular that Thomas Cook took up arranging for travel services and in 1843 nearly 3000 students took a trip from Leicester to Derby. Cook conducted circular tours to Scotland between 1848 and 1863 and approximately 5000 tourists took these tours in one season. Thomas Cook is also credited with coming up with the first hotel voucher in 1867 and adding the Foreign Currency Exchange to the travel business. It is the ingenuity of Mr. Thomas Cook that shaped the Tourism business.



Thomas Cook
Source: Wikipedia

Tourism Business like any other business needs to constantly reinvent itself to fulfill the demands of the consumers and to meet the challenges of competition within the tourism business as well as from other entertainment sectors. Over the years we have seen that the mode of transportation have played a major role in shaping the tourism business. Air travel, in particular, has made a major impact on the Tourism business.

The Modern Tourism Business period is considered to have started from Second World War onwards. The growth in the tourism industry was directly linked with the development of the jet aircraft in the 1950's and the creation of the commercial airline industry. As travel time got reduced with improved, less expensive mode of transportation; people started to travel for leisure. Tour packages that were once about travelling in Rail, now speaks of tour packages abroad with air travel.



Attractions, accommodation, and the infrastructure available in the destination play an important role in the tourism business. You will read more about that in higher classes.

Review Questions

1. Discuss any three new types of tourism.
2. What is the UNWTO Silk Road Action Plan?

3.3 Tourism Intermediaries and Linkages

Tourism business to a large extent is about meeting and satisfying tourist needs with regard to accommodation, transportation facilities – surface, air and water, food and beverages services, well managed attractions, souvenir shopping and other special requests. Usually a tourist avails all these facilities through travel intermediaries.

The term intermediaries refer to the mediator who acts as a link between the producer and the customer. Intermediaries, also at times referred to as distributors, typically add some value to the transaction which was not possible through direct trading. Keeping in view the definition of intermediary, we can say that General Sales Agent of Airlines, Travel Agents and Tour Operators are the tourism intermediaries. They form the distribution channel of the tourism business and bring the tourism services to the customer and consumer. Considering the above definition, Thomas Cook was the first tourism intermediary as he combined tourist services like railway travel and food (picnic lunch) to provide a tour experience to his guests.

In tourism, the distribution channel and intermediaries play a very important role. Their main job is to ensure that the services provided to the customer i.e. tourist meets and satisfies the customer expectation. At the same time the intermediary ensures that the seller such as hotels or guides understands the buyer needs.



Travel Agent



Tourist



To meet the demand of this job, a travel intermediary needs to have linkages with the transportation providers, hotels and other accommodation providers such as motels, inns, guest houses etc, cruise liners, guides and escorts, foreign exchange handler, souvenir sellers as well as be aware of the attractions and their peculiarities such as best time to visit, entrance fees and so on. The value addition to any and every tourist related transaction comes from how well the intermediary handles the tourist query and what additional service is being provided to the tourist. This becomes even more important in this age of internet marketing, as now the buyer and the seller can interact directly without any intermediary. For example, booking a hotel room on the website of the hotel or booking flight tickets directly with the airline and so on. Nevertheless, travel intermediary are beneficial for tourism business as it allows:

- (i) The producer to sell in bulk (for example: hotels, flight tickets) to one intermediary.
- (ii) The promotion costs of the producer to be cut down as the intermediaries help them reach the buyer.
- (iii) The consumer to save time from searching for the services.
- (iv) The consumer to gains in terms of special prices and discounts.
- (v) The consumer access to the knowledge and information available with the travel intermediary.

Review Questions

1. What do you understand by travel intermediaries?
2. What is the role of Indian Railways in Indian Tourism?

3.4 Tourism in Modern India

Tourism business as we know today was developed late in India as compared to the rest of the world. Yet travel and tourism in some form or other have always existed in India. We have read about seers and saints travelling across the Indian subcontinent giving discourses and propagating their philosophy of life and religion; such as Gautam Budhha, Adi Shankaracharya and so on. People from different parts of the subcontinent have travelled to:

- (i) listen to the discourses given by saints and seers,
- (ii) the places of religious importance for the purpose of pilgrimage,
- (iii) attend religious gatherings and events, such as Kumbh mela, Ardh Kumbh, so on,
- (iv) be a part of fair or cultural event
- (v) participate in family functions and gatherings, and
- (vi) do business across the land

Times have changed since then, as leisure tourism is very much a part of the tourism activities of the country now. Facilitation in the form of accessibility through road, rail, air and water has made tourism activities easier. Air Travel was made easy by the Air Corporations Act on 1st August 1963, when the entire air transport industry in India was nationalized and subsequently the opening of the Indian Sky to private player in 1993; has helped people with means to travel in short time. With the introduction of Low Cost Carrier (LCC), air travel is coming within the reach of the large section of the middle class society; thus saving on the time of travel. Many private players in the hospitality industry has also facilitated tourists as accommodation is now available in various category such as budget/ economy, business, luxury and so on.

3.4.1 Tours on Indian Railways

Indian Railways, the fourth largest railway network in the world and second largest in terms of passenger aboard, have played a prominent role in the growth of tourism in the country. The large network of Indian railways means that people, irrespective of their economical means can travel in relative comfort. The extensive railways network, spanning over 63,000kms route and 6,909 stations, allows a person to travel to the remote corners of the country in relative ease and at the same time a person from the remote corner of the country can visit tourist places across the country.

Indian Railways have many enticing Rail Tour packages on offer. This includes the special ticketing facilities on offer such as the circular ticket, with flexibility. The circular ticket starts and ends at the same station, with eight break journeys. This gives one an easy way of touring India or going for pilgrimage at one's own leisure. Special Indian railways Train like the Hill Trains operating in Shimla and Ooty as well as the World Heritage Train of Darjeeling – Himalayan Railways, are a great way to explore the hilly terrain. Luxury Trains like the Maharaja Express, Palace on Wheels, Golden Chariot offer a chance to travel to various destinations in the lap of royal luxury and grandeur.





Itinerary of Maharaja Express Train
Source: www.royalindiantrains.com



Restaurant in Maharaja Express Train
Source: www.royalindiantrains.com

Indian Railway Catering and Tourism Corporation (IRCTC), a subsidiary of the Indian Railways is actively involved in the development of budget and deluxe tour packages for both domestic and International tourists. Tour packages include conventional packages like Pilgrimage Tour as well as Adventure Tour and customized tour packages. Special Trains like Buddhist Circuit Trains are also being operated by IRCTC.



In all Indian railways offer not only accessibility to reach destinations but it is also actively involved in the promotion of tourism in the country.

Review Questions

1. Name and discuss the route of any two luxury trains of India.
2. List any five reasons for travelling.

3.5 Summary

This unit has introduced you to the evolution of tourism over the years. You have read about the important role played by Silk Route in the development of relationship between the eastern and the western world. You have also learned about the role of Grand Tour in the Tourism history. This unit has given you an insight about travel intermediaries and the benefits of the same for the tourist. Finally, you are familiar with the growth of tourism in India and the role of Indian Railways in the modern day Indian Tourism Industry.



Unit - 4: Tourism Product-I

Contents

- 4.0 Unit Overview
- 4.1 Introduction
- 4.2 Tourism Resources
- 4.3 Types of Tourism Resource
- 4.4 Tourism Product
- 4.5 Characteristics of Tourism Product
- 4.6 Tourism Resource to Tourism Product
- 4.7 Classification of Tourism Product
- 4.8 Protection of Tourism Products
- 4.9 Summary

4.0 Unit Overview

This unit will introduce students to the subject of tourism resources and tourism products. This unit will enable students to:

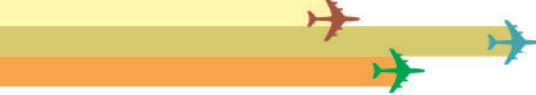
- define tourism resource
- identify tourism product
- develop a tourism product from a tourism resource
- classify tourism products
- assess the importance of protection of tourism product

Resource Material:

- Dixit, Manoj and Yadav, Charu Sheela (2006): *Tourism Products of India*, Lucknow: Royal Publishers
- Tour Brochures
- Lonely Planet – India
- Kumar, Ravi Bhushan: *Coastal Tourism & Environment*, AOH Publishing Corporation, New Delhi
- R.N.Pillai: *Pilgrimage in India*
- S.P. Gupta, Krishna Lal and Mahua Bhattacharya: *Cultural Tourism in India*
- S. Jagannathan: *India – Plan your own holiday*
- Stephen Ball (2007), *Encyclopaedia of Tourism Resources in India*, B/H.

Assessment Plan:

Exercise: Question & Answer, Group Discussion.



4.1 Introduction

Throughout the globe one will find distinctive characteristics in form of physical or cultural features. These characteristics give a unique character to the place and also helps to distinguish one place from other. The physical characteristics are formed by landforms, water bodies, climate, soils, natural vegetation and animal life. Cultural features are formed by the composition of human population, customs and traditions, economic and recreation activities, transportation, communication networks, language, art and architecture, religion and economic, social and political set up.

India as a country is different from other countries in the world on these parameters i.e. physical and cultural features. These cultural and physical features are the tourism attractions, the reason why a tourist travels to a destination. This unit will introduce you to the concept of tourism resources and products that act as tourist attractions.

4.2 Tourism Resources

The physical and cultural features are the real wealth of a place. This wealth can be used by the inhabitants of the place in various ways when needed. These physical and cultural features of a place are resources of a place. These resources form base for tourism. People travel to appreciate and experience the unique resources possessed by a place. Tourism is dependent upon the attractive power of these resources. These resources used in tourism industry are called tourism resources.

Tourism resources form the most essential element of the tourism product. Tourism resources are present at tourist destination. Tourism resource should reflect the destination's uniqueness. Destinations should be developed, keeping the authenticity of the area intact.

Tourist Destination: It is the place (city, state, country, region) which offers tourism products to the tourists.

Review Questions

1. Give five important physical features of India.
2. Name five states of India and the languages spoken in those states.
3. Name five festivals of India.
4. Discuss in class how India as a country is different from other country considering physical and cultural features.

4.3 Types of Tourism Resources

Tourism resources can broadly be classified into two groups, which can be further divided to understand tourism resources better. The two broad classifications are given below:



- 1. Natural Resources:** These are the resources which occur naturally within environments that exist relatively undisturbed by mankind, in a natural form. It includes:

- (i) **Climate:** Climate is the average state or condition over a long period of time in an area. Climate is quite predictable. Climate is an attraction in tourism. Locations with warm and sunny winters are in high demand by people from cold, snowy locations. For example, climate of upper Himalayas make it attractive for snow based adventure sports. People travel to hill stations during summers as the climate is cooler compared to plains.



*Agricultural fields- Near Kheer Bhawani,
Kashmir*



Sandakphu, West Bengal

- (ii) **Scenic Beauty:** The overall pleasing and beautiful view of the natural area. It can be view of the snow capped mountains, agricultural landscapes.
- (iii) **Landforms:** It includes mountains (areas of elevated, rugged terrain) more gently sloping hill lands, elevated plateaus, lowland plains.
- (iv) **Beaches and Marine Areas:** A beach is a landform along the shoreline of an ocean, sea, lake, or river. It usually consists of loose particles, which are often composed of rock, such as sand, gravel, shingle, pebbles, or cobblestones.



Sunrise at Puri Beach, Odisha



Peacock Pansy Butterfly

- (v) **Flora and Fauna:** Flora and fauna refer to plant and animal wildlife, respectively. The term is often used to refer to the indigenous plant and animal wildlife of a geographical region.

- (vi) **Special Environmental Features:** Special environmental features such as high mountains, unusual geological formation, caves, geysers, hot springs and mild forms of volcanic activity etc.



*Living Root Bridge in Mawlynnong,
Meghalaya, India*



Keoladeo National Park

- (vii) **Parks and Conservation Areas:** National parks, Wild life sanctuaries.

2. Cultural Resources

These are the resources which represent the unique culture of a tourist destination. It includes:

(i) Archaeological, Historical and Cultural Sites

- (a) An archaeological site is a place or group of physical sites in which evidence of past activity is preserved (either prehistoric or historic or contemporary).
- (b) A historic site is an official location where pieces of political, military or social history have been preserved. A historic site can also be defined as any building, landscape, site or structure that is of local, regional, or national significance.
- (c) Cultural sites are the sites where cultural events can be organized
Example, Pragati Maidan in New Delhi.



Safdarjung Tomb, Delhi



Vivekanand Rock, Kanyakumari

- (ii) **Arts:** It includes the performing art forms like dance, music and drama and the fine arts of painting and sculpting. It also includes handicrafts which are objects and articles for daily use or decoration crafted by skilled hands.



Hand Crafted Bags



Handicrafts as Souvenirs

- (iii) **Customs and Traditions:** A custom (also called tradition) is anything which lots of people do, and have done for a long time. A custom is more about practices involved in day to day life of people. The customs and traditions of India are very rich. Some popular customs and traditions of India are taking off shoes before entering the temple, greeting and bidding farewell with folded hands that is doing namaskar, putting bindi by the young girls and married women in the middle of the eyebrow on the forehead.
- (iv) **Interesting Economic Activities:** There can be some interesting economic activities of an area like tea and rubber plantations, use of working elephants in forests, agricultural techniques, shipping etc.



Tea Garden- Uttarakhand



Rubber Plantation

- (v) **Interesting Urban Areas:** An urban area is the region surrounding a city. Urban area can refer to towns, cities, and suburbs. Most inhabitants of urban areas have non-agricultural jobs. Urban areas are very developed, meaning there is a density of human structures such as houses, commercial buildings,

roads, bridges, and railways. Shopping Malls, Metro Rail are interesting features of urban set up.



Pedestrian Bridge, New Delhi



Chennai City

4.4 Tourism Product

Tourism product is something that can be offered to tourists to visit a tourist destination. The products which satisfy the leisure, pleasure, religious or business needs at places other than the normal place of residence are known as tourism products. Tourism products are offered in the market with a cost. Tourism products are the prime reason for any tourist to choose a destination. Tourism product helps in fetching revenue for the destination, therefore they should be properly preserved and marketed.

According to Kotler (1984) “A Product is defined as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, persons, places organizations and ideas”. This product has to be purchased from the market. For example; biscuits, mobile phones, a car, etc. are available in the market satisfying different needs and wants of the buyer.

Tourism product can also be described as a service that can be enjoyed by tourists starting from the place of origin, while in a tourist destination and until returning back home. It is supported by natural and cultural attractions; facilities and services like hotel, transportation; product price, food, entertainment, etc.

When we have to plan a trip during vacations, then we have to choose a place where we can spend our vacation. The selection of the place will depend upon the attraction that the place possesses; how to reach there; where to stay and any other activities apart from sightseeing available. A cost is attached to every component of the trip, like transportation, accommodation, entry ticket to monument, shopping.

Thus the components of tourism product includes:

1. **Attractions:** Taj Mahal, Kovalam Beach, Holi of Mathura, etc
2. **Services and facilities:** Hotels, restaurants, taxi service, metro rail, etc
3. **Activities:** Shopping, Trekking, etc



4.5 Characteristics of Tourism Product

Characteristics, as you might be aware, refers to any unique feature or quality of a person or thing. It is that distinguishing feature or quality that is distinctive to a thing. Tourism Product also has certain characteristics that distinguishes it from other products. The characteristics of Tourism Product are:

1. Tourism products are available only at the destination. They cannot be moved outside the destination. Therefore, the tourist has to be present at the destination for consumption of tourism products.
2. Tourism products cannot be brought back with the tourist to his/her home. Only memories of the tourism products in the form of photographs, videos can be with the tourist.
3. Tourism products cannot be stored. For example; out of 100 seats in a flight from New Delhi to Mumbai, only 80 seats are occupied; there is loss of revenue for 20 seats for that particular flight of that day and time. This loss can never be recovered.
4. Tourism products cannot be owned by the tourist. For example, you can visit Taj Mahal by purchasing the entry ticket, but it does not mean you own Taj Mahal.
5. Tourism products have to be purchased and then consumed by the buyer at the destination. For example, to enjoy the beauty and cultural depth of Goa, one has to travel to Goa. In order to travel to Goa and stay there, one will have to buy tickets for travel, make arrangement for accommodation and so on by making payments.
6. Tourism products are made available by people and therefore, they are highly dependent on people who are providing it. For example, during your trip to a historical monument of interest like a fort, the role of a guide is very important. In case, the guide is informative and pleasant, you will come back as a satisfied tourist; whereas if the guide fails to provide a fluent commentary or is unable to answer your queries, you will come back as an unsatisfied tourist.
7. Tourism products are highly dependent upon the experience of the tourist, and therefore, it becomes difficult to measure the level of product quality.

Review Questions

1. Name any three Cultural Resource of your region.
2. Define Tourism Product.
3. What are the components of a Tourism Product?

4.6 Tourism Resource to Tourism Product

An area may have tourism resources like favourable climate, beautiful scenery, monuments, hospitable people. Tourism resources of a place can be converted to tourism product, but one needs to understand that every resource of a place cannot be converted to tourism product. Resources to tourism can encompass a wide variety but this variety can only be converted to tourism product depending on the following:

- the interest of the tourist
- geographic location of a destination
- historical and cultural development of a destination
- conservation and Preservation of the attraction
- addition of support facilities
- it has to be offered to the tourist
- a cost is attached to the tourism product

India possess the magnificent Taj Mahal as a beautiful monumental resource. It is a very popular tourism product. Let us, taking example of Taj Mahal, understand how a tourism resource can be converted to tourism product.

Attractions	Services and Facilities	Activities
Taj Mahal (Tourism Resource - Cultural)	Parking area for Tourist Vehicles, Ticket Counters, Safety & Security arrangements, Cafeteria, Wash rooms, Sign boards, Printed material / brochure, Dustbins, Walking path, Lighting facility, Facilities for people with disability, Cleanliness and conservation, Greenery / Gardens	Tourist Guides, Souvenir shops, Light and Sound Programme, Greenery / Gardens (special tours of the garden), Points to click photographs

As you can see from the table above, Tourism Product is a combination of tourism resources along with facilities and activities.

Review Question

1. If we have to convert a monument in your city into a tourism product, then enlist five basic elements required to convert that resource into a tourism product.

4.7 Classification of Tourism Product

Tourism Products can be classified based on the nature and resource of the product. Tourism products are classified as:

- (i) **Natural Tourism Products:** Natural Tourism Product refers to the tourism sites and destinations that are closely associated with the Natural Environment and act

as a tourism product in itself. Natural Tourism Products include beaches, islands, mountains, hills, desert, wildlife (flora and fauna), caves, glaciers, lakes, waterfalls, rivers.

Examples: Palm fringed beaches of Goa, snow capped mountain in Kashmir, the flora and fauna of Kaziranga National Park in Assam, Dudhsagar fall in Goa, Thar Desert in Jaisalmer etc.



Hogenakkal Water Falls



Gorumara Wildlife Sanctuary, West Bengal

- (ii) **Man Made Tourism Products:** The manmade tourism products are those which are built by humans. There can be manmade tourism products which are purposely built for tourists, such as museums, casinos, theme parks and so on. There are manmade attractions which are not originally designed to attract tourists, like forts, palaces, temples etc.

The manmade attractions also include customs and traditions of a destination. Folk dance, classical dance, music, handicrafts, fairs and festivals etc are other manmade attractions.

Examples: Taj Mahal, Red Fort, India Gate, Lothal in Gujarat is an important archaeological Indus Valley Site; National Museum in New Delhi, Bhangra of Punjab, Madhubani paintings of Bihar, Brass work of Muradabad etc.



Taj Mahal



Folk Dance of Odisha

- (iii) **Symbiotic Tourism Product:** Symbiotic tourism product refers to the tourism products that are a blend of natural and manmade resources. Nature has provided the natural resources and manmade infrastructure and facilities have turned them into a perfectly blended tourism product.

Examples: Wildlife Sanctuaries, Marine Parks, guided snorkelling trips to coral reef, and so on.

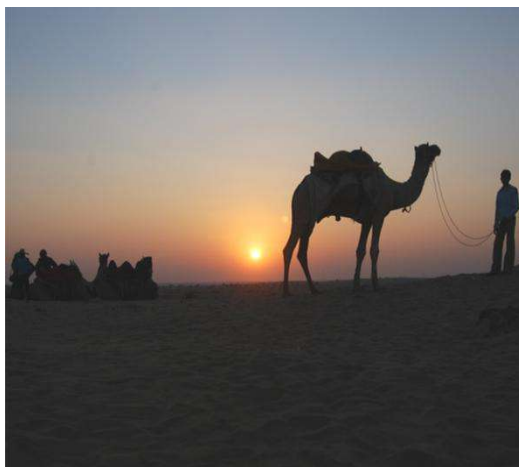


Tourists at Gorumara Wild Life Sanctuary



Tourists at Leh

- (iv) **Site based Tourism Products:** When attraction is a place or site then it is site based tourism product. Site of Taj Mahal, sunset at Kanyakumari, etc.



Sunset at Jaisalmer



Victoria Memorial

- (v) **Event based Tourism Product:** Events attract tourists, spectators as well as participants in the events; sometimes both. Kite flying in Ahmadabad attracts tourists both as spectators and participants. Tourists can also be the spectators for events like Olympics, Khajuraho dance festival and so on.



Holi at Nandgaon



Puskar Camel Festival

Classroom Activity

Students will form groups under the supervision of the subject teacher. Each student of each group will collect photographs and information on any one:

- (i) tourism resource of the region
- (ii) type of tourism product of the region.

The information will be shared in the class as well as displayed on the notice board of the classroom.

4.8 Protection of Tourism Products

Tourists visit a destination to see unique tourism products. These tourism products have to be maintained and preserved so that tourists and locals, both, can enjoy them. Tourism products are very precious as they are the major attractions for a tourist to visit a destination. They help in generating revenue for that place. They are to be transferred from one generation to the next. So this becomes the moral responsibility of the locals to protect tourism products. The locals should take pride in their products. Both the tourists and the locals should act responsibly while visiting any monument or national park. Following can be adopted to protect our monuments or national parks:

- a) One should not scribble, deface or encroach any monuments
- b) One should not litter and make use of dustbins
- c) There should be correct information available about the product
- d) Say no to polythene bags
- e) Do not smoke
- f) Do not make noise
- g) Respect the local customs and traditions.



Review Questions

1. What do you understand by natural tourism products?
2. Match the following:

a) Taj Mahal	Natural Tourism Product
b) Jim Corbett National Park	Manmade Tourism Product
c) Holi of Mathura	Site based Tourism Product
d) Sunset at Kanyakumari	Event based Tourism Product.
3. Write true/false for the following:

a) Mountains are natural resources to tourism	Yes/No
b) Kite festival of Ahmadabad is a tourism products	Yes/No
c) Tourism products are available in the home of tourist	Yes/No
d) Tourism Product can be owned by the tourist	Yes/No
e) All resources of a country can be tourism product	Yes/No
4. Name any five monuments which are important tourism products of India.
5. How can you protect a monument?

4.9 Summary

Every country possess physical and cultural resources. These resources are an important base for tourism products. Though every resource cannot be product. Tourist visits different destinations to experience the different tourism products. A tourist satisfies her/his leisure, pleasure, religious and business needs by experiencing different tourism products offered by destinations. The tourism products are the major attractions for the tourist and thus help in generating revenue. Therefore, efforts must be made by both tourists and locals to protect them and preserve them for future generations.



Unit-5: Fam Tour

Contents:

- 5.0 Unit overview and description.
- 5.1 Visit/meeting with a local/ASI/Ministry of Tourism approved guide.
- 5.2 Report the importance of the meeting as well as role play.
- 5.3 Visit/overnight journey to a destination/site of importance.
- 5.4 Report on the visit/ overnight journey to a destination / site of importance and role play.

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:

- interpret the role and importance of guides as tourism ambassadors
- develop awareness about the destination/ site they visit
- identify and list the basic intricacies involved in a tour
- name 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/meeting with a Local / ASI/Ministry of Tourism Approved Guide

The students shall be visiting / meeting a professionally trained tourist guide duly approved by the ASI/Ministry of Tourism or State / local authority. Through question-answers and interactive sessions, students are expected to gain a firsthand practical exposure to the intricacies of the tourism business and the role and duties of the tourist guide – who act as true ambassadors of tourism industry of a country. Students will learn about the role of guides, steps in becoming a guide, how to present oneself, tour commentary and basic tricks of the trade.



5.2 Report the Importance of the Meet as well as Role Play

Students will prepare a brief report on the meeting with the guide and the things learned thereof. A role play should also be done showcasing the tourist-guide interaction, commentary and interpretation etc.

5.3 Visit / Overnight Journey to a Destination/Site of Importance

Students will visit / have an overnight journey to a destination or site of touristic importance. This trip may be a family trip or may be organized by the school. Students are expected to learn the logistics of tourist itinerary, how a trip is planned, how an itinerary is planned, train bookings, hotel bookings, sightseeing, use of local conveyance for transfers and sightseeing etc. Overall, students will have a practical exposure to the management of a trip and how arrangements are done. To an extent, this will help them in understanding the problems faced by tourists at a destination as well as how a tour is executed.

5.4 Report on the Visit / Overnight Journey to a Destination / Site of Importance and Role Play

Students will prepare a travelogue/ travel report on the visit. This report shall typically consist of tourism trends in the place visited, main tourist attractions and components of tourism in the place visited, description of the arrangements made including logistics and bookings, how they were planned, itinerary of the trip with map and drawings explaining distances, directions, places along the way, description of the place visited including its history, geography, demography, tourism infrastructure, attractions, activities, and personal experiences. Students will be expected to prepare promotion and advertising material on the place of their visit.

A role play on the same will also be conducted under the supervision of the subject teacher.





INTRODUCTION TO TOURISM-I



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