



# Tourism Concepts and Practices

Student Handbook

**Class XI**



**CENTRAL BOARD OF SECONDARY EDUCATION, DELHI**  
Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110301



**Tourism Concepts and Practices**  
**Student Handbook, Class XI**

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**&**  
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# भारत का संविधान

## उद्देशिका

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

सामाजिक, आर्थिक और राजनैतिक न्याय,  
विचार, अभिव्यक्ति, विश्वास, धर्म

और उपासना की स्वतंत्रता,  
प्रतिष्ठा और अवसर की समता

प्राप्त कराने के लिए

तथा उन सब में व्यक्ति की गरिमा

<sup>1</sup>और राष्ट्र की एकता और अखंडता

सुनिश्चित करने वाली बंधुता बढ़ाने के लिए

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

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

## भाग 4 क

## मूल कर्तव्य

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

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

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

# THE CONSTITUTION OF INDIA

## PREAMBLE

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

**JUSTICE**, social, economic and political;

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

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

**FRATERNITY** assuring the dignity of the individual and the<sup>2</sup> 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)

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# 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;
- <sup>1</sup>(k) to provide opportunities for education to his/her child or, as the case may be, ward between age of 6 and 14 years.

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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 for 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.

The Student Handbook on Travel Resources in India explains about the various tourism resources of India such as Mountains, Rivers Lakes, Duns, Wetlands, Hill Stations, Sea, Beaches and Islands etc. 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 student manual as simple as possible. Necessary maps and pictorial illustrations have been included to help the students to understand the concepts without any difficulty.

Practicing professionals from the field of Hospitality and Tourism comprised the team of authors for this book. The Board thankfully acknowledges their contribution in completing the book in record time. I hope this book will serve as 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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## UNIT-1

# INTRODUCTION TO TOURISM

### Contents:

- 1.0 Unit Overview & Description
- 1.1 Introduction
- 1.2 Defining Tourism
- 1.3 Elements of Tourism
- 1.4 Identifying the Tourist
- 1.5 Linkage between Leisure, Recreation and Tourism
- 1.6 Characteristics of Tourism Industry
- 1.7 Components of Tourism
- 1.8 Summary

### 1.0 Unit Overview & Description

This unit will introduce students to the concept of Tourism. Student will get acquainted with some of the terminologies frequently associated with tourism and tourism industry. It will help students to:

- understand the meaning of tourism
- develop awareness about the inter relationship between leisure, recreation and tourism
- understand the characteristic of the tourism industry
- learn about the elements and components of tourism

## Resource Material:

Activity Sheet, Resource for Role Play, Pen, Projector and Computer.

### 1.1 Introduction

Tourism is commonly referred to as “the activity of visiting places for pleasure”. The basic concept of tourism is based on the movement of people outside their own place of residence i.e. home area. Therefore, tourism can be considered as the movement of people within a city, state, country or across international boundary.

All of us at one point of time or other have taken part in some tourism activity; whether it is a visit to our grandparents staying at a nearby city or a day trip to visit the monuments in our own city or maybe a trip to a foreign country for a holiday and so on. During any of these tourism activities you must have noticed that many people are involved in providing the services such as the travel agent, guide, transporter, ushers, souvenir sellers and so on. Illustration 1.1 shows all the sectors that are associated with the tourism industry; and how all of them come together to form the largest employers in the world i.e. the Tourism Industry.

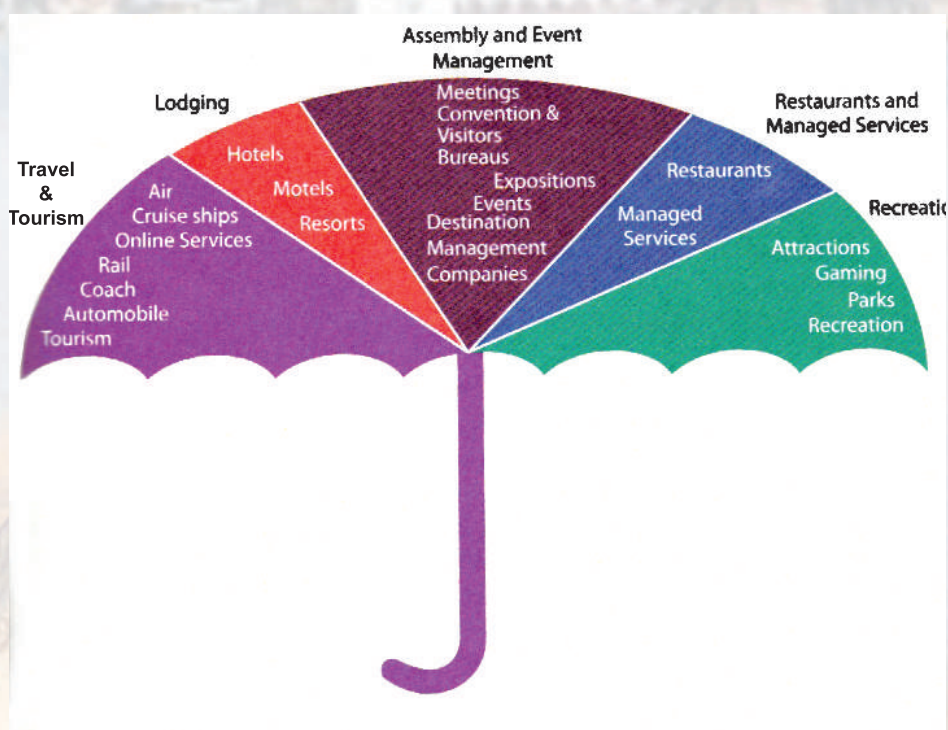


**Illustration 1.1: Scope of Tourism**

Source: *The Scope of Hospitality and Tourism* (Walker, 2010)

In modern world, tourism industry is constantly changing and evolving; primarily because of its linkage with more than seven other industries such as - aviation, accommodation, surface transportation, water transportation, telecommunication, attraction management, travel facilitators, manufacturers of handicraft and souvenirs designed for visitors and related outlets and so on. The inter linkage of so many industries has indeed made the study and understanding of Tourism very interesting. To understand this global phenomenon better, let's start by defining Tourism.

## 1.2 Defining Tourism

The definition of tourism, the origin of the word 'Tourism' itself is in research. According to Theobald "Etymologically, the word tour is derived from the Latin word TORNARE/ TORNUS and the Greek word TORNOS, meaning, changed in modern English to represent 'one's turn'. The suffix-ism is defined as an action or process; typical behaviour of quality. While the suffix-ist denote 'one that performs a given action' When the word tour and the suffixes-ism and -ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. *Therefore like a circle, a tour represents journey in a round trip, i.e. the act of leaving and then returning to the original starting point and therefore, one who takes such a journey can be called a Tourist*".

Conceptually, 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 was accepted by the International Association of Scientific Experts in Tourism (WEST). Subsequently the International Union of Official Travel Organisation (IUOTO) broadened the concept to include various form of business and vocational travel as well. Till date, globally, this is the most popular definition of Tourism.

The definition of Tourism was further modified in an International Conference on Travel and Tourism Statistics held jointly by United Nations World Tourism Organisation (UN - WTO) and Tourism Canada, in June 1991. The event was successful since, the conference resolutions came up with one principal finding. In 1993 United Nations accepted the reports and the principle finding that recommended that tourism be defined as:

"The activities of a person travelling to a place outside his or her usual environment for less than a specified period of time and whose main purpose of travel is other than the exercise of an activity remunerated from within the places visited."

The definition as put forward by UN - WTO and accepted by UN clearly identifies three things in connection with the nature of the business of tourism:

- i. It is about movement of people from their residence.
- ii. It is for a certain period of time has this definition was modified to more than 24 hours and less than 1 year for both International and Domestic travel.
- iii. And finally tourism is an economic activity.

## 1.3 Elements of Tourism

Elements of tourism refer to the basic fundamentals without which tourism activity of any kind is not possible. They form the base of tourism and all tourism activities are possible due to them.

The concept of tourism as a phenomenon involves the movement of people within their own country or across the national borders for a certain period of time. S. Wahab has noted that the anatomy of tourism phenomenon reveals, that, it is basically composed of three elements, namely;

- **man** (the human element as the creator of the act of tourism),
- **space** (the physical element to be necessarily covered by the act itself), and
- **time** (the temporal element which is composed by the trip itself and the stay at the destination).

The time element varies according to the distance between the points of departure and the destination countries or areas, transport means used and the length of stay at destination etc. These elements constitute the essential conditions for the existence of the phenomenon of tourism. There could be no tourism act without them.

### Exercise-1

1. **Activity:** Make a report regarding your last vacation and discuss in the class
2. What are the elements of Tourism?

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## 1.4 Identifying the Tourist

Tourism, as stated earlier in the chapter is a socio – economic phenomenon. As in any other economic phenomenon, it is important to understand what economic benefits are being received from the said activity. This analysis is possible only if the people taking part in the activity can be identified and their impact studied. This led to the process of identifying tourists and tourist related activities.

In an international forum held in 1936, the committee of Statistical Experts of the League of Nations first proposed that a ‘foreign tourist’ is one who ‘visits a country other than that in which he habitually lives for a period of at least twenty four hours’<sup>2</sup>

In the year 1945, the United Nations (which had replaced League of Nations) endorsed the proposed definition, but added to it a maximum duration of stay of less than six months.



Tourist

The UN-WTO (1991) recommended that an **international tourist** be defined as ‘a visitor who travels to a country other than that in which he/she has his/her usual residence for at least one night but not more than one year, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited’, and that an international excursionist, eg. cruise ship visitors, be defined as ‘a visitor residing in a country other than which he/she has his/her usual environment for less than 24 hours without spending the night in the country visited and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited’.

### This definition covers:

- (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 or cruises).

The statistics should not include travellers who, in the legal sense do not enter the country (air travellers who do not leave an airport's transit area and similar cases).

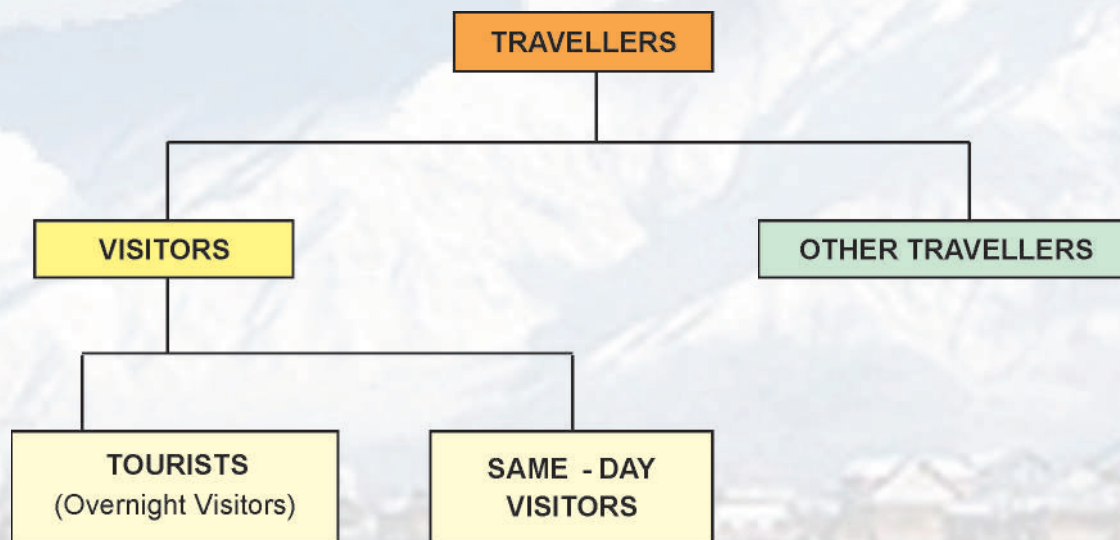


**illustration 1.2: Traveller Typology**

*Source: Travel and Tourism Research Association*

Similarly, UN-WTO (1994) recommended that a **domestic tourist** be defined as “Any person, regardless of nationality, resident in a country and who travels to a place in the same country for not more than one year and whose main purpose of visit is other than following an occupation remunerated from within the place visited”. The concept of international and domestic tourists will be dealt in greater details in Unit 3.

## 1.5 Linkage between Leisure, Recreation and Tourism

It is often said that tourism activity is taken up as a recreational activity during leisure time, except for say business travel. The word leisure and recreation are used frequently in context to Tourism. It is interesting and important to understand the inter linkage between Leisure, Recreation and Tourism; in order to develop better understanding of the concept of tourism.

The Latin translation of Leisure means ‘to be free’ while recreation can be thought of as those pursuits that one is engaged in during leisure time. In illustration 1.3, the inter linkage between the three can be seen for better understanding.

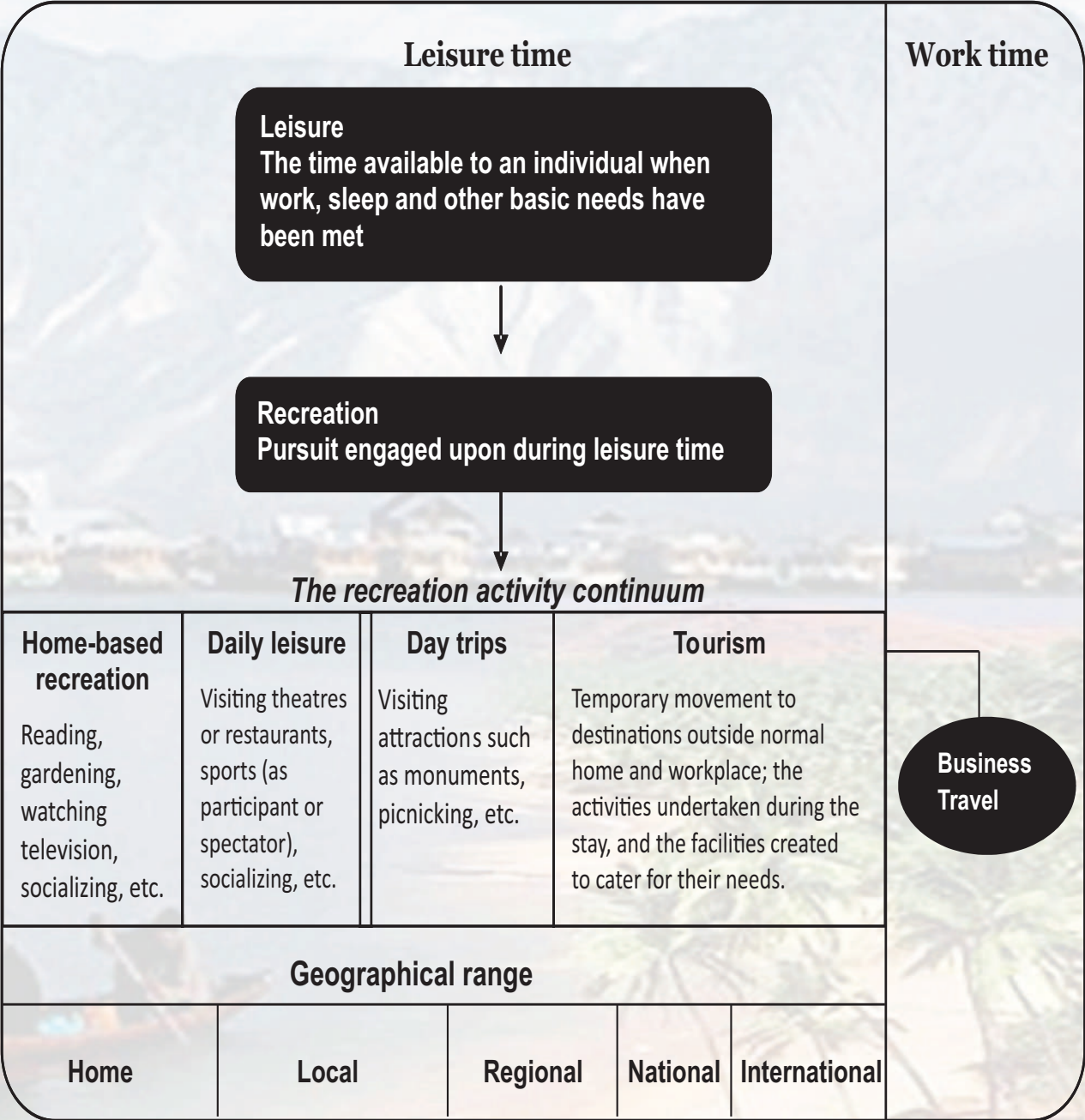


**illustration 1.3: Linkage between Leisure, Recreation and Tourism**  
Source: Boniface and Cooper, 1987

In the above illustration it can be seen that Leisure is the “free time” one has after other pressing regular activities have been taken care of. In this “leisure time” one can take up various recreational activities within a specific geographical boundary. The activities can be home based such as reading, watching television and so on.



**Gardening: Home Based Activity**



**Socialising: Home Based and Daily Leisure**

Activities such as socialising with friends and family can be both home based as well as local area based such as eating out in a local restaurant with friends and family. Day trips for picnics can be in the local city or just across the city boundary in the same region. This is where the tourism activities also take place; in the same region, country or across the international boundaries. At the same time business travel, although not a leisure activity is still a tourism activity; as it entails travel outside one’s own residence. The linkage between leisure, recreation and tourism gives us a clue as to what kind of activities would attract tourists and increase tourism in any destination.



**Visiting Monuments: Day Trips**



**Travelling Out of City/Country: Tourism**

## Exercise-2

1. Identify the tour during which you were a same day visitor or a tourist

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2. What is the linkage between Leisure and Tourism?

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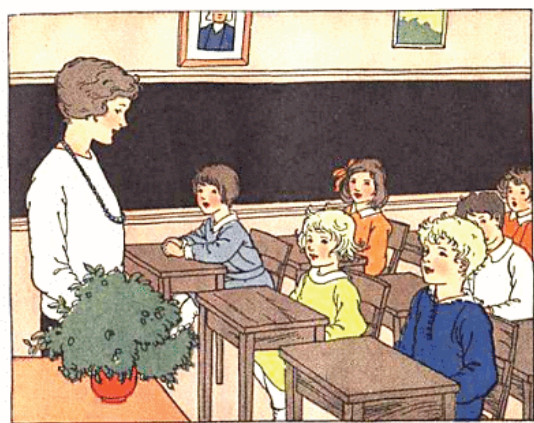
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## 1.6 Characteristics of Tourism Industry

Characteristics mean the basic features or qualities that give anything an identity. For Example, a table made of wood is a table as we can see the wood as well as the frame that makes it a table. We can also touch, feel and confirm the building block as wood. The table is what we call a consumer good. All the consumer products can be seen, felt and also compared. On the other hand Tourism industry is commonly referred to as Service Industry and not a consumer good as it possesses all the classic Service Characteristics. Some examples of other service industry, other than Tourism, are banking services, legal services, medical practice, teaching, accounting and others. The five commonly referred service characteristics that differentiates the consumer industry from the service industry are mentioned below:

- i. **Intangibility** – Intangibility is the most unique characteristic of Service Industry. Things you can see, touch and feel are known as tangible like the consumer goods. Intangible, on the other hand, means that things cannot be seen, tasted, felt/touched, heard or smelled before purchase but they can only be felt and experienced during consumption. For example, the way a teacher teaches in the class is to be experienced and only then assessed. Every student has a different experience in the same class, taught by the same teacher. Some may consider the teacher to be very good; someone else might consider the teaching skills of

the teacher as good while some other students may consider the teaching skills of the same teacher as average. The teaching skills needs to experienced, and cannot be decided and bought based on anything tangible. The teaching skill of the teacher in the classroom is the intangible service product.



**Teacher Teaching in the Classroom**



**Grocery Store**

Similarly, given the option of choosing between two grocery stores in your neighbourhood for buying say a bar of bathing soap, you would prefer visiting the grocery store where the store owner treats you like a valued customer. The soap is the consumer product that can be bought in any grocery store yet you would prefer one store over others due to the service that is being provided to you by the store keeper. This service is the intangible characteristic.

Tourism as you now understand is intangible. A tourist while buying a tour package to Egyptian Pyramids has no way of knowing how the visit will be till he/she visits the pyramids and experiences them. A visitor will know the comfort level of a room and its services only after the hotel room has been paid for and



**Pyramids**



**In-Flight Service**

the consumer checks into the room. Similarly while buying an airline ticket, the consumer does not know what the experience of flying in that airline will be like; whether the seats will be comfortable, the in – flight services like meal good or not till he / she flies in the airline. Unlike buying a consumer product, a service product needs to be consumed in order to experience the product.

- ii. **Perishability** – Perishability is considered to be the feature of product when the product is lost very quickly. You have often heard that fruits, vegetables and milk are perishable products as they get spoilt very fast. Similarly, all tourism products are perishable and have very short window of time frame in which they need to be sold or else they are lost forever. The product cannot be stored for use or sale later. For example, a hotel room if not sold and occupied today cannot be sold tomorrow for today. The revenue for today will be lost forever and it cannot be recouped. Similarly, in case one seat on a flight remains unsold then the same cannot be sold in the next flight. The revenue for that seat in the flight is lost forever. The characteristic of perishability makes tourism industry very vulnerable to loss in revenue.



**Hotel Room**



**Airline Seat**

- iii. **Inseparability**- A tourism product is often referred to as being inseparable. This means that the product cannot be separated from the service provider as often the product is being produced and consumed simultaneously. In tourism industry, often the participation of the consumer along with the service provider simultaneously is necessary for its consumption. For example, the experience of visiting Taj Mahal in the moonlight or climbing the Eiffel Tower cannot be experienced sitting in a room. The tourist needs to visit the monument or destination and experience the

wonder of the place and its attractions. This is very unlike the consumer product where you can order a rocking chair from a shop and once it is delivered at your place, you can utilize the product.



**Taj Mahal in Moonlight**



**Eiffel Tower at Night**

- iv. **Heterogeneity/Variability** – Tourism industry also has the characteristic of variability or heterogeneity as there is a lot of human element involved in the delivery of the service. For example, while buying an airline ticket, one is not aware of the experience of travelling in the airline such as the check – in process, the comfort level of the seat, in-flight behavior of the steward/stewardess, the bus ride to the airplane, waiting for the baggage, and so on; which all add up to complete the experience of flying in that particular airline. The complete service is provided in fragments by various people and the service quality will vary from service provider to service provider. Similarly, in a travel agency no two service providers i.e. travel executive will be same. The quality of the service depends on who provides them and when, where and how. Due to the human element involved the same service provider will be providing different levels of service on different days for example, the quality of food prepared by the chef of a gourmet restaurant.



**Executive in a Travel Agency**



**Chef Working**

- v. **Lack of Ownership** - Lack of ownership is a typical service characteristic also seen in tourism industry. One can go to a restaurant to enjoy a meal but it does not mean that the consumer is the owner of the restaurant or the table used for meal or the cutlery. The consumer only pays for the meal and the service that accompanies the meal and has no ownership rights. This is unlike consumer product industry where if we purchase something we have the physical evidence of buying the product with us.



**Meal in a Restaurant**

The Tourism industry also has some other characteristics that set it apart from other service industry:

- **Seasonality** – Tourism is seasonal in nature. One destination is not popular in similar manner all through the year. There are periods when the destination is more popular than other time, also known as peak period. There are lean periods when the destination does not see as many tourists as usual. For example, India see an influx of foreign tourists mainly from autumn through winter till spring.
- **Demand Fluctuations** – Tourism is highly consumer based product. The demand of the consumer for a destination or product varies as taste changes. For example a popular luxury hotel may lose favour with tourists when another luxury hotel enters the market with better discounts and marketing gimmicks. New destinations are discovered everyday and seasoned traveller are looking for newer unexplored destinations all the time. The demand factor changes and in turn changes the flow of tourist traffic to the place.
- **Interdependence of Tourism Products** – The complete experience of a tour is not just the visit to a monument or destination or shopping for souvenirs at the destination. It also involves the experience during the travel to the

destination, the pre travel experiences with the service provider, room hotel, meals, fellow travellers, shopping and so on. All of them are inter dependant to make the tourism product successful. Any one sector not fulfilling the tourist's need will affect the entire experience of the tour.

- **Risky** – Tourism as a product is considered to be risky. A tourist may consider that the price of the product not justifying the product after consumption thus leading to Economic risk. On the other hand, physical ailments or such risks can also affect the tourism product as seen in the case of SARS and swine flu. Tourist movement stops when the tourists fear physical risks to themselves. Similarly terror threats can also affect the tourism industry. Political situations or the image of a country in the media can also affect the desirability of that destination. Therefore, the business of tourism is risky business as many factors are involved and any one trigger at any point of time can affect the whole industry.

## 1.7 Components of Tourism

The components refer to those parts of machinery without which the mechanism of the machinery will fail. The parts of tourism that makes the mechanism of tourism industry work are the components of tourism. There cannot be any touristic activity without - Attraction also known as Tourism Patrimony, Transportation, Accommodation and Amenities. Together these components are commonly referred to as the A's of Tourism. The components are:

1. **Attraction or Tourism Patrimony** refers to those certain features that pulls or attracts tourists to a destination. There is no easy way to enumerate or analyse attraction that a place offers. Since it is well understood that what may appeal to one, may be of no interest to others.

These are the attractions that pull any tourist to a destination such as historical monument, natural beauty of a place, and so on.

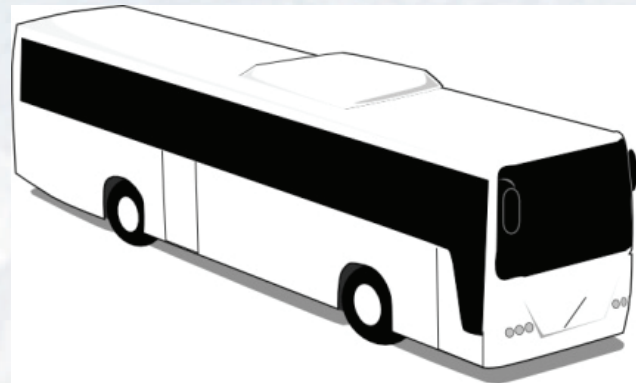


Niagara Falls



Red Fort

2. **Accessibility** – Accessibility means how the tourist destination can be reached, mainly in terms of transportation. A destination may have all the attractions needed for being a popular destination but it is not linked properly, forcing the tourists to avoid the destination. The accessibility includes all modes of transport that gives access to the destination and its attractions namely Road, Rail, Air and Water.



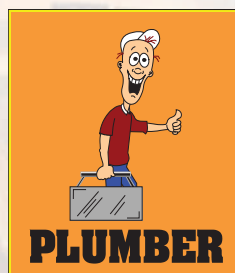
Modes of Transportation

3. **Accommodation** is the next component. The word 'accommodation' is generally used to include boarding and lodging. It is the room or the space provided to the tourists who come from a long distance and is the basic need of any tourist place. The demand for and need of proper accommodation away from one sweet home is met by a variety of facilities. In recent years accommodation sector has evolved and changed. At times accommodation itself is an important tourist attraction, as in the case of specialty resorts.



**Taj Hotel, Mumbai**

4. **Amenities** are the facilities provided to the tourists. The facilities could be recreational facilities to the tourists or it could be infra-structural facility such as sanitary and hygiene, medical help, travel documentations, foreign currency exchange facilities and so on.



In recent times scholars have added two more A's-**Activities** and **Available Packages**.

**Activities** include the activities to be undertaken by the tourists at the destination such as sight - seeing, shopping, sun - bathing, adventure sports, golfing, etc. More the number of activities available for the tourists in a place, varied tourists with varied interests will be visiting the destination and the length of stay of the tourist will also increase.



**Adventure Sports**



**Golfing**



**Shopping**

**Available package** means the packages available for use by the tourists. In case one has leave or holiday for 3 days then tourist will choose the package that offers the most in three days. Thus, the possible tourist will overlook tour packages to a popular destination which requires more time; and vice versa.

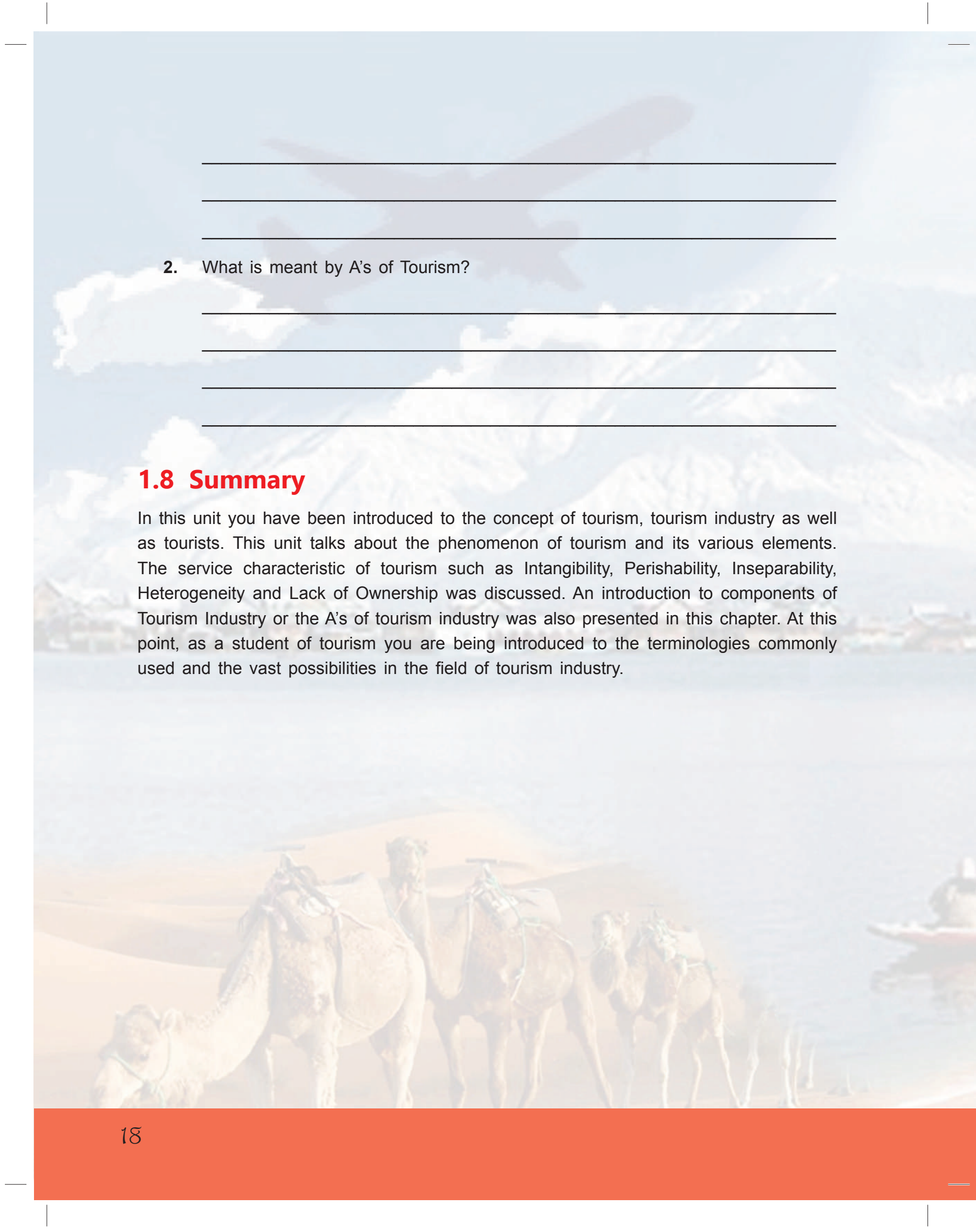
The components of Tourism are dealt in greater details in the subsequent chapters

#### ACTIVITY 2

Subject teacher may divide the students into six groups. These six groups will each collect information regarding any one 'A' of Tourism of their city and neighbouring destinations. For example one group/team will collect information regarding accommodation such as the different categories of hotels, their rates, facilities and so on. Another group/team will collect information on transportation such as number of flights from the city, different trains, buses, and so on. These information regarding the six different 'A's' of Tourism will be discussed in the classroom and this will be followed by open house and question answer session among the students.

#### Exercise-3

1. What do you understand by Service Characteristics?



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2. What is meant by A's of Tourism?

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## 1.8 Summary

In this unit you have been introduced to the concept of tourism, tourism industry as well as tourists. This unit talks about the phenomenon of tourism and its various elements. The service characteristic of tourism such as Intangibility, Perishability, Inseparability, Heterogeneity and Lack of Ownership was discussed. An introduction to components of Tourism Industry or the A's of tourism industry was also presented in this chapter. At this point, as a student of tourism you are being introduced to the terminologies commonly used and the vast possibilities in the field of tourism industry.

## UNIT-2

# TOURISM: A HISTORICAL ACCOUNT

### Contents:

- 2.0 Unit Overview & Description
- 2.1 Introduction
- 2.2 Travel in Early Times
- 2.3 Renaissance and the Grand Tour
- 2.4 Industrial Revolution and Tourism
- 2.5 Tourism in Modern Times
- 2.6 Tourism in India: An Account
  - 2.6.1 Tourism Circuits
- 2.7 Summary

### 2.0 Unit Overview & Description

In the previous unit you have been introduced to the concept of tourism and tourism industry. As in the case of all human activities, the present day tourism activities has developed over a period of time and have its own history. This unit will introduce students to the History of Tourism, its growth and changes that have taken place in this industry over the ages. Student will get a chance to get acquainted with and compare the changing face of tourism globally and in India. This unit will help students to:

- acquaint themselves with the growth of tourism from earlier times till modern times

- understand the impact of global events on Tourism Industry
- learn about tourism activities in India
- identify the factors that have helped promote tourism
- identify the factors that hinders the growth of tourism industry

### **Resource Material:**

Activity Sheet, Pen, Projector and Computer

## **2.1 Introduction**

Travel and tourism these days have become organised, much different from times before; as the preparation starts long before the actual date of travel. William F. Theobald, a researcher and academician in Tourism field has stated that “Tourism as we know today is distinctly a twentieth century phenomenon”. This statement holds true as although Tourism started in ancient times when human travelled and wandered in search of food, shelter, safety and security; it has changed a lot over the years to become the organised tourism sector that works in modern times. Although travelling was always a part of the human nature yet the term “tourism” was coined much later, probably in the nineteenth century. This leads to the important and frequently asked question – why do we need to study history of tourism? Well the answer is same as to why we study History – the present has evolved from the past. Studying the History of Tourism gives us an opportunity to identify the factors that have allowed tourism to flourish during all times; as well as to identify those factors that have hindered the growth of tourism over the years. This gives us a chance to learn from our History and stop ourselves from committing the same mistakes. Studying history also gives us a chance to critically analyse the past and present; and at the same time establish concepts for understanding tourism.

This unit gives a brief introduction to the development of tourism activities over the years. There are many factors such as invention of steam engine, transatlantic flights, needs to expand business, human thirst for knowledge and curiosity that have played an important role in the expansion of Tourism. There are many seemingly unrelated factors which when joined together have one way or other affected Tourism industry. For example, industrial revolution was a commercial activity that brought employment to people and changed the face of society for ever. Although it seems unlikely event yet this revolution had the most impact on tourism and set pace for the modern tourism activity. This unit tries to discuss the important events that have taken place globally and have in some way affected the growth of tourism industry; yet the events are not truly reflective here since most of the

written accounts are from Europe and it does not really reflect the global scenario in its true spirit. A brief introduction to the growth and development of tourism in India is included in the chapter to give you an opportunity to compare the pace of tourism activity in India and globally.

## 2.2 Travel in Early Times

It is difficult to give a date to the beginning of Tourism activity. The primary reasons for travel in the early times were for - the expansion of trade and commerce, exploring new land, military activity as well as for the purpose of spreading religion. The historical account of tourism, though, can only start from the time when we find the written account of travels undertaken; as well as by referring to the travelogues of the famous travellers. Nevertheless we can say that early tourism activity started from the time when we find evidence of travel; as in the case of business interaction between nations or ships sailing across oceans and seas for the purpose of business and so on. These evidences reflect on the tourism activity in Asia, Middle East and Europe.

Early empires such as Egyptian, Greek, Roman and Sumerian promoted travel for the purpose of business. One of the earliest accounts of travel for leisure was undertaken by Queen Hatsheput of Egypt to the land of Punt believed to be on the East coast of Africa. Records of this travel some 5000 years ago can be found recorded on the walls of the temple of Deir el – Bahri, located on the west bank of the Nile, opposite the city of **Luxor, Egypt**. Cruises were organised on river Nile for the pleasure of wealthy Egyptian while wealthy Roman and Greeks would also travel for pleasure. The reasons for this can be traced to the fact that Greek was promoted as a common language in the Mediterranean and Greek currency was acceptable as currency of exchange which helped the travellers from this empire



Temple at Deir el-Bahri depicting the travel to Punt

Source: Wikipedia

Similarly, expansion of the Roman Empire made travel easy with proper well laid roads and other modes of connectivity as well as the benefit of common legal system. Early ages also saw travellers travelling on the trade ships that piled on the Nile and Mediterranean but they were not pampered cruise ship travellers of present times. Rather, these travellers were known to carry their own food and servants to facilitate their travel. Thus travelling for pleasure was restricted to a few wealthy people. We find that even in the ancient times tourism activities took place due to some facilities that were available to the patrons or tourists such as disposable income, proper connectivity, common language and therefore ease of travel and security provided to them due to a common legal system.

Asia during this period had the well travelled “Silk Route”; acclaimed as the “greatest route in the history of mankind” to its credit. The **Silk Route** is a modern term referring to a historical network of interlinking 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**. This route gets its name from the lucrative Chinese silk trade that was done on this route. Indian spices also reached the western world through this route.

Silk Road is considered as the first bridge between East and West that was forged in 200 BC and was an important vehicle for trade between ancient empires of China, India, Persia & Rome. This route had proper trading posts as well as resting places for the traders and other travellers. This could be termed as the starting of business tourism of modern times. It is important to note here that the Silk Route was not a well mapped path but was a culturally diverse route spanning across 12,000 kilometres of ancient routes that was treaded upon by acclaimed explorers such as Alexander the Great and Marco Polo.

The importance of Silk Route in bringing together of the Eastern and Western cultures and societies is well documented. UNWTO has also 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.

#### FEW FACTS ABOUT SILK ROUTE

- It was the German geographer Ferdinand von Richthofen who first introduced the name “Seidenstrasse” (Silk Road) in 1870.
- The Silk Road was not a single route, but rather a complex network of overland and sea routes.
- Due to its premium value, silk was for a long time used as a form of money
- Traders barely travelled the entire Silk Road. Instead they carried goods only

on a small segment of the route, and then passed them on to the next trader who would carry them on to the next “hand-over”.

Source: UNWTO

[http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/introduction\\_to\\_the\\_silk\\_road\\_programme\\_eng.pdf](http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/introduction_to_the_silk_road_programme_eng.pdf)

Continuing with the tale of tourism in the early times, it was seen that during the Middle Ages, travel in Europe went on a decline. One of the reasons could be the fall of the Roman Empire which led to crumbling of legal system as well as the connectivity between cities of Europe. This period, the dark ages, though saw a surge in the pilgrimage travel in Europe. We can observe that travel and tourism flourishes most in the time of prosperity and in safe and secure environment.

#### ACTIVITY 1

The activity consists of two parts. The subject teacher can divide the students into two groups.

1. The first group will prepare a large map depicting the SILK ROUTE as followed in ancient times. Different students within the group can prepare parts of the map and then join together to form a large map. Similarly a new map depicting the new SILK ROUTE as identified by the UNWTO can be compared with the ancient route for understanding the concept of SILK ROUTE.
2. Second group of students can each pick up a destination or place along the SILK ROUTE and give presentation on the special merchandise of the destination – both in ancient times as well in modern times, along with their tourists’ destinations.

## 2.3 Renaissance and the Grand Tour

Renaissance or the age of new beginning, as you have studied in history followed the dark middle age in Europe. Renaissance was an era for cultural revival in Europe, especially in England. This was the time of travel for travelling for the learning and knowledge, known as Grand Tour.

The advent of Grand Tour era was in England, in the seventeenth and eighteenth century. Elitist wealthy young men specially nobles, scholars, diplomats and businessmen went on a Grand Tour of Europe, at times with tutor, for completing their education. This tour involved visit to various cities like Paris, Florence, Rome and other cultural centres in Italy and France where they acquired knowledge through the arts and sciences of the countries visited, and then returned to England- culturally stronger. The purpose 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.

Grand Tour soon became fashionable and a status symbol; and slowly the Grand Tour gave way to travel for leisure and the purpose of Grand Tour was changed and the original purpose lost. Nevertheless, Grand Tour plays an important role in Tourism history as this was the first time somewhat organised and planned tourism activity was taken up and for a long period of time, the first step towards modern tourism.



#### Cities Usually Travelled as a part of Grand Tour

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

Sometime during this time, in the eighteenth century, tourism industry also saw the advent of spas, baths and seaside beach resorts; mainly in England. Although Romans are known to have brought the concept of bath to England and rest of Europe; baths and resorts became very popular among the elites and upper class wealthy people of Britain. The spas and bath were not just popular as curative center with health benefits but they were also a place for social interaction, dancing and other social event, mainly a sign of social status and acceptance. One such destination was Bath in England, which became very popular among the aristocrats and wealthy for health rejuvenation and social events. Sea side resorts also saw a demand with medical professionals recommending the sea water bathing for people with body swelling and related medical problems. Medical practitioners also advocated the benefits of mineral water and natural geysers and springs. This saw

a surge in spas and travel for purposes other than business became popular. This shows that there was a demand for travel for leisure and health which was not exploited till then. The demand and popularity of spas and baths gradually declined in the early nineteenth century with the industrial revolution and the introduction of new destinations and new types of tourism.

#### ACTIVITY 2

Students will have to identify the cities that were part of the Grand Tour, collect information about the cities regarding their culture and tourist attractions. This activity can also be taken up in groups. A presentation of the information by the students along with photographs and brochures will be followed by question answer session. A report may also be collected from the students which can be evaluated later on as a part of the practical component.

#### Exercise-1

1. What do you understand by Silk Route?

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2. What is meant by Grand Tour?

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## 2.4 Industrial Revolution and Tourism

Industrial Revolution followed Renaissance and brought with it many social and economic changes which in turn affected tourism industry. The revolution started in England, followed by Europe and the United States. Historians have mentioned that tourism as we know today probably began during and after Industrial Revolution that saw the rise of the “middle class”; and in due course of time relatively inexpensive form of transportation. Industrial Revolution brought with it the shifting of population to the urban centers and increase in travel between cities and between urban and rural centers. The concept of leisure time or holidays also came along during this time. Initially for ordinary people any time off from

work was meant for religious purposes, therefore they were HOLY DAYS; hence the word HOLIDAY being used for day offs.

Tourism was also greatly benefitted from the steam engines which lead to rail travel as well as travel by steam boats and ships. Railways first started carrying passengers in 1830 in England, between Liverpool and Manchester. This was the mode of travel that led to the first organised tour in tourism industry. The credit for the first organised tour goes to Mr. Thomas Cook. He organised an excursion trip from Leicester to Loughborough, England on 5<sup>th</sup> 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 circulars 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 no wonder that at times Thomas Cook have been referred to as father of Tourism Industry.



**Thomas Cook**

Source : *Wikipedia*

This was also the age of leisure travel by Ships, especially transatlantic travel. Earlier times saw ships being primarily used for trade and commerce as well as for the discovery of new lands and military purposes such as war and battles. This age saw passengers taking up long distance travel mainly transatlantic travel i.e. travels between England and the United States by ships. This was one of the longest and most profitable routes for passenger ships. Some facts associated with travelling by ships are mentioned below:

- Transatlantic passenger service started in 1818 by the Black Ball Line of the United States.

- Samuel Cunard in 1839 started his 'British and North American Royal Mail Steam- Packet Company' later known as the Cunard Line between Liverpool and Boston.
- In 1840, the famous Cunard Line became the first to offer scheduled steamship service across the Atlantic.
- Two of the most important maritime advances occurred on land: the opening of the Suez Canal (1869) and the Panama Canal (1914).
- The number of passengers crossing the Atlantic rose sharply from 2, 00,000 in 1902 to more than one million in 1929.
- The passenger ship business continued to thrive for 13 more years even after World War II.
- 1958 is the Year of Importance as this was the **beginning of the end** of Ocean Liners since the first commercial jet airliner flew non - stop across the Atlantic in 1958
  - 25 companies and 70 ships were operating on transatlantic routes
  - as many people were crossing the Atlantic by air as by sea
- By year 1959 – 63% passengers flying by air as it was faster and safer

The changing face of the passenger ship and travel modes just goes on to show that time changes and brings with it new inventions which affect the way we perceive things. To survive in the tourism business one has to constantly re assess and re invent self.

## 2.5 Tourism in Modern Times

Modern Tourism era can be considered as the period from Second World War onwards. During these times, improved wage levels and working conditions allowed people to travel for leisure. This period also saw the real growth of the tourism industry, with the development of the jet aircraft in the 1950's and the creation of the commercial airline industry. Travel became faster and distances shorter, and with improved transportation and cheap travel modes, people took to travelling for leisure. The creation of the commercial airline industry also signalled the rapid growth and expansion of the international travel and tourism undertaken to satisfy the curiosity and interest in other lands, its people and culture.

Modern Tourism can be attributed to the marked change in the living standards, throughout the world. There has been an increase in the life expectancy of people as well as development

in the modes of transportation and technology. The tourism industry in modern times is a complex mix of mass tourism with sustainable and eco friendly tourism activities. Mass tourism refers to the package tour tourists who travel to a destination for the purpose of “doing” a destination and adding it to the list of “have visited” destinations. Sustainable tourism and other alternative forms of tourism on the other hand refers to the possibilities of undertaking tourism activities in such a manner that it leaves minimum carbon foot prints and affects on the local environment and community. Modern tourism also means adapting with the changing times. For example, passenger ships lost popularity as a mode of transport between destinations with the commercial airlines setting up business. This led to the exploration of new areas by passenger ships and now we have the ever popular Cruise Ships – which are both floating hotels giving way to floating cities. The cruise ships have now become very popular among tourists both as a destination itself and as well as the mode of transport between two destinations in the same region. Similarly, alternative forms of tourism are just a means of caring for our heritage for the future generation; to protect from tourism impacts. You will study about tourism impacts in the next unit.

Nevertheless, tourism industry has grown and adapted itself to meet the growing needs of the tourists. This has reinforced tourism industry and its growing status. It is felt that the potential for the growth in this field has hardly been tapped and realised. At the same time it is imperative to note that Tourism industry in the recent times have undergone and survived many crisis situation such as terror attacks viz. 9/11 twin tower attack and bomb blasts in UK and other nations, natural disasters such as tsunami, economic meltdown, manmade crisis such as war and war like situations, and health scare such as SARS and avian flu.

Even in the face of various types of crisis situations, tourism industry has bounced back. According to the latest *UNWTO World Tourism Barometer*, international tourism receipts continued to recover from the losses of crisis year 2009 and hit new records in most destinations, reaching an estimated US\$ 1,030 billion (euro 740 billion) worldwide in 2011, up from US\$ 928 billion (euro 700 billion) in 2010. In real terms (adjusted for exchange rate fluctuations and inflation), international tourism receipts grew by 3.8%, while international tourist arrivals increased by 4.6% in 2011 to 982 million. Further, according to *UNWTO World Tourism Barometer*, the international tourist arrivals crossed 1 billion tourists in 2012, for the first time in history. Over a period of time there have been a growth in mass tourism and satisfying the growing demand of the tourism industry has led to the development of one of the largest Industry of modern era - Tourism. This leads one to believe that the industry has learned from its history and the lessons learned have been applied to sustain the growth of tourism.

The growing international tourism has attracted the attention of every nation. The capacity

of 'Tourism' to provide employment opportunities and earn foreign exchange means that it is not only a major social phenomenon but also a major economic activity. All these numbers make tourism a highly profitable and desirable sector. However being a industry which is fragmented into many other industries: hotels, motels and other types of accommodation, restaurants and other food services, transportation services and facilities, amusements, attractions and other leisure facilities, gift shops and a large number of other enterprises – it is not always possible to maintain the growth factors. Yet due to the diverse nature of travel and tourism industry, it has created an interest in the academicians as well as industry professionals and researchers. Tourism and its trends are now considered as a subject worthy of study. Researches and studies are regularly being undertaken to understand the needs of the tourists even before the tourist can say it and cater to the same.

## 2.6 Tourism in India: An Account

India has an ancient tradition of travel and tourism; and inspiration about travelling is not a new one. It has existed informally since ancient times and was indulged in by all classes of people. In "Aitareya Brahmanam of the Rigveda" written about 3000 years ago, the prime dictum is to be like the SUN and keep on travelling tirelessly; travel and move on. In Sanskrit literature there are three terms for tourism derived from the root word 'atna'; wherein "atna" which means "going or leaving home for some other place for a short period". The three words are:

- **Tirthatan** meaning going out to places of religious merits.
- **Deshatan** meaning going out of the country, primarily for economic gains.
- **Paryatan** meaning going for pleasure and knowledge.

Tirthatan i.e. pilgrimage was and still remains one of the major types of tourism in India, a country with diverse cultures and religions. Pilgrimage is sacred to all religion as humans have a tradition of co-relating most desirable human activities to religion. Pilgrimage such as followers of Hinduism visit Char Dham (four religious centers) and have holy dip in all the sacred rivers of the country. While followers of Buddhism on the other hand visit places associated with Buddhism such as Bodhgaya, Sarnath, Kushinagar and so on. Travel for pilgrimage was also facilitated by the Kings and emperors of the time. For example, Ashoka the great, travelled a great deal in to spread the doctrines of Buddha. He was the one who planted trees along the road sides and built rest houses along the way. Emperor Harsha also built many institutions, monasteries and dharamshalas to facilitate travel, especially for pilgrimage.

The Arthashastra also reveals the importance of the travel infrastructure for the state, and the presence of well developed of mode of travel for military, commercial traveller

and civilian. Commerce and trade was another reason for travel. Silk route is one of the examples of travel for trade and commerce as Indian spices were one of the merchandise on this route. Account of travellers and history tells us that well maintained road with trees planted on both side and dharamshalas or rest houses along the way facilitated travel. During the rule of the Mughals, the emperors travelled extensively in the kingdom. The remains of the past like the mile stones, sarais and a network of roads and paths made all corners of this vast country accessible.

Travel in early times were not just limited to Indians travelling abroad but it also involved visitors visiting our country due to its rich trade links as well as the stories about India's culture and riches. Some of the fascinating and informative read are the travelogues of these foreign travellers. Some of these famous travellers are:

- “Herodotus” a Greek traveller to India. His work “Historica” gives a lot of information about Alexander’s invasion of India
- “Megasthenese” the Greek ambassador to the court of Mauryan Emperor Chandragupta Maurya wrote an account of the life during the time of the Chandragupta Maurya
- Unknown traveller wrote “Periplus of Arithen Sea”, information on Indian sea trade, ports and trade relations with western world.
- “Fahien” a Chinese traveller to India in the 5<sup>th</sup> century AD. His account is social life and Buddhism then the political events of that period.
- “Yuang Chwang” another Chinese traveller visited India in 7<sup>th</sup> Century AD and spent 16 years in India and described religious and cultural life of that period along with the political events.
- “Hsuang Tsang” (or “Xuangzang”, as he is referred to in China), the celebrated Buddhist scholar-pilgrim from China spent 14 years of his life, from 630 to 644 A.D.
- “Al – Masudi” an Arab traveller visited India in 941 to 943 A.D. and wrote about the Rashtra Kutas.
- “Abu Ryham” or “Alberuni” was a famous Arab traveller and a contemporary of Mahmud of Ghazani. He left a graphic, objective and unbiased description in his written work “Tahkik – ul – Hind”.
- “Marco Polo” a Venetian traveller visited South India in 1294 AD and gave valuable information on the economic history of India.

- “Ibn – Battuta” from Morocco visited India between 1333 and 1342 and wrote a Rehla i.e. Travelogue wherein he gave vivid account of the places in India that he had visited; he had visited length and breadth of India

Above lists only a few of the travellers to ancient India and it is indicative of the travel between various countries and India. One traveller who has given us the first travelogue in Hindi and in many other languages is Rahul Sankrityayan (April 9, 1893 – April 14, 1963), who is at times also referred to as Father of Hindi travel literature. He was one of the most widely travelled scholars of India and spent almost forty-five years of his life on travels away from his home. His travels took him all over the country as well as to a few foreign nations. The important point of notice is that he travelled mostly by using surface transport which makes his travelogues very interesting read. He was awarded Padmabhushan in 1963 and he received the Sahitya Akademi Award in 1958 for his book *Madhya Asia ka Itihaas*. He was a true traveller who has influenced both travel writing and literature of India.

Tourism as we know today started quite late in India. The extensive railways network has helped people with time and resources to travel. 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. The ITDC (India Tourism Development Corporation) was started to provide modern infrastructure and comfort to the guests, specially foreign tourist.

Although international tourist arrivals are very important for any country; for India domestic tourism was and always will be the mainstay of Indian tourism. This is due to the vast population of the country and the vast expanse and tourism attractions of our country. The movement of domestic tourists is always important for a country as foreign tourist arrival may get affected by various crisis situations but domestic tourism continues even in the face of adversities. Government also encourages domestic travel by giving paid vacation to its employees every couple of years under a scheme known as Leave Travel Concessions or LTC.

International Tourist Arrivals and tourism receipts of India are also showing an appreciable increase since the last couple of decade or so. India is being promoted as a destination of choice among the international tourists and the result is finally noticeable. Recent studies by the Ministry of Tourism show that the Foreign Exchange Earning (FEE) India in 2011 was US\$ 16.56 billion with an annual growth rate of 16.7% during this period. The number of Foreign Tourist Arrival (FTA) (provisional) for 2011 was 6.29 million with an annual growth

rate of 8.9% for this period. Yet in terms of global tourist arrival, the share of India has been insignificant as India is ranked at 38 with 0.64% of the Global Tourism share. This just goes to show that the potential of tourism in India is just opening up.

## 2.6.1 Tourism Circuits

You might have read or heard tourists and tourism professionals discuss tourism circuits. Often tourism stakeholders discuss the development of a particular circuit to increase the flow of tourists to that particular destination and thus help with the development of the place. Let us understand “circuit” by defining this term.

As per the Ministry of Tourism, Govt. of India, “a Tourist Circuit is defined as a route on which at least three major tourist destinations are located such that none of these are in the same town, village or city”. At the same time they are not separated by a long distance. It should have well defined entry and exit points. A tourist who enters at the entry point should get motivated to visit all the places identified on the circuit. The objective of having a tourist circuit is to increase the total number of visits to all the destinations on the circuit on the one hand and to provide to the tourist the attractions of all the destinations located on the circuit.

India with its vast and diverse mix of destinations has come up with many tourism circuits; such as the popular tourism circuits such as Golden Triangle, Buddhist circuit, and many more. Golden Triangle though is considered the most popular tourism circuit, especially with the international tourists. This circuit involves the three important tourism destinations of North India namely Delhi – Agra – Jaipur. The popularity of this triangle can be gauged by the fact that often international tourists enter the country through Delhi, visits Delhi and then travels to Agra and Jaipur before departing again from Delhi.



**Golden Triangle**

Source: <http://www.goldentriangle-india.net>

Similarly, Buddhist circuit involving the various destinations linked with the life of Lord Buddha is strung together. Destinations in the Buddhist Circuit include Sarnath, Gaya, Kushinagar and so on. It is important for tourism professional to be aware of the different tourist circuits both for informing the tourists as well as for the expansion of the business.

### ACTIVITY 3

Students should prepare a file with information regarding the destinations in their region of residence which can be considered to be part of a new tourist circuit. The idea is to identify new tourist circuits. This can be in the form of a report that can be evaluated later for the purpose of practical examination.

### Exercise-2

1. What is the role of Thomas Cook in modern tourism?

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2. What is the importance of pilgrimage in tourism?

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## 2.7 Summary

In this unit you have learned that past holds the key for identifying the factors promoting and hindering tourism. The history of tourism in the ancient world was discussed and how it has changed over the ages. The account of foreign travellers to India is fascinating as we get to learn about our country from these travelogues. The major events affecting global and Indian tourism such as the first railway trip, first passenger ship, first commercial airline and so on and their co - relation with tourism were discussed. Finally in this unit we have discussed the changing face of tourism industry.



## UNIT-3

# CONCEPTS OF TOURISM

### Contents:

- 3.0 Unit Overview & Description
- 3.1 Introduction
- 3.2 Tourism System
- 3.3 Tourism Motivators
- 3.4 Barriers to Tourism
- 3.5 Forms of Tourism
- 3.6 Types of Tourism
  - 3.6.1 Introduction to MICE
- 3.7 Types of Tour Packages
- 3.8 Defining Tourism Impacts
- 3.9 Summary

### 3.0 Unit Overview & Description

This unit will introduce students to the factors that form the concept of Tourism. Student will get acquainted with some of the factors that promote or hinder tourism activity. This unit will help students to:

- understand the concept behind tourism activities
- develop awareness about the various factor that motivate tourists as well as the

factors that hinder the growth of tourism activities.

- acquaint themselves with the forms and types of tourism
- learn about the types of tour packages available
- understand how tourism activities have various types of impact on a destination

### **Resource Material:**

Activity Sheet, Resource for Role Play, Pen, Projector and Computer, Half day city tour to a tourism place of interest such as a museum or monument.

## **3.1 Introduction**

Tourism as we know today is a modern phenomenon that has developed and grown over the years. In the previous unit you have studied how tourism industry have grown and changed in the past few years with the change in the taste and choice of travellers and visitors. Yet there are some basics factors that have in the past driven tourism and are still driving tourism industry in the modern times. These are the factors that make one destination more popular over another, one person to take a tour, develop new type of tourism, and so on.

In this unit let us start by discussing the Tourism System – the mechanism of operations in the tourism industry. Primary objective of this unit is to give you an insight about tourism operations.

## **3.2 Tourism System**

Every activity, mechanism has a system and a procedure that it follows. Tourism also has a system, a proper method that involves many factors such as destinations, tourists and their activities. Destination, as you know, is the place that a tourist decides to visit for its attractions. The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip (UNWTO). There are also possibilities of many touristic activities in the destination such as visit to historic site, theme park and so on. Tourism system is studied to understand what and how of Tourism. Leiper in 1990 updated an earlier model of 'Tourism System' to signify this change in studying tourism.

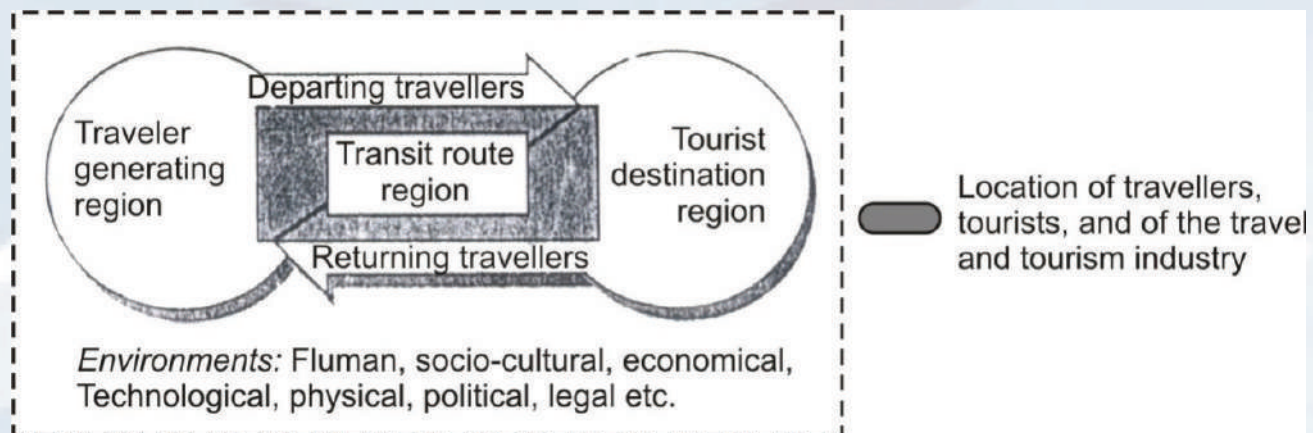


**illustration 3.1: Tourism System**

Source: Leiper, 1990

There are three basic elements in Leiper's model of tourism system –

1. **Tourist-** Tourist is the one undertaking tourism activities and is mentioned as traveller in the above Tourism System model.

2. **Geographical Elements-**

- a) Traveller Generating Region–the region from where the tourists take tours and start their journey to go to a destination of choice.
- b) Tourist Destination Region–the region of choice which is the destination of tourists from the generating regions.
- c) Transit Route region–the Region through which the travellers go from traveller generating region to the tourist destination region. The transit route region includes both the short period of travel from their home region to the destination and other places on the way that the tourists may stop to visit.

Transit route, as explained by Leiper, is the area or region that is visited en route: "There is always an interval in a trip when the traveller feels they have left their home region but have not yet arrived where they choose to visit".

3. **Tourism Industry** - The third element of Leiper's model is the tourism industry, which we can think of as the range of businesses and organisations involved in delivering the tourism product. The model allows the location of the various industrial sectors to be identified. The tourism industry is shown in dark colour primarily in the transit zone as tourism industry plays the role of travel facilitators in this region. Similarly tourism industry is also shown at work in the tourist generating and destination region, probably for the purpose of marketing and promotion.

All these tourism activities take place in the environment - of political decisions, socio – cultural conditions, technical updates and so on.

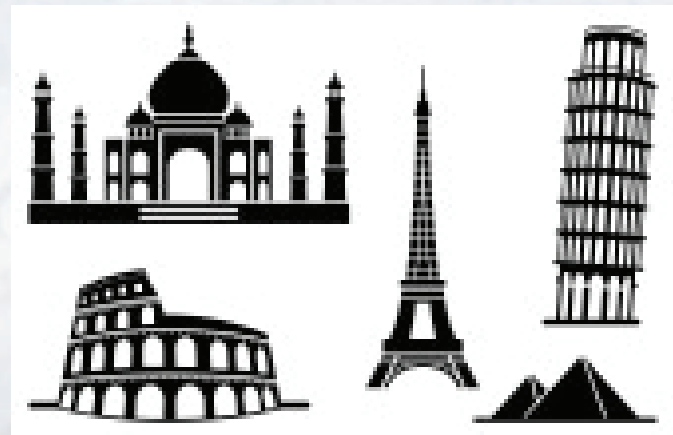
The tourism system is often referred to as the push – pull factors based tourism system. There are certain factors in the Traveller Generating Region that “pushes” i.e. motivates a tourist to go on a tour while certain factors i.e. tourist attractions at the Tourist Destination Region which “pull” the tourists to it. This is the Tourism system wherein “push and pull factors” have to work simultaneously in sync with each other for any tourism activity to take place.

#### PUSH FACTOR



Working before Computer

#### PULL FACTORS



Tourist Attractions

Understanding the tourism system helps us in identifying the “push and pull factors” involved in tourism activity. Once these factors are identified, the same can be replicated successfully in new upcoming tourism generating and destination regions.

#### Exercise-1

1. **Activity:** Discuss the push and pull factors related to the last tour taken by you.
2. What are the geographical elements of the Tourism System?

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### 3.3 Tourism Motivators

In the previous section you have read how the push and pull factors help the tourism system to work. These push factors can also be categorised as the motivation factor for traveller to move out of their home region for tourism activity. Motivation can be described

as a driving force within individuals that impels them to action. McIntosh, Goeldner and Ritchie state that there are four categories of motivation seen in tourism:

1. **Physical Motivators** are those related to the refreshment of body and mind, health purposes, sport and pleasure. These groups of motivators are seen to be linked to those activities which will reduce tension.

These motivators push people to travel to those tourism destinations where physical activities can be taken pursued.



Skydiving



Hiking

2. **Cultural Motivators** are those identified by the desire to see and know more about other cultures, to find out about the natives of a country, their lifestyle, music, art, folklore, dance, etc.



Manipuri Dance



Handicrafts

These motivators push a person to travel to destinations which provides an opportunity to visit historical monuments, participate in music concerts, dance recitals and so on.

3. **Interpersonal Motivators** mean this group includes a desire to meet new people, visit friends or relatives, and to seek new and different experiences. Travel is an escape from routine relationships with friends or neighbours or the home environment or it is used for spiritual reasons.

This motivator factor sees tourist travel and go for home stays so as to experience new culture while forging relationship during the period. This motivator would also mean that one would travel to a destination to attend a family / friend wedding.



Visiting Family, Friends & Relatives (VFR)



Attending a Wedding in the Family

4. **Status and Prestige Motivations** include a desire for continuation of education (i.e. personal developments). Such recognition and attention from others, in order to boost the personal ego. This category also includes personal development in relation to the pursuit of hobbies and education.



Pursuing Hobby



Educational Tourist

### 3.4 Barriers to Tourism

Motivators are the factors that push people to participate in the activity of tourism; similarly we have barriers that deter people from participating in the tourism activities. “Barriers” may be taken as certain conditions in the environment that interfere in ideas or thoughts

and thus prevent the individual from making decisions; in case of tourism, deter from taking decisions that are pro-tourism. These negative factors that dissuade people from undertaking travel to a particular destination are termed barriers to tourism. The negative factors that dissuade or discourage people from undertaking travel can be intrinsic to the individual or existing in the external environment. Some of the barriers to travel are listed below:

1. **Lack of Leisure Time:** Many a times people cannot leave their business, jobs, profession, educational or other commitments for taking a vacation. Women have less leisure time than men because more of their time is spent in and around their families. Family size and family lifecycle also affect demand and time for tourism activity.



**Making Time for Vacation**



**Vacation on the Beach**

2. **Economic Factor:** Tourists like any other consumer, operate within certain monetary constraints. The monetary constraint for tourism activity is more as it is considered to be a leisure and recreational activity wherein the ability to participate in tourism activity is dependent on discretionary income i.e., the income left over when tax, housing and the basics of life have been accounted for. So, if discretionary income falls, the demand for tourism will decrease. This was very much evident during the global recession when people lost their jobs or had their salaries cut; a dip in the growth of tourism sector was visibly noticed.



**Money is needed for Tourism Activity**

3. **Physical Limitations:** Poor physical fitness, health and physical limitations keep many persons at home, away from tourism activities. There can be three principle reasons for physical limitations – a) People with disability; b) Senior citizen bound by physical limitations; and c) Poor physical fitness, health issues or pregnancy and these issues may restrict people from taking up tourism activity.



**Physical Disability as Tourism Barrier**

4. **Space/Distance:** Proximity of the destination from the tourist's originating region affects travel choice. If there is no proper connectivity, tourist may opt out of long-haul travel, irrespective of the attractions of the destination and settle for a more accessible destination.
5. **Family Stage:** Parents of young children or with senior citizen parents often do not travel because of family obligations and inconvenience. At times single people do not travel because of the lack of a travelling companion; although these days many single traveller groups are active. A teenager may not travel since the travel plans are dependent on parent's decision.

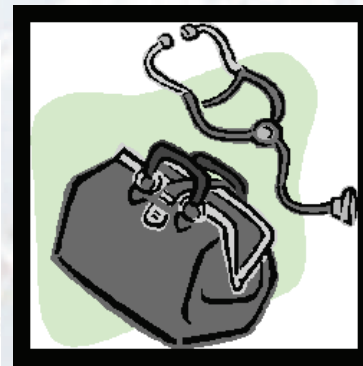


**Family with Young Children**

6. **Safety and Security:** Political unrest, wars, governmental advisories and negative publicity about a destination creates doubt and fear in the mind of the prospective visitor. In the modern world, post 9/11, terrorism has turned out to be the major deterrent to travel. For women, travelling alone at times is considered as unsafe and therefore causes problem and so on. At the same time, for many, health has also become a major tourism safety issue. For example, the decline witnessed in the global tourist traffic during the SARS and Swine flu outbreak.
7. **Infrastructure:** Tourism activity is highly dependent on the infrastructure being provided to the tourist. No matter how beautiful a destination is, tourists will not be visiting the destination in the absence of adequate infrastructure, such as adequate/poor local ground transportation, hygienic conditions around attractions, shortage of electricity and availability of drinking water, Poor condition of buildings and monuments, overcrowded destinations and attractions and so on.



**Sanitation Services**



**Medical Services**

8. **Political:** Government policies can also act as barrier to tourism. These government policies can be related to a) Government tax policies; b) Restriction on the entry of charter flights; c) Hassle at customs and immigration; d) Government regulations through visa restrictions, both at the country origin or at the destination
9. **Communication and Technology:** Information technology is helping in the tourism operations but it also means that media communications need to be extensive in terms of marketing for any destination to register with the tourists. In the event of less marketing activity tourists may not be aware of destinations for tourism activity of their choice.

Language also becomes a major barrier once the destination does not provide a tourist facility to communicate in the language he/she speaks or understands. Thus, the destination in question does not pull tourists to the destination.

10. **Lack of Interest:** Not aware of a pleasant travel destination due to the lack of

interest on the part of prospective tourists is a major tourism barrier; which is difficult to be overcome.

The above barriers in tourism need to be acknowledged and overcome by the tourism promoting agencies both at the traveller generating region and tourist destination region; for initiating successful tourism activities.

#### ACTIVITY 2

Subject teachers will ask the students to prepare a questionnaire of 6 – 10 questions to identify travel motivation as well as barriers of travel among tourists and potential tourists. For example, questions other than demographic can be as below:

1. When did travel last?
2. Who were the travel partners?
3. Was the travel related to work or vacation?
4. If on vacation, where did you travel to and why?

And so on.

The idea is to identify travel motivators as well as travel barriers among the tourists; and record them for discussion in the classroom. A minimum of 10 and maximum of twenty five questions can be filled up by each student. If possible, students may also find means and ways to overcome the travel barriers identified.

#### Exercise-2

1. What is meant by tourism motivators?

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2. Name any four barriers to tourism with suitable examples, from your own travel experiences.

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### 3.5 Forms of Tourism

Tourism is the movement of people in large number, within and across national borders. This leads to the necessity of identifying different forms of tourism; for the purpose of statistical analysis and understanding the flow of tourism; mainly for the purpose of calculating economic impact of each tourism activity undertaken by tourists. 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.

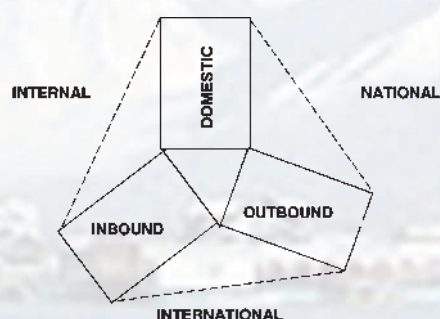


illustration 3.2 Forms of Tourism

Source: World Tourism Organisation

The illustration gives us a fair idea about the linkages of the different forms of tourism. To study the economic benefit of tourist movement, the forms are further combined to derive the following categories of tourism:

1. **Internal Tourism:** comprises domestic tourism and inbound tourism, that is, the activities of resident and non - resident visitors within the country of reference as part of domestic or international trips;
2. **National Tourism:** comprises domestic tourism and outbound tourism, that is, the activities of resident visitors within and outside the country of reference either as part of domestic or outbound trips;
3. **International Tourism:** comprising inbound and outbound tourism, that is, the activities of resident visitors outside the country of reference either as part of domestic or outbound trips and the activities of non - resident visitors within the country of reference on inbound trips.

## 3.6 Types of Tourism

Tourism activity is now available in many types, in order to meet the requirements and expectation of tourists. Each type of tourism is on offer to meet a certain purpose from the trip. According to UNWTO, purpose of tour can be mainly of two types – Personal and Business. All the other purpose of travel originates from these two main purposes. Based on the purpose of travel, the types of tourism available are mentioned in the Illustration 3.3.

In the illustration you can see that the types of tourism changes to meet the specialised needs of the tourists at every step. Tourists travel for education, cultural knowledge, leisure, cruises, wildlife safaris, rural tourism, business, and so on. One type of tourism that is popular both with industry as well as the tourists is known as the **Special Interest Tourism or SIT**, as it is commonly known. For example - SIT can be a special tour for the Botany students coming from United Kingdom for visiting the botanical gardens of India. It can also be “Root Tourism” wherein people of Indian Origin (PIO) travel to India to trace their “roots” i.e. ancestors in India.

### 3.6.1 Introduction to MICE

MICE Tourism, an acronym for Meeting, Incentive, Conference and Expositions, is rapidly becoming one of the popular types of Tourism.

**Meetings** as you understand refer to the meetings for the purpose of deliberation on matters related to business, academics, administrative matters, mergers and so on. The meetings can be in- house and can also need travel to other cities, thus leading to tourism.

**Incentive Tours** are usually offered by organisation as an incentive i.e. motivation for better performance; in terms of sales by employee or employee productivity. For example a golf package offered to top producers at Ford Motor Company and so on.

**Conferences** refer to the conferences, seminars or symposiums that are held to deliberate over issues that may affect one industry or sector. Conferences are called by academic bodies, associations as well as other bodies related to a particular industry.

**Expositions** refer to expositions, exhibitions, trade fairs and events that held to showcase some product or culture. For Example – Auto expo held annually in New Delhi or Art exhibitions and Fashion week held in the major cities of India and world.

**MICE** Tourism is popular with Tourism industry since business travel needs to be taken up even when one does not have time for recreational activities. This type of tourism is a

growing and expanding area of Tourism activity and many studies are being taken up by agencies to profile the tourists who are part of the MICE business and understand their needs. You will read more about this segment later.

#### ACTIVITY 3

A group visit to a Conference/Convention facility to understand the requirement of the facility both in terms of technology and man power is a must. If possible students can participate in conference or seminar or volunteer in a corporate event to understand the requirements of this industry.

A report, highlighting the qualities and responsibilities of an employee working with such an establishment, must be submitted to the subject teacher after the visit.

#### Exercise-3

1. What is the need of understanding forms of Tourism?

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2. What is meant by Special Interest Tourism? Give two examples of possible SIT packages.

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3. What do you understand by MICE?

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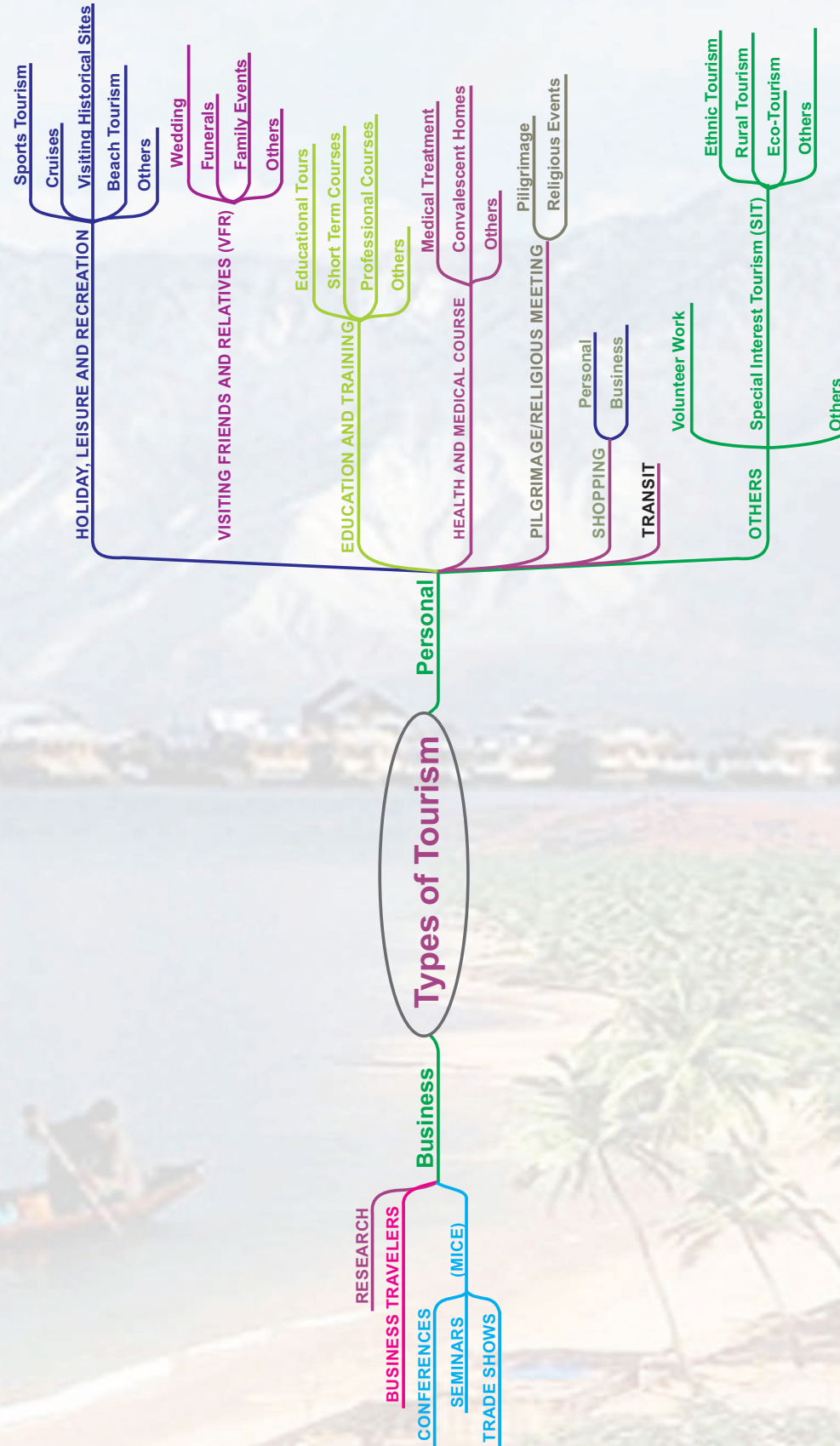


illustration 3:3: Types of Tourism (Based on Purpose of Travel as given by UNWTO)

### 3.7 Types of Tour Packages

In the previous section you have read about the various types of tourism possible. This leads to the question of how can one participate in these tourism activities. Tourism professionals offer tour packages for a price for this purpose.

A **tour** is a pre-arranged (but not necessarily prepaid) journey, which includes accommodations, transportations, food services and entertainment, to one or more destinations and back to the point of origin. Tour package usually has a predetermined price, length of time and features, but can also offer options for separate purchase. Tours that include all services for one price are called all-inclusive tours.

All - inclusive tours can be of two type based on the one taking part in the tourism activity.

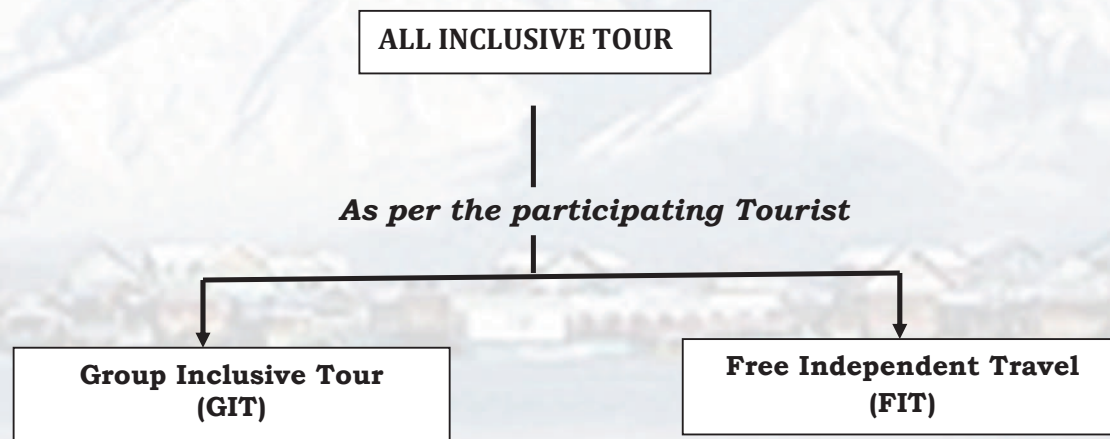


illustration 3.4: Types of Tour

**Group Inclusive Tour (GIT)** – wherein the tourist travels in the company of other tourists, in a group. A group usually comprises of 15 or more tourist or passengers, commonly referred to as “Pax”, travelling together. GIT often require a certain number of travellers in order to go ahead or it becomes a financial cost rather than profitable to the tour operator. It is also worth noting that there are also a maximum number of travellers on group tours, as number of passengers are determined by the mode of transport - coach or bus that will be used for the tour.

The *second type* - **Free Independent Travel (FIT) or Free Individual Traveller (FIT)** – wherein either one tourist or couple of tourists travel on a pre fixed tour specially made to suit the requirements of the tourist/s. The components of the FIT itinerary may resemble a package, but the itinerary is custom-built for the traveller.



### Tourists as Foreign Individual Traveller

The all inclusive tours are often categorised as readymade tour package and tailor – made or customised tour package depending the type of itinerary used in the tour package. An **Itinerary** is the travel schedule that provides all details of the tour such as the flight numbers, departure times, reservation confirmation numbers, etc. and also describes the planned activities to be taken up during the tour period.

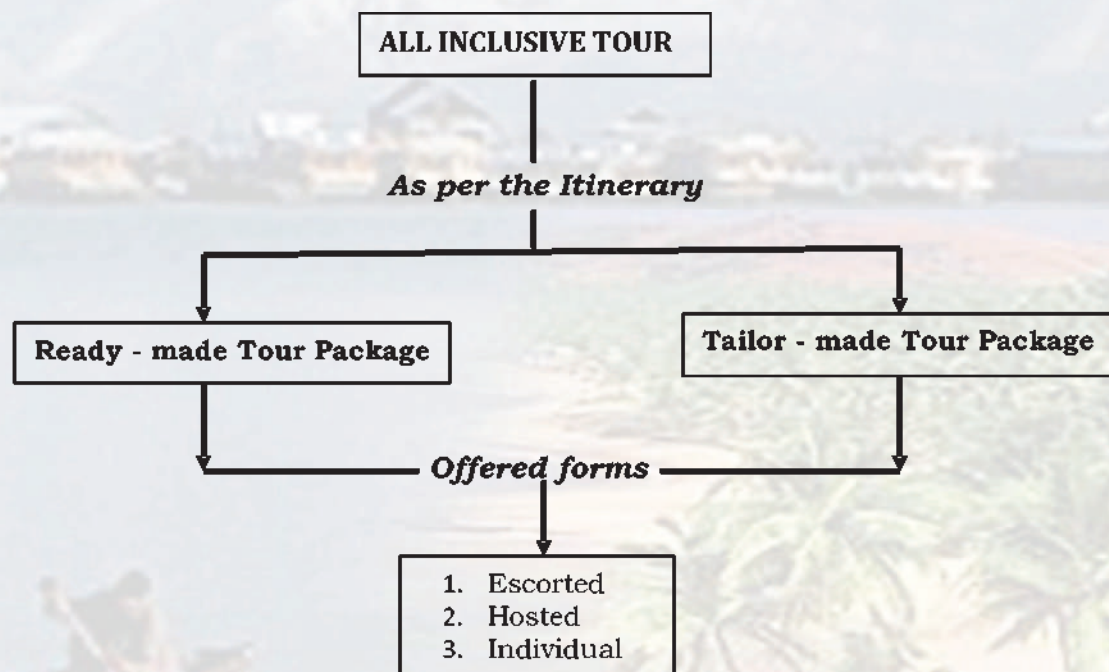


illustration 3.5: Types of Tour Packages

**Ready - made tour packages** are the tour packages on a pre - fixed itinerary. The price of tour, the services, number of Pax and the length of tour, etc are all pre – decided by the tour company. The customer can buy the pre – decided package as offered.

**Tailor – made tour package** or **customized tour**, as the name suggests makes changes

to include or change accommodations, transportation, sightseeing and other services in the tour package as per the requirement of the tourist. Usually it is seen that FITs go more often for tailor made tour packages than GITs.



**Tourists in a Group**

The tours when offered to the tourist can be in three forms:

1. **Escorted Tour:** In this type of tour an escort, either local or from the country of origin of tourist, travels with the tour from the beginning of the tour till end; in order to facilitate their tourists. The escorted tours usually uses local guide services at different destinations and sites.
2. **Hosted Tour:** In this type of tour, a new host meets the tour group at each destination. The hosted tours also usually uses local guide services at different destinations and sites.
3. **Individual Tour:** In this type of tour the tour member/s travels on their own without any escort or host. The services of local guide are engaged as and when required.

One more type of tour is often referred to in the tourism industry - **Familiarization Tour** also known as **FAM** tours. This is a complimentary or reduced-rate travel program for travel agents, tour operators or other travel buyers, designed to acquaint participants with specific destinations or suppliers such as accommodation and transport, so as to stimulate the sale of travel to the destination. Familiarization tours are also known to be offered to travel journalists as research trips for the purpose of cultivating media coverage of specific travel products.

### **3.8 Defining Tourism Impacts**

Tourism in any destination leads to a lot of interaction between the guests i.e. tourists and hosts i.e. locals. The guests interact with the hosts in order to buy products, services, eat the local cuisine, participate in the local events and so on. This interaction between

two different groups of people leads to some influences on both the host and the guest community of a destination. The changes that can be seen in the environment and community over a period of time, possibly due to the tourism activities are known as the **Impacts of Tourism**.

The Impacts of Tourism are usually categorized in three types for the ease of understanding the phenomenon:

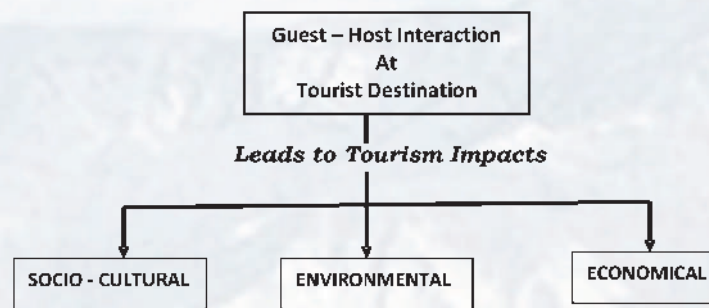


**illustration 3.6: Types of Tourism Impacts**

- i) **Socio cultural:** Certain effects on the host communities can be observed due to the direct and indirect relationship with tourists as well as the interaction with the tourism industry. The impacts can be both negative and positive.

**For example:**

**Positive Impact** - Renewal of cultural pride as tourists visits help the locals to revisit their own culture and heritage; and thus enhancing a sense of belonging and helping to preserve traditional arts & crafts

**Negative Impact** - Demonstration Effect is the commonly cited negative impact of tourism wherein the locals start adopting the dressing, eating habits, language and behavior of the tourists. This leads to cultural degradation and local customs are disordered.

- ii) **Economic:** Tourism industry is often quoted to be the largest employer in the world. Therefore, it is understandable that tourism activity has both positive and negative impacts on both the local and guest community.

**For example:**

**Positive Impact** – Gives rise to employment in the local destination region as well as in the guest tourist generation region.

**Negative Impact** – Gives rise to Inflation as demand of the consumer products increases which leads to increased price of goods, services, land, housing, in short cost of living.

- iii) **Environmental:** Tourism activity is greatly related to the physical environment of a destination and any tourism activity affects it – both positively as well as negatively.

**For example:**

**Positive Impact** - Protection of selected natural areas and prevention from further ecological decline can be seen in National Parks and Wildlife Sanctuaries as a result of tourism activities; as it requires regular environmental audits

**Negative Impact** - Transport by air, road, and rail is continuously increasing in response to the rising number of tourists and their greater mobility. This leads to emissions and air pollution. One study estimated that a single transatlantic return flight emits almost half the CO2 emissions produced by all other sources (lighting, heating, car use, etc.) consumed by an average person yearly.

Considering the impacts of tourism it is imperative that any tourism activity should be based on proper planning at all levels and in consultation with the local community.

**ACTIVITY 4**

Three or more groups of students can be created to identify the impacts – both negative and positive of tourism in their city and neighbouring areas. Each group/team will collect detailed information about one aspect of tourism impact.

Sharing of information should also include solutions to curb negative impacts of tourism.

**Exercise-4**

1. What are the types of tour packages available?

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2. What is meant by the socio – cultural impact of Tourism?

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### 3.9 Summary

In this unit you have been introduced to many commonly used terminologies of tourism such as Destination, Pax, SIT, GIT, FIT and so on. As a student of tourism these commonly used terminologies will help you understand the business of tourism better. As now you understand the Push and Pull factors and their role in tourism. Further, now you are in a better position to understand the motivators and barriers of tourism. Most importantly the impacts of tourism in the last section has brought it out that for any action there is a reaction; therefore tourism activities need to be properly planned and then executed.



## UNIT-4

# TOURISM COMPONENTS-I

### Contents:

- 4.0 Objective
- 4.1 Introduction
- 4.2 Defining Attractions
- 4.3 Types of Attractions
- 4.4 Accessibility – Modes of Transportation and Significance.
  - 4.4.1 Surface Transport
  - 4.4.2 Air Transport
  - 4.4.3 Water Transport
- 4.5 Amenities: Health and Hygiene, Security.
- 4.6 Summary

### 4.0 Unit Overview & Description

You have been introduced to the components of tourism in the previous units. In this unit we will discuss the components of tourism in details. After reading this unit you will be able to:

- define attraction.
- understand various types of attractions.
- identify the different modes of transport.

- understand the importance of transportation in the promotion of tourism.
- comprehend about the role of health, hygiene and security amenities at destination.

### **Resource Material:**

Activity Sheet, Maps, Pen, Projector, Computer, Tourism related Brochures and Pamphlets.

## **4.1 Introduction**

When we think of tourism, we think primarily of people who are visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and having a good time. They may spend their leisure time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading, or simply enjoying the environment. From the time a decision is taken to visit a particular destination for the purpose of travel, till the time a tourist returns home, a wide range of activities take place and involves many components and organisations. In fact tourism industry is a mix of the output and services of different industries and services. The Involvement of large number of tourists with a wide range of activities first in their own country before their departure and later on in the host country has made tourism an increasingly important activity of great magnitude. The present day tourism is the outcome of the combined efforts of its various constituents. The force behind this very complex activity encompassing a wide range of relationships in tourism is a phenomenon and its various components are very essential. So in order to understand tourism systematically, it is necessary to know the various components which together contribute to make tourism happen. The components of tourism industry are varied and are ranging from small scale business operating at local level to multinationals. For example a fast food outlet at an airport is a component of the tourism industry as is an airline or a hotel for it has its own serving purpose for the tourists. Moreover, these different components are closely interlinked to each other. The linkage is there in spite of the competition within one set of components. This unit discusses the important and basic components of tourism i.e attraction and accessibility. Knowledge of these basic components is the pre requisition for tourism professionals and students perusing tourism studies.

## **4.2 Defining Attractions**

Attraction means anything that creates a desire in any person to travel there. A physical or cultural feature of a particular place is that individual travellers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. Such features may be ambient in nature (eg. climate, culture, vegetation or scenery), or they may be specific to a location, such as a theatre performance, a museum or a waterfall. It is

considered as the most important basic component of tourism. A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities. Some examples include historical places, monuments, zoos, aquaria, museums and art galleries, botanical gardens, buildings and structures (e.g., castles, libraries, former prisons, skyscrapers, bridges), national parks and forests, theme parks and carnivals, living history museums, ethnic enclave communities, historic trains and cultural events.

The attractions of tourism are, to a very large extent, geographical in character. Location of the attraction i.e inland or coastal position and accessibility i.e the means or convenience with which the tourist place can be reached is important. Natural resources consisting of mountains, lakes, rivers, waterfalls, glaciers, deserts etc are strong forces attracting large number of tourists to visit them. Great natural wonders such as the Niagara falls, the geysers of Iceland, the forests and wildlife of Africa, the mighty Himalayan rivers, hill stations and lakes of north Indian states are source of great interest to large number of tourists and have become the basis of an expanding tourism industry.



**Strokkur Geyser, Iceland**



**Bhagirathi River at Gangotri**

Climatic conditions (weather conditions-hot/cold, moist/dry and seasonality) are of special significance. Millions of tourists from countries with extreme weather climates visit beaches and hill stations in search of fine weather. Hill stations and beautiful beaches of India, Sri Lanka, Australia and Thailand and some other countries are examples of what good weather can do.

In tourism, very often you will come across terms like tourism resources, tourism products, tourism sites and destinations. Tourism is considered a product because just like any product, it is something that attracts “buyers”. “Buyers” are those tourists who visited different places and enjoy the activities and adventures it offers them. And when there are tourists, it means income. It is a chain reaction. If the place tourists visited earned good through their products and services that means additional tax for the country. This is why governments really encourage tourism in their country. It is also one way of attracting

investors. This is a simple explanation on why tourism is also a product. Tourism experience is the result of a number of products and services that are consumed by the tourist during his travel. It includes physical objects, services, persons, places, organizations and ideas.

Tourism resources, products or destinations are places that attract visitors for a temporary stay, and range from continents to countries to states and provinces to cities to villages. At the foundation level destinations are essentially communities based on local government boundaries. The WTO offered the following working definition of a “local tourism destination”: “A local tourism destination is a physical space in which a visitor spends at least one overnight”. It includes tourism products such as support services and attractions, and tourism resources within one day’s return travel time. A destination is both a site and an event, and these two factors are the attractions. In a site attraction, a location exercises appeal like the lakes of Kashmir, coastline of Goa or the Taj Mahal complex. In case of event, tourists are drawn to a particular place because of what is happening at that location like Olympic Games, Boat race in Kerala, Dance festival at Konark. Destinations can be spread over a wide geographical area. The attraction to a destination lies in the attraction it offers or the image it has. For example, many tourists think of India as a single destination. For some India is a land of Temples whilst for many its attraction lies in Mughal Forts and Palaces. Many reject India because it is strange and therefore fearsome and for many the poverty of India is a deterrent. In fact the image of a destination depends on a variety of factors like attitude of host population, civic amenities, natural setup, accessibility and available facilities and services.

## 4.2 Types of Attractions

Tourist attractions can be naturally attractive like mountains, hill stations, lakes or they can be designed with manmade or artificial attractions like theme parks, historical complexes or holiday villages. There are basically three types of attractions:

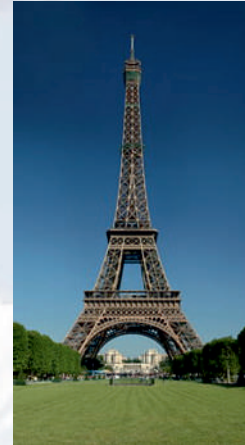
- natural Attractions.
- man made or Built Attractions.
- symbiotic Attractions

A Natural tourist attraction would be somewhere that was not built by humans but has always existed or was created at some point by processes on Earth, e.g Dal Lake, Niagra Falls, and beaches. Natural attractions are very important factors in tourism. Scenery consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, is strong forces attracting people to visit them. Thousands and thousands of tourists are attracted by the northern slopes of the Alps in Switzerland and Austria and the southern slopes at Italy and also Himalayan Mountain slopes of India and Nepal.



**Jog Falls in Karnataka**

Source: Wikipedia



**Eiffel Tower**

Source: Wikipedia

**Built or Manmade Attractions** are any object that a person might travel to see which exists because a human being created it, such as the Statue of Liberty, Disney World, the Eiffel Tower, the Pyramids, the Taj Mahal, Mount Rushmore, the Great Wall of China, and so on, is a man-made attraction. It includes monuments, museums, archaeological and historical sites etc. Tradition in form of fairs and festivals, arts and handicrafts, dance, music, folklore, native life and customs and entertainment in form of amusement and recreation parks, sporting events, zoos and oceanariums, cinemas and theatre, night life and cuisine are examples of man-made attractions. India is truly a land of monuments. In whatever part of the country one moves, one finds numerous structures of temples, mosques, archaeological and historical sites. This is an enormous wealth and undoubtedly contains great tourism potential. Similarly the sculptural wealth and other objects of culture such as coins, paintings, handicrafts etc make India a veritable tourist attraction. Some part of this treasure has been successfully housed and displayed in the museums. These manmade attractions had become the flag-bearer of India's cultural heritage and the primary tourist attractions.

**Symbiotic Attractions:** Some tourism products do not fall into the above categories. Wildlife sanctuary, Marine parks, aero products and water sports, flower festivals are the example of tourism products which are a blending of nature and man. Nature has provided the resource and man has converted them into a tourism product by managing them. National parks for example, are left in their natural state of beauty as far as possible, but still need to be managed, through provision of access, parking facilities, limited accommodation, litter bins etc. Yet the core attraction is still nature in this category of product. These products are symbiosis of nature and man.

Another example of symbiotic attractions is the case of adventure sports, where the tourists can be participants. Adventure tourism involves participating in adventure activities mostly in natural environment. For example: white water rafting, one of the most important and exciting water sports, which involves riding down water rapids in an inflatable raft which is used to negotiate fast flowing rivers. Another adventure sports - skiing is the practice of

sliding over snow covered mountain slopes on runners, called skis, attached to each foot. The adventure tourism activities are good example of symbiotic attractions; since people have to travel to the destination that will offer the natural resources such as mountains, rapids or open space for the adventure activities.



**Rafting at Zaskar, Ladakh**

Source: Wikipedia

#### ACTIVITY 1

A game is to be conducted in the class by the subject teacher which will help to the students to identify the different types of attraction and clear their concept regarding the same.

Students will be divided into two groups. Each group will show a photograph or picture of attraction and the other group will identify the type of attraction category the attraction belongs to.

#### Exercise-1

1. Define attraction.

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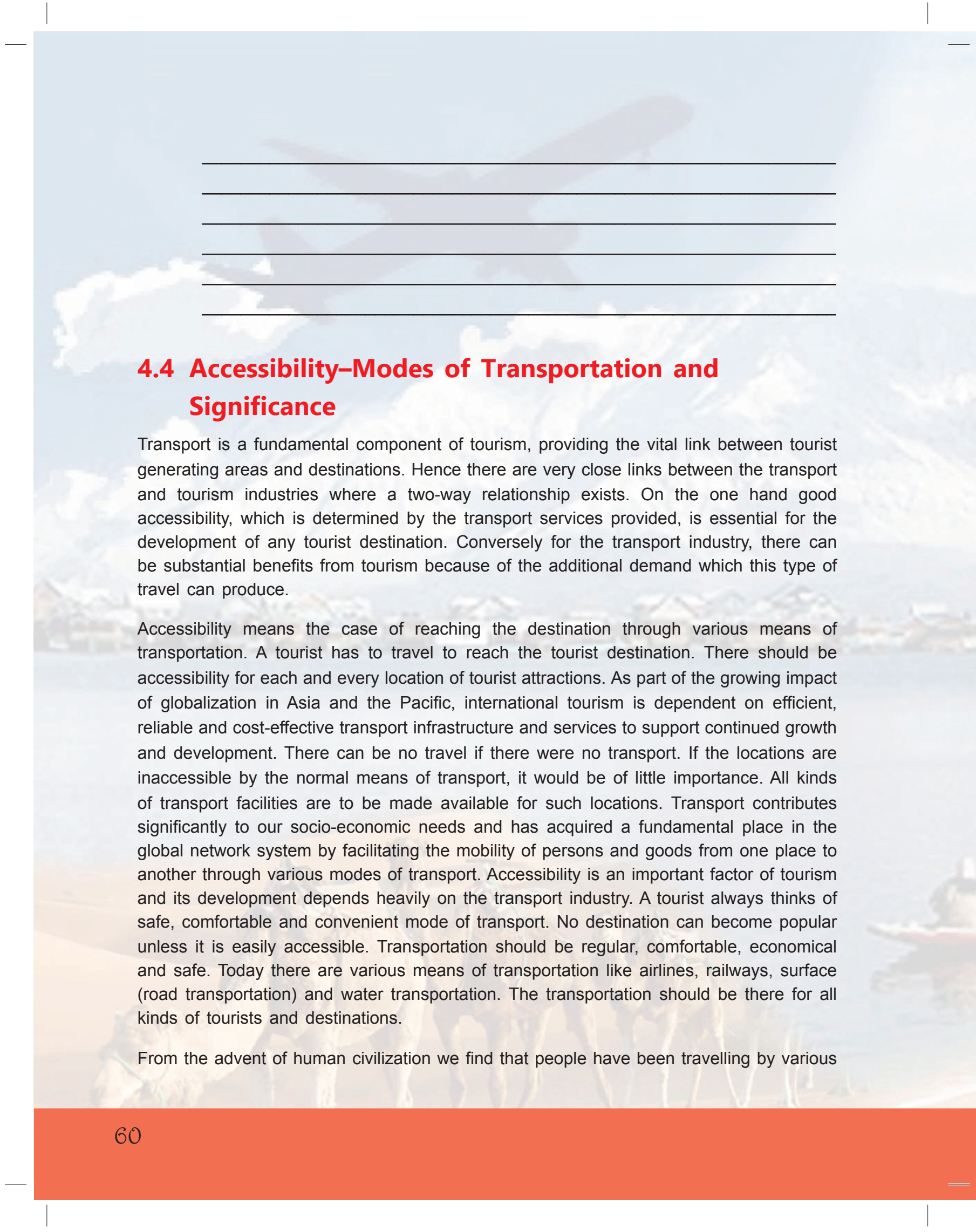
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2. What is the difference between a natural and manmade attraction?

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## 4.4 Accessibility–Modes of Transportation and Significance

Transport is a fundamental component of tourism, providing the vital link between tourist generating areas and destinations. Hence there are very close links between the transport and tourism industries where a two-way relationship exists. On the one hand good accessibility, which is determined by the transport services provided, is essential for the development of any tourist destination. Conversely for the transport industry, there can be substantial benefits from tourism because of the additional demand which this type of travel can produce.

Accessibility means the ease of reaching the destination through various means of transportation. A tourist has to travel to reach the tourist destination. There should be accessibility for each and every location of tourist attractions. As part of the growing impact of globalization in Asia and the Pacific, international tourism is dependent on efficient, reliable and cost-effective transport infrastructure and services to support continued growth and development. There can be no travel if there were no transport. If the locations are inaccessible by the normal means of transport, it would be of little importance. All kinds of transport facilities are to be made available for such locations. Transport contributes significantly to our socio-economic needs and has acquired a fundamental place in the global network system by facilitating the mobility of persons and goods from one place to another through various modes of transport. Accessibility is an important factor of tourism and its development depends heavily on the transport industry. A tourist always thinks of safe, comfortable and convenient mode of transport. No destination can become popular unless it is easily accessible. Transportation should be regular, comfortable, economical and safe. Today there are various means of transportation like airlines, railways, surface (road transportation) and water transportation. The transportation should be there for all kinds of tourists and destinations.

From the advent of human civilization we find that people have been travelling by various

modes, and over the passage of time the means of transport have been changing according to changed conditions and the development of technology. During the ancient times the means used were mainly animals on land and sails at sea. Before the sixteenth century, those who sought travel had three modes in which to do so:

- They could walk (many who were too poor to afford any form of transport had to do so, regardless of the distance involved).
- They could ride a horse, or they could be carried, either on a litter (carried by servants, and restricted largely to the aristocracy).or
- On a carrier's wagon.

The discovery and application of steam and electricity in the nineteenth century and the internal combustion engine in the 20th century revolutionised travel and transport and introduced the present era of mass transport. The next spectacular breakthrough came in the late 1950's with the propulsion of aircrafts with jet engines, opening the whole world to the immense benefits of air travel. Tourism and transportation are inextricably linked. As world tourism increases, additional demands will be placed on the transportation sectors. Looking at the position occupied by the various modes of passenger transportation, one finds that the modes of transportations can be classified in three categories:

- Surface Transportation
- Water Transportation
- Air Transportation

#### **4.4.1 Surface Transport**

Surface transport means the movement of people or goods by road, train and ships rather than by plane. The main modes of surface transport are:

##### **i. Road Transport**

Road transport is one of the most promising and potent means suitable for short and medium distances. It caters the demand of the majority of the people who are living in far-off villages and provides them the basic infrastructure for bringing them into the mainstream of national life by connecting them with different places. It plays a vital role in the opening up of interior and remote areas and is comparably economical and less capital intensive. The main advantage of road transport includes flexibility, reliability, speed and door to door service. These modes of transport provide access to millions of people by using the

different categories of roads viz National highways, state highways, district roads, village roads or even unclassified village roads. The main state highways are primarily used to connect important tourist destinations located within the state in different districts. Road transport is playing much important role in context of India as more than 75 percent of the total population is still living in rural areas. The road transport plays vital role in reducing distances among these places.



## ii. Rail Transport

Railways are the principal carriers specially suited for long distance travel. In most of the countries especially in India railways serve as the main artery of surface transport. Roads can be built in the hilly areas also whereas railway lines cannot be laid easily. The railways have advantage over the roadways that they can carry a large number of passengers and large and heavy loads to long distances. Also journey by train is more comfortable than by bus. India has a large network of railways throughout the country. We have trains from one corner of India to the other corner. Total length of the railway tracks in India is about 63000 kilometres. About 7800 trains carry about eleven million passengers to their destinations every day. Our railway network is the largest in Asia and the second largest in the world. Our goods trains transport about 6 lakh tonnes of goods from one place to another daily. India is a land of diverse culture, and railways play a key role in not only meeting the transport needs of the country, but also in binding together dispersed areas and promoting national integration. Indian Railways have emerged as the sinews of the Indian economy, and have reached out to bring together the great Indian family. Apart from normal trains connecting almost all part of the country, the Indian Railways also runs special luxury trains like the Palace on Wheels, Rajdhani Express, Shatabdi Express, Fairy Queen etc.

International Tourist Bureaus are located at various important cities all over the country. International Tourist Bureaus issue reserved tickets to the foreign tourists and NRIs holding

valid passport against payment in US dollars, Pounds, Sterling, and in Rupees against Encashment Certificate. These Bureaus also sell Indrail passes, which enable tourists to travel wherever they like, whenever they like, and whichever trains they like within the validity period.



#### **4.4.2 Air Transport**

Air transport means the use of aircraft, predominantly airplanes, to move passengers and cargo. Tourism and aviation industry are closely interrelated and tourism to a large extent depends on aviation industry. Tourism industry refers to an industry that deals with the people those who travel from their own place to other in order to visit. While as the aviation industry is a segment of travel industry that deals with air transportation from one destination to another destination. Aviation provides the only worldwide transportation network, which makes it essential for global business and tourism. Aviation is an increasingly important mode of transport for tourism markets. Whilst geography has meant that, in modern times, air travel has always been the dominant mode for long distance travel and much international tourism, moves towards deregulation, and in particular the emergence of the low cost carrier sector, have also increased aviation's significance for short and medium haul tourism trips. Thus, developments in aviation are having very major implications for many leisure and business tourism markets. Tourism and Air Transport industry are complementing each other. Tourism depends on transportation to bring visitors, while the transportation industry depends on tourism to generate demand for its services. The growth in tourism industry directly reflects onto the air transportation. Over the last 25 years, the number of international tourists has more than doubled. The expansion of international

tourism has a large impact on the discipline of transport geography, as air transport is the main mode for international tourism. Air transport plays a dominant role in inter-regional movements of tourists, which normally entails travel over long-distance. Growth rates of international air traffic are pegged with growth rates of international tourism. Attractive package tours, competitive airfare attract more and more tourist day by day, therefore both the industry is expanding rapidly.



Scheduled air transport started in India in 1932. Until its nationalisation in 1953, the existence of air transport was only symbolic and played relatively small role in the economy of the nation. As its use was limited to the British Government and technological level of this industry being inadequate, they never took any effort to develop the same. After the enactment of the Air Corporations Act, 1953 and nationalising the air transport industry in India, two Corporations were set up, viz., Indian Airlines and Air India. The former operated domestic services and to neighbouring countries while the latter catered to international traffic in and out of the country. Pawan Hans was formed in 1985 to run the helicopter services and was initially named the Helicopter Corporation of India. Its objective was to provide helicopter services in support of the offshore oil drilling in India besides linking Andaman Nicobar, Lakshadweep Islands with the mainland and connecting inaccessible areas and difficult terrains in Jammu and Kashmir, Sikkim and the North-Eastern States. Since 1990, the government has permitted private operators to operate trunk routes with in India under open sky policy. Now Indian Airlines and Air India have been merged into one identity and operate by the name of Air India.

There are number of private companies who are operating along with Air India on domestic and also on international routes. Air transport to India is primarily used for passenger

transportation and hence it has a very important role to play in the development of tourism. The government is now spending huge amounts to upgrade and modernise the airports as per the requirements of today and future. Keeping in view this tremendous potential Airport Authority of India has carried out expansion of International Airports at various major cities. In order to double or treble tourist arrivals in India we need to provide more international seats. It means that we should encourage international airlines to operate additional flights for ex-India by using various under used airports. We should provide those additional landing rights and other facilities to achieve better utilisation of airports.

### **4.4.3 Water Transport**

Water transport is the ship transport is watercraft carrying people (passengers) or goods (cargo). Water transport has been the largest carrier of freight throughout recorded history. Although the importance of sea travel for passengers has decreased due to aviation, it is effective for short trips and pleasure cruises. Shipping, like the railways had made a significant contribution to the travel during the nineteenth century. While railways were responsible for inland travel, especially in Europe, the steamship crossed the boundaries and made strides in inter-continental travel. Before the coming of road and rail transport it was water transport which carried goods and persons from one place to another and this mode of transport is regarded as the oldest transportation mode. India which has a vast coastline of about 5500 kilometres has considerable scope for utilisation of coastline shipping for transport of goods and passengers. Passenger traffic on this mode is at present from main land to Andaman and Nicobar Islands and Lakshadweep Islands. One seasonal service also operates from Mumbai to Goa. There are 11 major and 139 minor ports in India. The major ports are under the control of the Ministry of Surface Transport of the Union Government while as the minor ports are under the State Governments.

Water-based transport is one of the most traditional and memorable ways for visitors to travel to and from a destination. It is not only a way to travel but a tourism experience in of itself. Cruise tourism has been a growing market sector around the world, not only as a means to travel to a destination but as an experience. The development of a destination as a cruise port requires in-depth economic, environmental and social assessment. Cities on banks of rivers or along the sea coastal line rivers have tremendous potentiality to plan different package tours on boat, steamer or ship. For example, West Bengal Tourism Department introduced special tourist programmes launches to carry tourists to Sunderban (famous for the Royal Bengal Tiger). In the launching state itself various facilities were provided to make the journey and stay comfortable. The project has been a great success. The approach to Elephanta Caves is through motor launch only which ply from Gateway

of India (Mumbai). Similarly, Goa Tourism Department organises sea cruises of half day and full day. The most interesting experience is that of tourists going to Lakshadweep islands on cruise ships. During the day they are taken to the islands by boats and at night they stay back at the ship where different kinds of recreation activities are provided. Some travel agencies also conduct sea cruises for tourists by offering special packages to Andaman. There are other tourist attractions like staying in a houseboat at Dal Lake in Kashmir, taking boat trips at Varanasi or Allahabad; boating at Nainital (boating and water sports are picking up fast in the country). In Cochin, boat buses ply between the various islands. Though they are the local mode of transport but tourists enjoy travelling in them.



Cruise Ship



Shikara

## 4.5 Amenities: Health and Hygiene, Security

Amenities include all facilities that a tourist needs at a destination. They range from different types of accommodation to various entertainment, adventure and recreation avenues. Facilities are very essential for any tourist centre. They are considered necessary aid to the tourist centre. For a seaside resort facilities like swimming, boating, yachting surf riding and such other facilities like deeming recreations and amusements is an important feature. There are two types of amenities viz. natural and manmade. Beaches, sea-bathing, fishing, climbing, trekking, viewing etc. come under the former category. Various types of entertainments and facilities which cater for the special needs of the tourists come under the latter category.

**Health and Hygiene:** Tourists visit a destination for pleasure and enjoying a healthy environment. If the standard of civic amenities is poor, garbage disposal or solid waste management is not proper, path ways are dirty then the destination earns a bad image. For the development of tourism the destinations authorities must ensure that proper and hygienic conditions are maintained. Besides medical centres to provide medical aid should

also be opened and equipped with all modern health facilities. At eating establishments everyone handling food has a legal responsibility to ensure food that is prepared & served to the customer is safe. Food handlers are constantly under scrutiny following some highly-publicised food hygiene contraventions & increased awareness of food. The possible effects of poor food hygiene to the business & the consumer are as follows: -

- Death
- Food-related illness
- Fines & prosecution
- Low staff morale & high staff turnover
- The reputation of the business
- Loss of sales reduced profits
- Increased food wastage
- Business closure & loss of jobs.

The consumer expects good hygiene standards from the kitchen, in the dining room & ancillary areas, the key benefits of these good practices are:-

- Good customer relations
- A good working environment
- Low staff turnover
- Compliant with the law
- Reduction of food wastage
- Reduced risk of food-related illness to the consumer.

The food handler's role in the safe preparation and service of food is critical and the law states that a food handler – either as an owner of a food business or an employee – has a legal responsibility to ensure that food is kept safe. It is important to be vigilant at all times and inform your supervisor or manager if you feel that food safety is being compromised at any time. Food Hygiene Regulations require that the food premises are “fit for purpose” and due consideration has been given to the food preparation and ancillary areas meeting the needs of the operation.

**Security:** Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors. Any place which is insecure and has problems of law and order would never be able to emerge as an attractive tourist

destination. For the promotion of tourism it is essential that the place is secure, safe, and free from disturbances and disorders. At the same time the concerned authorities should take steps to check such crime which generates with tourist activities at the host destination area.

#### ACTIVITY 2

Visit a railway station and a bus stand and make a note of their role and importance in tourism

#### Exercise-2

1. Define Surface Transport.

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2. Group Discussion: Need of health and hygiene at tourist destinations.

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## 4.6 Summary

The unit has introduced you to various components of tourism. Starting from attraction and its various types to different modes of transport along with their role in tourism has been discussed. Tourism is a multifaceted and multidimensional industry where every component has to play an important role. Transport being the primary component of tourism is playing an important and crucial role in the development of tourism hence is the pre requisition for destination development.

## Unit-5

# TOURISM COMPONENTS-II

### Contents:

- 5.0 Objectives
- 5.1 Introduction
- 5.2 Significance of Accommodation in Tourism
- 5.3 Types of Accommodation
- 5.4 Meal Plan of Booking Accommodation.
- 5.5 Available Packages
- 5.6 Activities
- 5.7 Ancillary Services
- 5.8 Summary

### 5.0 Objectives

The components of tourism, as you are aware; enable the tourism activities to take place. This unit discusses about accommodation, one of the components of tourism. This unit will also introduce you to the other 'As' of Tourism like activities and available packages. After reading this unit you will be able to:

- discuss the importance of accommodation in tourism
- list the different types of accommodation
- differentiate between meal plans
- examine the importance of activities, available packages and ancillary services in tourism

### **Resource Material:**

Activity Sheet, Maps, Pen, Projector, Computer, Tourism related Brochures and Pamphlets

## **5.1 Introduction**

Accommodation as known is a place of stay in the destination for the tourists desiring for overnight stay. World Tourism Organisation in its definition of a tourist has stated that the tourist must spend at least one night in the destination visited to be qualified as a tourist. This presupposes the availability of some kind of accommodation at the destination. This goes to show that accommodation plays a vital role in the tourism industry and the necessity of accommodation in a tourist destination cannot be ignored.

Accommodation is the need of promoting tourism activities. The availability of proper and varied accommodation can lead to the popularity of a destination. The aim of this unit is to familiarise you with the different types of accommodation and its significance in tourism industry. This unit will also highlight the role of ancillary services at tourist destinations.

## **5.2 Significance of Accommodation**

Accommodation is one of the basic components of tourism and plays an important role in the development of tourism. The demand for accommodation away from one's home is met by a variety of facilities. The range and type of accommodation is quite varied and has undergone considerable changes during the past decades. In recent years some changes have been reflected in the type of accommodation. There has been an increasing demand for more non-traditional and informal types of accommodation.

Many changes have taken place in accommodation sector recently. New types of accommodation, particularly, holiday villages, apartment houses, camping and caravan sites and tourist cottages etc, have become very popular. Usually a large number of tourists visit a particular spot simply because there is a first class hotel with excellent facilities. Today Switzerland, Holland, Austria and the Netherlands have gained reputation for good cuisine, comfort and cleanliness. In modern times, the way people spend their holidays has undergone a great change. People enjoy spending time with family and friends, while at the same time, explore the different tourist attractions around the world. Consequently, the tourism industry worldwide has experienced unprecedented growth, which in turn has also led to strong growth in hotel facilities and accommodation. Comfortable hotels and accommodation establishments play an important role in popularizing any tourist destination.

If a person, who is quite far from home, enjoys the same facilities and amenities you enjoy in your home, then he is obliged to stick to the place. On the contrary, if the tourist ends in a place where hotels and accommodation facilities are not satisfactory, it is likely that he could never return to this place. Perhaps that is why, hotels and accommodation facilities being made available at different tourists spots, have shifted focus on providing maximum comfort to tourists at reasonable rates. It is also vital to provide comfortable accommodation to people from diverse economical backgrounds. While five star hotels can cater to the needs of affluent visitors, small and medium range budget hotels and lodging houses are available for use by a middle class traveller.

### 5.3 Types of Accommodation

There are different types of accommodation units catering demand of varied classes of tourists. It is important that a tourism professional be aware of all categories of accommodation and be able to think clearly about which ones they may wish to identify for their guest. The types of accommodation include:

**1. Accommodation in the Organised Sector:** This refers to different types of hotels and other such accommodation available to us. They belong to the organised sector as records and information regarding them is easily available. The accommodation types in this sector include:

#### i. Five Star Deluxe Hotels (International Hotels)

These are the modern western style usually located in the metropolitan cities and at primary tourist destinations. Such hotels have large number of rooms normally ranging between 200 to 1000 rooms. They are categorised by certain internationally accepted system of classification and standards which include a given number of facilities and services, restaurants, particular size of rooms, lobby, bathrooms, business centre facilities, swimming pool and other luxurious services. These hotels are placed in various star categories. There are five such categories ranging from five stars to one star, depending upon the facilities and services provided. These hotels provide, in addition to accommodation, all other facilities and services that make the stay an interesting and comfortable experience. These hotels usually cater the demand of high end tourists and business executives.



**ITC Maurya, New Delhi**



**The Leela, New Delhi**

## **ii. First Class Hotels (A-Class Hotels)**

These are a luxurious hotel that contains the most of the facilities that are provided in the Five Star hotels. These types of hotels are also located in metropolitan and developed cities and at major tourist destinations. They cater the demand of both tourists and business class.

## **iii. Commercial Hotels**

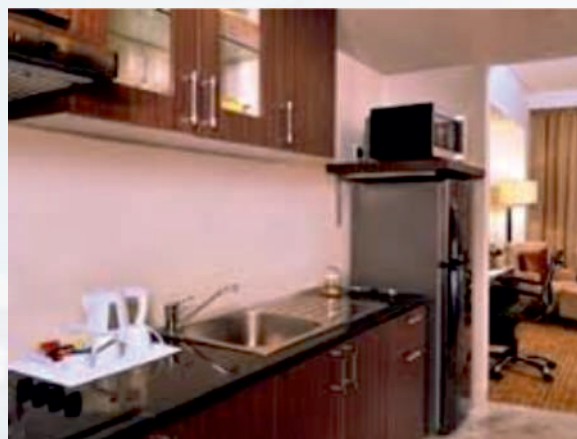
These hotels cater primarily to people who are visiting a place for commerce or business. Commercial hotels are located in important commercial and industrial centres of large cities.

## **iv. Resort Hotels**

These hotels are located near mountains, beaches and other areas abounding in natural beauty. Resort hotels cater to the needs of the holiday maker, the tourist and those, who by reasons of health, desire a change of atmosphere. Rest, relaxation and entertainment are the key factors around which resorts are built. The primary motive of a person visiting them is rest and relaxation. In India we have beach resorts, hill resorts, summer resorts, health resorts and wild life resorts. They primarily offer a stay in the natural surroundings. Majority of the resort hotels are seasonal establishments.



**Resort Hotel**



**Service Apartment Hotel**

#### **v. Apartment Hotels**

A hotel that rents furnished accommodation as a long term residence from months up to several years and usually provides all hotel services. These hotels are suitable for those who need to stay far from home for a long time. The prices in apartment hotels are often lower than in ordinary hotels. Apartment hotels are located in big cities and operate exclusively under European plan where no meals are provided to the guests. Services and facilities provided in apartment hotels are comparable to those of an average well regulated hotel.

#### **vi. Floating Hotels**

These hotels are located on the surface of the sea, river or lake water. House boats of Kashmir and Kerala which are very popular among tourists are the best examples of floating hotels. In some countries old luxury ships have been converted into floating hotels and cater the demand of large number of tourists. Facilities and services of a hotel are provided in these floating hotels and these also have various categories based on the range of facilities and services provided by them.



#### **vii. Heritage Hotels**

Heritage hotels are old monuments or palaces converted into hotels which offer a royal

experience to its guest. In India heritage hotels' cover running hotels in palaces/castles/forts/ havelies/hunting loges/ residence of any size built prior to 1950. The facade, architectural features and general construction should have the distinctive qualities and ambience in keeping with the traditional way of life of the area.



**Umaid Bhawan Palace, Jodhpur**



**Narain Niwas Palace, Jaipur**

## **2. Accommodation in the Unorganised Sector**

This sector of accommodation supplements the accommodation in the organised sector as at times the demand or the type of requirements of the tourists cannot be fulfilled by the traditional organised accommodation sector. This could be due to the fact that the hotel accommodation may not be available at the destination or may be beyond the budget of the tourist. Although hotels have been the principal form of accommodation, there has been a large scale growth and development of other types of accommodation throughout the world which offer accommodation to large number of tourists. This sector of accommodation is also at times referred to as the supplementary or alternative form of accommodation. The accommodation and services provided by them is minimal and not comprehensive as in the case of hotels. The standard of facilities and services in all supplementary accommodation establishments is modest compared to that of a hotel. As compared to the traditional hotel accommodation there are certain inherent advantages in the supplementary type of accommodation and the biggest advantage is that it is moderately priced.

To cater the demand of all classes and categories of tourists there is great demand for accommodation outside the organised hotel sector. In India and many other countries more tourists utilise this type of accommodation than the hotels. The principal forms of supplementary accommodation are:

### **i. Motels**

One of the earliest forms of supplementary accommodation motels was meant for local motorist and foreign tourists travelling by road. Motels were primarily designed to cater the needs of motorists and exclusively meet the demand for transit accommodation. They

are mostly located outside the city limits in the countryside along the main highways on important road junction. The main services provided by motels include auto conveniences like parking and garage facilities, cheap rooms, fewer staff oriented services as well as catering and bar facilities along with recreational activities like swimming, tennis etc. All motels are equipped with filling stations, repair services, accessories, garages, sufficient parking space, restaurants and all equipments and tools to repair vehicles. Normally the price charged for accommodation and boarding is cheaper as compared to that in hotels.

## **ii. Youth Hostels**

Youth Hostel is a building which offers clean, moderate and inexpensive shelter to young people exploring their own country or other countries and travelling independently or in groups on holiday or for educational purposes. It is a place where young people of different social background and nationalities meet and come to know each other. The primary objective of the youth hostel is to serve as centres which offer an opportunity to know and understand each other to youth coming from different parts of the country and from abroad. It serves as a place of friendship, recreation and out of formal schooling education. The youth hostels are well equipped with basic facilities and services of boarding, lodging and recreation with self cooking facilities and provision of both individual as well as dormitory rooms against nominal charges.

## **iii. Camping Sites**

Caravans and Camping sites mostly located in open spaces at prominent cities and tourist destinations constitute a significant type of accommodation in many holiday areas. They are commonly known as open air hostels, tourist camps or camping grounds. They provide sufficient space for parking, tent pitching, facilities of water, electricity, public conveniences with proper sanitation. They are mostly managed by the local bodies of the area. Such type of accommodation is set up seasonally and involves relatively low investment besides it is ecologically eco friendly as they do not spoil the landscape too much.



**Camping**

#### **iv. Airport/Railway Retiring Rooms**

Airport / railway retiring rooms are situated at the main platform of major railway stations and at domestic and international airports. The purpose of retiring room accommodation is to offer a convenience to the traveller without going into the city. They provide accommodation to railway passengers holding confirmed and current tickets or air passengers from out of town or in transit. These retiring rooms are offered at reasonable rates and are often air conditioned, clean and well maintained at the major junctions. They have attached baths and railway canteen or airport restaurant catering. Bookings are made through the Station Superintendent or Airport Manager.

#### **v. Lodges/ Tourist Bungalows/Boarding Houses**

These are modest accommodation units situated away from the centre of the city or at remote destinations. These are self- sufficient establishments offering standard facilities like well furnished rooms, with catering and bar facilities. These services cater to budget and middle class tourists particularly in destinations which do not attract the major hotel industry. These bungalows have prime locations since they are the first to set up operations at many tourist centres.

State Governments and Tourism Departments also provide tourist rest houses at scenic locations in the mountains and forests where most wild life tourism is located. They provide access to the forest and also have good viewing locations. They are constructed to mirror the appeal of the area.

Boarding houses are establishments which usually provide accommodation and meals at specified periods of time like the week end or for a specified stay. Thus they cater to residents and tend to be small enterprises and require advance booking to ensure space. They can range from simple hostel like facilities to the more sophisticated ones depending on the duration of the stay and the kind of customers. Such units are good for families because they provide all meals and comfortably furnished rooms and do not mind having children.

#### **vi. Bed and Breakfast Establishments**

These units provide only accommodation and breakfast but not the principal meals. In rural and resort areas such units are also popular with young people who need a room to sleep and spend the whole day on the move. These are usually located in large towns and cities, along commercial and holiday routes and also resort areas and are used by en route travellers.

### vii. Tourist Holiday Villages

Tourist villages are promoted by social and tourist organisations and important clubs. The atmosphere in these villages is kept as informal as possible. In most of such village's telephones, radios, TV and newspapers are banned. The accommodation provided is usually in multiple units and many provide for self catering. Tourist holiday villages are usually based on family units with basic facilities and services. In many tourist areas government has introduced the scheme of conversion of residential houses into guest houses also known as paying guest accommodation.

Many tourists prefer home stays to institutional accommodations and this brings in the concept of paying guest accommodation offered by individual households at destinations.

#### ACTIVITY 1

Visit at least 3 different types of accommodation establishment in your city. Make a note of the differences between the facilities provided at each accommodation establishment.

## 5.4 Meal Plan of Booking Accommodation

Meal plan or hotel plan is a plan and a room rate for providing a room and meals to guests at a hotel. It is very important for travellers to check the room or property rate after consider the meal plan. Universally, there are four types of meal plan:

1. **The American Plan: Abbreviated as "AP"** means that the quoted rate includes three meals a day, i.e. breakfast, lunch, and dinner. The meals are provided by the hotel kitchen. Mostly, hotels in a remote location where there are not many restaurants or none at all need to stay at a hotel that offers an American plan. In Europe and some other countries the American Plan is referred to as Full Pension or Full Board.
2. **The Modified American Plan: Abbreviated as "MAP"** means that the quoted rate includes two meals a day, including breakfast and either lunch or dinner. Guests choosing a hotel in a remote location where there are not many restaurants or none at all need to stay at a hotel that offers at least a Modified American Plan. In the Modified American Plan, these meals are provided by the hotel dining room. In Europe and some other countries the Modified American Plan is referred to as Half Pension or Half Board.
3. **The Continental Plan: Abbreviated as "CP"** means that the quoted rate includes

a continental breakfast, which consists of coffee or tea, juice, and bread. Guests can have different options of bread like loaf, croissants, scones, and muffins. The breakfast does not include cooked foods, such as pancakes or eggs. Under the continental plan, diners often find breakfast is self-serve, although many hotels have a waiter available to pour and refill beverages.

4. **The European Plan: Abbreviated as “EP”** means that the quoted rate does not include any meals and is strictly for lodging. The property owner will charge for the food separately. The advantage is that guest is free to try a variety of restaurant experiences, and can often save money by eating at establishments that charge less.

| Meal Plan                  | Breakfast | Lunch   | Dinner |
|----------------------------|-----------|---------|--------|
| The American Plan          | Yes       | Yes     | Yes    |
| The Modified American Plan | Yes       | Any one |        |
| The Continental Plan       | Yes       | No      | No     |
| The European Plan          | No        | No      | No     |

### Exercise-1

1. What is the significance of accommodation for tourism

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2. What do you understand by Meal Plan?

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3. **Activity:** Visit a star categorised hotel and make a note of the available Facilities and services.

## 5.5 Available Packages

Available packages refer to the tour packages available for the tourists. The availability of a tour package of choice can affect the choice of destination taken by a tourist. For example a prospective traveller may have only three days to travel to a destination and back. A tour package offering travel and back within that period of time will be attractive to someone with limited time.

Available tour packages in present time affects the flow of tourists to a destination and therefore it can affect the tourism activities at a destination. Available packages can start from 2 days and 1 night and could extend up to weeks or months in a cruise or across the world. The package time i.e. days and night can vary to suit the need of the prospective tourist. Since the time and tour packages can attract tourist to a destination or deter a tourist from choosing a particular destination. Therefore, available packages play a very important role in tourism.

## 5.6 Activities

A tourist choosing a destination looks forward pursuing certain activities at the destination in order to get the most from the visit. These activities are important part of completing any tour experience and are very important for a tourist to enjoy their visit to any destination. Activities can involve:

1. **Sight Seeing:** A visit to a destination usually involves sightseeing. This could visit to the local monuments and historical places, national park or just a museum. Sightseeing is considered to be one of the most important activities a tourist chooses to take part on reaching a destination. Travelling to Agra will involve the Sightseeing activity of Taj Mahal and so on. Sightseeing gives the tourist a chance to know a destination and experience it.
2. **Shopping for Souvenirs:** Souvenir business people operate mostly from open air or make-shift stalls. They are involved in the business of selling ethnic arts and crafts products to an audience that is typically unfamiliar with the cultural and aesthetic criteria of the society which produces these artefacts. Since the beginning of travel souvenirs have been central to the tourist experience. In general travellers want to have a tangible object to take home with them that represents

the places they have been, the things they have seen, and the memories they have made. Cultural travellers seek authentic, quality souvenirs that represent the area. Tourists also buy souvenirs so that they have something that symbolizes the memories they have made during their trip. For travellers, souvenirs say, “Look where I have been!” or “Look what I have done!” to everyone who sees their souvenirs. Tourists are all looking for a unique memento from their trip to take home with them and the potential benefits from souvenir sales can be very important for the destination where the sales take place.



There are many other activities that are taken up at destination and can influence the flow of tourist to a destination. For Example, activities could be linked to adventure sports activities as different destination offer chances for different types of adventure sports, to visit a theme park and so on.

## 5.7 Ancillary Services

Ancillary services otherwise known as support services are the essential part of the total tourist infrastructure and play an important role in the development and promotion of tourism at any tourist destination. Today there are a variety of services that constitute the tourism infrastructure or are directly and indirectly related to tourism. The various ancillary services in tourism include:

1. **Guides:** A person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, which person normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority. The tour guide is a qualified person who accompanies people visiting works of art, museums, galleries, archaeological sites, and who explains the historical, artistic, monumental and natural attractions. The guide is a public relation

representative of the place he chooses to work. In today's international tourism it may happen that, without the role of mediators, existing destination resources remain either unavailable to visitors or not properly understood and valued by them. Interpretation of the local heritage, living culture, values and cultural identity in general is the key component of the contemporary guide's role. Tourist guides are front-line professionals who, unlike any other tourism players establish a close, intense and influencing contact with visitors at the same time protecting interests of sustainable tourism. They are often called "tourism ambassadors" of their destinations. Nevertheless, their profession is commonly perceived as an ancillary, repetitive and mass tourism activity, although it can be a very effective tool in the construction of tourist experiences.

2. **Escorts:** The tour escort is a qualified person who accompanies people travelling through different destinations, countries and abroad to assure the regular running of the planned trips. He provides the necessary support services for its entire duration, giving significant information of the site. Depending upon the nature of the tour, an escort is supposed to perform the role of an accompanying manager to a subject expert. In escorted tours the jobs of escort also include looking after facilitation, getting the custom clearances done or check in etc. at airports. The escort is responsible for the entire group during the journey and at the destination.
3. **Health Services:** Health facilities are places that provide health care. They include hospitals, clinics, outpatient care centres and specialized care centres. Access to comprehensive, quality health care services is important for the achievement of health equity and for increasing the quality of a healthy life for everyone. Provision of basic health services is a basic aid to the tourist destination. To cater the need of health care and first aid all tourist destinations should have the basic health care facilities both within the destination as well as en route to destinations.
4. **Documentation:** A tourist for travel and during travel needs various documents such as, passport, visa, ticket, health documents and insurance etc. A tourist is governed by the law and regulations in force in the country which he visits. A tourism professional dealing with outbound and inbound tourists should be well versed with the information about what travel documentation do I need to travel outside his country and the preparation of these travel documentation. The various travel documents required for international travel include:
  - i. **Passport:** An official document issued by the traveller's country of origin that certifies one's identity and citizenship and permits him to travel abroad.

Passport is a universally accepted international document that is sufficient for crossing the border and provides a person's identity and nationality. All passengers need a valid passport for international travel, regardless of the destination, but some countries require at least six months validity remaining on the passport.

- ii. **Visa:** A stamp marked on the applicant's passport or a certificate issued by the immigration authorities of the country the traveller is visiting to indicate that the applicant's credentials have been verified and he or she has been granted permission to enter the country for a temporary stay within a specified period.



Passports



Visa

- iii. **Air Ticket:** Confirmed return air ticket. A one-way air ticket will be accepted only for students or working professionals (Student Visa or Work Visa holders), as well as dependents of the working professionals.
- iv. **Travel Insurance:** An insurance product designed to cover the costs and reduce the risk associated with unexpected events during domestic or international travel. Travel insurance usually covers the insured in two main categories: costs associated with medical expenses and trip cancellations. It is advisable to carry valid medical and travel insurance when travelling internationally.
- v. **Telecommunication:** Communication technology plays a considerable role in travel and tourism, as much of modern tourism revolves around the ability of tourist destinations to communicate their benefits to potential visitors and the ability of those visitors to reach out to points of interest at the destination. The provision of all telecommunication facilities like phone, fax, cell services,

internet café within the tourist destinations and also en route to them is the basic necessity nowadays. Tourists need these services at destinations for their comfortable and convenient stay.

- vi. **Foreign Exchange:** Provision of foreign exchange services is one of the important components of tourist infrastructure catering the demand of foreign tourists. Foreign exchange is one of the most critical requirements for a traveller. Tourists visiting different countries need money in local currency for various services and facilities availed by them e.g. for a cab, public transport, meals or shopping etc. The growing proliferation of ATM's around the world means that the local currency is usually as close as the nearest cash machine, especially if one is flying into a major international airport. At destinations the foreign exchange services are available at international airports, banks and authorised agents/dealers. There are no restrictions on the amount of foreign currency comprising notes/coins, travellers' checks, drafts drawn on banks in India or bank letters of credit, a tourist may bring into India.



However, if the total amount of foreign currency notes/coins or travellers' checks brought into India at one time, exceeds USD 10000 or its equivalent, it is required to be declared by the holder to the Indian Customs authorities on arrival on a Currency Declaration Form (CDF).

#### ACTIVITY 2

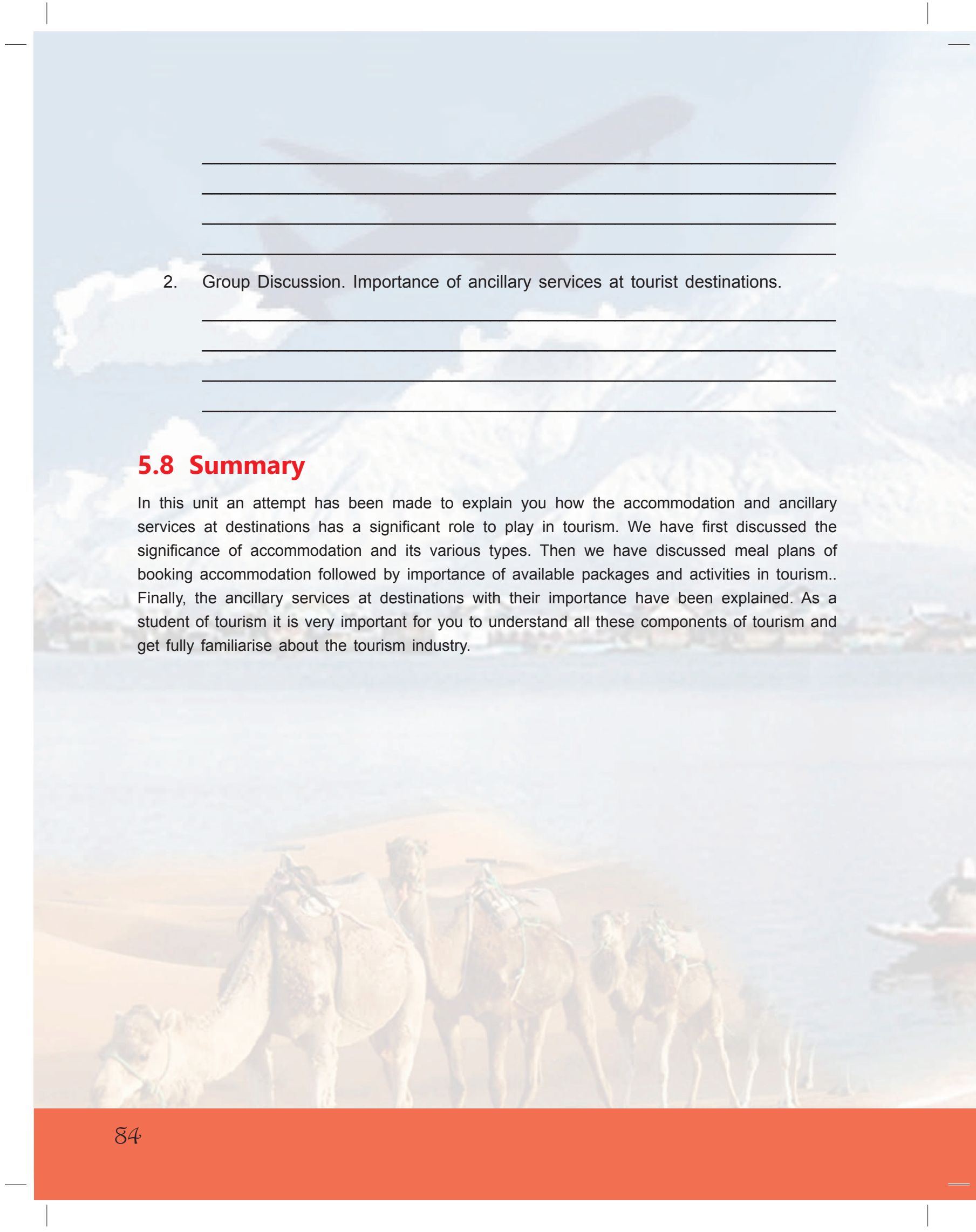
Visit a travel agency to understand the process of documentation.

#### Exercise-2

1. What is the significance of accommodation for tourism?

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2. Group Discussion. Importance of ancillary services at tourist destinations.

## 5.8 Summary

In this unit an attempt has been made to explain you how the accommodation and ancillary services at destinations has a significant role to play in tourism. We have first discussed the significance of accommodation and its various types. Then we have discussed meal plans of booking accommodation followed by importance of available packages and activities in tourism.. Finally, the ancillary services at destinations with their importance have been explained. As a student of tourism it is very important for you to understand all these components of tourism and get fully familiarise about the tourism industry.

## UNIT-6

# INTER LINKAGE BETWEEN GEOGRAPHY AND TOURISM INDUSTRY

### Contents:

- 6.0 Unit Overview & Description
- 6.1 Introduction
- 6.2 Significance of Geography in Tourism
- 6.3 Defining latitude and longitude
  - 6.3.1. Identification of Locations
  - 6.3.2. Time Calculation
- 6.4 Physical and Cultural Geography
- 6.5 Geographical Features and its Role in Tourism
- 6.6 Map Reading and Cartography
- 6.7 Indian Geography
  - 6.7.1 Physical Features
  - 6.7.2 Seasons
  - 6.7.3 Monsoons
- 6.8 Summary

### 6.0 Unit Overview & Description

This unit will provide the student information on the importance of geography in Tourism. It will help to understand the basic concepts of geography and the inter linkage between geography and tourism. This unit will introduce you to the:

- key aspects of geography and tourism
- importance of geography and its role in tourism

- time differences and calculation of local time
- study of Indian geography in brief

### Resource Material:

Globe, World Map (Political and Physical), Atlas, Projection System, Posters, Colour Pencils, Map of India-Political and Physical

## 6.1 Introduction

Geography is the study of landscapes, environment, inhabitants and the environment. In other words it is the study of the physical features of earth. The distribution of natural features or the occurrence of some natural features is uneven, that shows the complexities of nature and the co-existence of human beings with the local environment. This can be called as the spatial characteristic.

Tourism, as you know by now, is the movement of people and the movement take place either near to their home environment/familiar places or strange places, unknown destinations or new areas. Tourists movements to various places are characterised by various factors such as the attractiveness of the place, distance from their home etc. The location of a destination, the climate of place, activities that can be undertaken in that destination are all based on geography. That is the reason why Geography plays a very important role in the development of tourism activities at any destination and this unit will allow you a chance to understand this linkage between tourism and geography.

## 6.2 Significance of Geography in Tourism

Study of geography gives us the true picture of the environment we live in. It describes the spatial relationship between man and nature at a given place. It also gives a framework to understand the differences in cultures, economies, landscapes and environments. Geography can be split in to two broad areas:

1. **Physical Geography:** it focuses on earth science and encompasses landscapes, soil, water, etc.
2. **Human Geography:** it is a study of human interactions on environment and the process of shaping societies. It is further divided in to cultural geography, population geography, political geography, development geography, health geography and economic geography.

Geographical features have a significant role in tourism. Travel pattern, destination development, destination management, visitors' profile, structure of tourism industry etc. are influenced by a number of geographical factors as explained below:

- Core factors influence destination selection (directly related to Geography)
  - Scenic beauty of a place (Hill station, trees and greenery, beaches, and so on)
  - Unique geographical features of a place (volcanic site, crater, etc.)
  - Distance (to reach/to complete to tour)
  - Demographic features (in the destination or around the destination. For eg. National Parks)
- Other factors (indirectly related to geography)
  - Political environment
  - Social development
  - Development of tourism related infrastructure (hotels, resorts, rail line etc)
  - Popularity of the destination (awareness about the destination)
  - Availability of services (tour operators, transporters etc.)
  - Visitor's patterns etc. (preferences of visitors)
  - Costs (to visit, to stay and to move around)

As you can see Geography plays an important role in the choice of a destination as well as the development of tourism related infrastructure and tourism activities. The development of some popular destinations and attractions is due to the geographical feature of that place. For example the 'Z' curves in the rail route of toy train to Darjeeling is a result of the geographical feature which does not allow regular rail lines to be laid. This has led the toy train of Darjeeling to a UN World Heritage. Similarly, Niagara Falls have made a small unknown place Buffalo a popular tourist destination.

#### ACTIVITY 1

Visit a destination near to the school and prepare an assignment on the destination features in terms of the geographical features

### Exercise-1

1. Explain various factors that decide natural beauty of a destination.

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2. Watch a documentary in the classroom on natural attractions of India by India Tourism

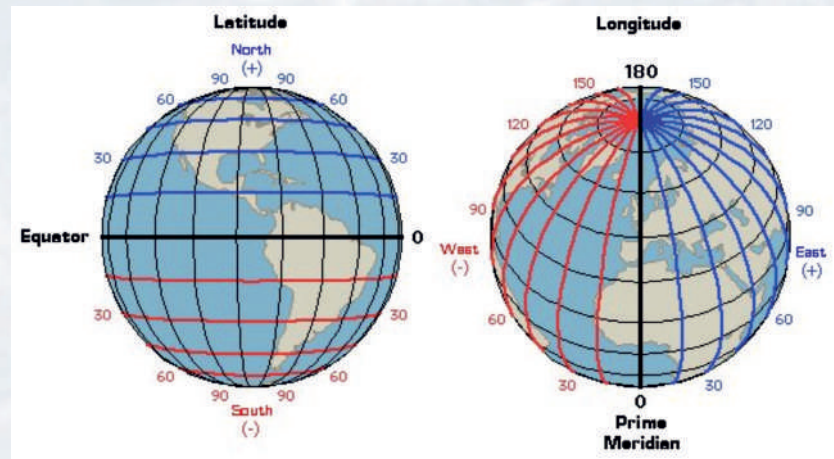
## 6.3 Defining Latitude and Longitude

Latitude and longitude are two fundamental concepts of learning the location in earth.

1. **Latitude** specifies the north/south point of destination, by taking the position from Equator ( $0^\circ$ ). All the latitudinal line circles parallel to earth. They are also known as the Parallels of Latitude. The latitude of the North Pole is  $90^\circ$  and the latitude of the South Pole is  $90^\circ$ . North Pole and South Pole denote the points and not circles. From Equator, to the North Pole the distance is 10,000 K.M. and one degree of latitude is 111 K.M. the following are the most important parallels of latitudes:

- **Equator:** Mid way between two poles, this divides the earth in to two hemispheres, i.e. Northern Hemisphere and Southern Hemisphere.
- **Tropic of Cancer:** Located  $23\frac{1}{2}^\circ$  North of Equator. On 21 June noon, sunrays falls vertically on this line and it is also treated as the northern most limit of over head sun. During June most of the countries located in Northern Hemisphere experience summer.
- **Tropic of Capricorn:** It is located  $23\frac{1}{2}^\circ$  South of Equator. On 22 December noon, sunrays falls vertically on this line and it is also treated as the southern most limit of over head sun.
- **Arctic Circle:** Located  $66\frac{1}{2}^\circ$  North of Equator. 24 hours sunlight is available on 21 June as the sun is on the northern most limits.
- **Antarctic Circle:** Located  $66\frac{1}{2}^\circ$  South of Equator. 24 hours sunlight is available on 21 December as the sun is on the southern most limits.
- **North Pole:** It is the northern most point of earth, which is located at  $90^\circ$  North of Equator.

- **South Pole:** it is the southern most point of earth, which is located at 90° South of Equator.
2. **Longitude** specifies the east-west position of a point on the Earth's surface from the Prime Meridian, ranging from 0° at the Prime Meridian to +180° eastward and -180° westward. The longitudes are referred to by the degree (0°) of change. Each longitude is mentioned as the degree as a matter of reference.



### 6.3.1 Identification of Locations

Checking the location of places on the map or globe is always easy when we have the degree as per latitude and longitude. To locate a place in a map,

- Understand the latitudinal point, where the place is located as per the degree as mentioned next to the place.
- Then find the longitudinal position point corresponding to the degree mentioned and correspond it to the latitudinal point.

The point where the latitudinal and longitudinal points meet, the desired place is located on that point. It is important to know exactly where a particular destination is located as it gives us some inkling about the climate of the destination, possible flora and fauna as well as the possible activities at the destination.

### 6.3.2 Calculation of Local Time

The world is divided in to 24 time zones. It begins with the Prime Meridian, which is also known as Greenwich Mean Time (GMT). It is also known as Universal Time Coordinated (UTC). Certain countries modify their standard time during the summer by advancing one

hour or a fraction of an hour in some areas. This is known as Day Light Saving Time.

To know the local time, the following steps are followed. (Manual)

- (a) Find out the GMT (Greenwich Mean Time/Universal Time Coordinated).
- (b) Find the time difference between GMT and local time
- (c) Calculate the local time by adding/deducting the time difference (from GMT) according to the location from GMT.

**For Example 1:** The local time of Delhi when the GMT is 12:00 hours.

- To find the local time of Delhi, we should know the time difference from GMT
- Indian Standard Time is 5.30 hours ahead of G.M.T. (+5.30)
- The local time at Delhi is 12:00 hours + 5.30 = 17:30 hours

**For Example 2:** The local time of Kingston (Jamaica) when the time at GMT is 12:00 hours

- To find the local time of Delhi, we should know the time difference from GMT
- The standard time of Kingston is 5 hours behind GMT
- Hence the local time at Kingston is 12:00 hours – 5 hours =>07:00 hours.

Though various time format can be used, 24 hours clock is used to express time in air and rail travel in India or International Travel as a standard time format. Therefore 6 am is 06:00 hours while 6 pm is 18:00 hours.

**For Example 3:** The local time at Delhi is 13:45 hours on 05 April 2012, what is the local time at Bangkok.

- Time difference from GMT: Delhi = +5.30 hours, Bangkok =+7 hours)
- Local Time at Delhi = 13:45 hours.
- Local Time at Bangkok = 13:45 + 1.30 hours. (Difference of time difference of Bangkok time at Delhi Time)
- Therefore local time at Bangkok is 15:15 hours on 05 April 2012, when it is 13:45 hours at Delhi on 05 April 2012.

**For Example 4:** The local time at Manama (Bahrain) when the local time at Delhi is 15:30 hours on 06 August 2012

- GMT difference with Manama = + 3.00hours.
- Local time at Delhi = 15:30 hours. (GMT difference with India =5.30 hours.)
- Local time at Manama =  $5.30 - 3.00 = 1.30$  hours (time difference between India and Bahrain is 1.30 hours.)
- Therefore local time at Manama is 14:00 hours (15:30-1.30) on 06 August 2012 when it is the local time at Delhi is 15:30 hours on the said date.

**For Example 5:** The local time at Delhi, when it is 08:00 hours in Caracas (Venezuela) on 15 September 2012.

- GMT difference with Caracas = -4.00 hours.
- Indian Standard Time is 5.30 hours ahead of GMT, while Venezuela standard time is 4 hours behind GMT.
- Hence, the total time difference between India and Venezuela is  $5.30 + 4 = 9.30$  hours.
- Therefore the local time at Delhi is 17:30 hours on 15 September 2012, when it is 08:00 hours in Caracas (Venezuela) on 15 September 2012.

### Exercise-2

1. How do time differences result in gaining time/losing time when you travel between countries?

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2. Locate the following countries in the world map: Canada, Panama, Argentina, Spain, Finland, Italy, Kenya, Saudi Arabia, India, Thailand, Fiji and Japan.
3. Locate any two islands located in Pacific Ocean and Atlantic Ocean.
4. List the countries located on Equator.

## 6.4 Physical Geography and Cultural Geography

Geography is popularly studied as Physical and Cultural geography.

**Physical Geography** deals with the earth and its features. As a science it studies the lithosphere (Earth, its crust, Weathering, Soil Formation, Rocks, Agents of denudation, Wind, Sea, etc. It also studies the astronomical aspects such as solar system, and Natural Regions). Each area has developed in to sub branches such as Population Geography, Environmental Geography, Economic Geography, Cultural Geography etc.

**Cultural Geography** is associated with the cultural features of a place. The defined area shares some common characteristics that is visible through the expressions of people and their living. The cultural features are evolved out of some geographical phenomenon, which has a greater significance in the everyday life of people in that area. The forms of expression include traditions, rituals, worships, festivals and even behaviour of people. For example, lakes are treated with reverence in Sikkim. Though this reverence is out of religious beliefs, people staying nearby lakes carry it through generations. The space of the lake remain holy, hence the locals and visitors don't attempt to pollute it.

Another example is River Ganga, the pious and ancient river of India. River Ganga is treated with great reverence and for many people it is the centre of life and irrespective of age people worship River Ganga, and for every important ceremonies Water from River Ganga is used. Cities developed on the River Bank of Ganga also have numerous temples and important religious places. Festivals and Melas are celebrated and organised with great enthusiasm. The social life is centered around River Ganga in places like Gomukh, Haridwar, Allahabad, Varanasi, Patna and Ganga Sagar, and the matter of fact is devotion and faith remain same and is passed on to generations to generations.

Thus a geographical phenomenon (River, Lake, Mountain, Hill, Forest, Rocks etc.), here River Ganga is influencing the daily life of people and have started to define the cultural life of people. Thus, Cultural Geography plays a crucial role in tourism. In short, the following are the main features of Cultural Geography :

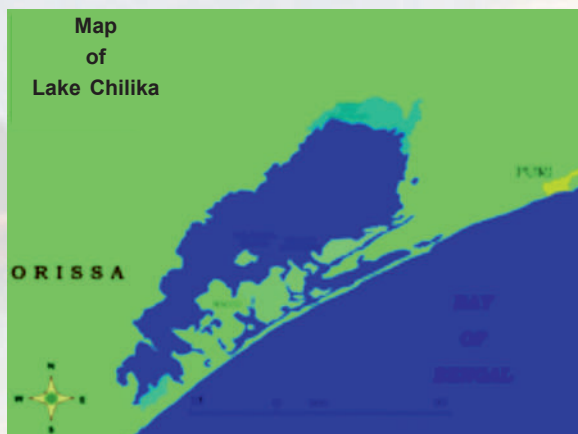
- Importance of the location in terms of a distinct geographical phenomenon
- Influence of the geographical phenomena in daily life of people
- Recognition and acceptance of local people on the specific feature
- Evolution of culture, traditions, and its expressions and the interference of the geographical feature in it.

## 6.5 Geographical Features and its Role in Tourism

Various forms of geographical features act as pulling factor in tourism. Curiosity is the major factor that pushes tourists to visit a destination. Depending up on the uniqueness of a place/destination in terms of geographical feature, and the awareness of the people about it draw visitors. Nowadays tourism administrators also give due attention to create awareness among the people in various forms of marketing methods.

Following examples show the different geographical features in different states of India which attract tourists.

- Kutch (Gujarat)
- Ladakh (Jammu and Kashmir) – Cold Desert
- Yumthang (Sikkim) – Valley
- Jaisalmer (Rajasthan) – Desert
- Mt. Abu (Rajasthan) – Hill Station but Rock forms in Aravalli Range
- Mahabaleshwar (Maharashtra) – view of Western Ghats
- Gupt Godavari (Chitrakut), M.P. – Caves
- Almora (Uttarakhand) – Hill station
- Lahul and Spiti (Himachal Pradesh) – Valley
- Hampi (Karnataka) – Heritage site, but also having rock formations
- Chilika Lake (Odisha) – Largest fresh water lake
- Allappey (Kerala) – Backwaters
- Kanyakumari – Meeting point of Bay of Bengal and Arabian Sea



Map of Chilika Lake



Cold Desert of Ladakh

There are several examples that can be quoted from worldwide.

- Tassili n' Ajjer – Algeria : It is a desert but known for changing the sand formations according to wind
- Victoria Falls – Located in Africa (Zambezi River)
- Limestone formations – Tsingy of Bemaraha, Mauritius
- Stonehenge – Can be seen in U.K
- Meteora Massif – Thessaly, Greece
- Cappadocia, Turkey Uzundere Valley – lunar like landscapes
- Mountains of Guilin, China
- Uluru: Sacred site, Australia
- Great Barrier Reef, Australia
- Near to North Pole – Aurora Borealis (also known as Northern Lights)
- The Grand Canyon – Formation of Canyons can be seen in U.S.
- Yellowstone National Park – Known for the lake and geysers (U.S.)



**Stonehenge, U.K.**

#### ACTIVITY 2

1. Conduct a visit/educational tour to the places of importance mentioned above, if possible
2. Activity: Watch documentaries/short films on the natural wonders of the world.

3. Activity: Make a Power Point Presentation on a natural attraction near to your school/residence.
4. Make a small gallery in your school on the topic of natural heritage of our Country.

## 6.6 Map Reading and Cartography

Map is a diagrammatic or pictorial representation of an area of land, sea showing various features (Political, Physical etc.). Maps represent the spatial features that maps aims to represent. Maps are widely used to understand the political boundaries, roads, rail routes, while features such as economic activities, population, physical resources, drainage, weather, etc. are mainly used by scientists, researchers, officials etc. **Cartography** refers to the study of maps and the process of map making. Usually maps are prepared in a flat surface. Different projection methods are used to create maps.

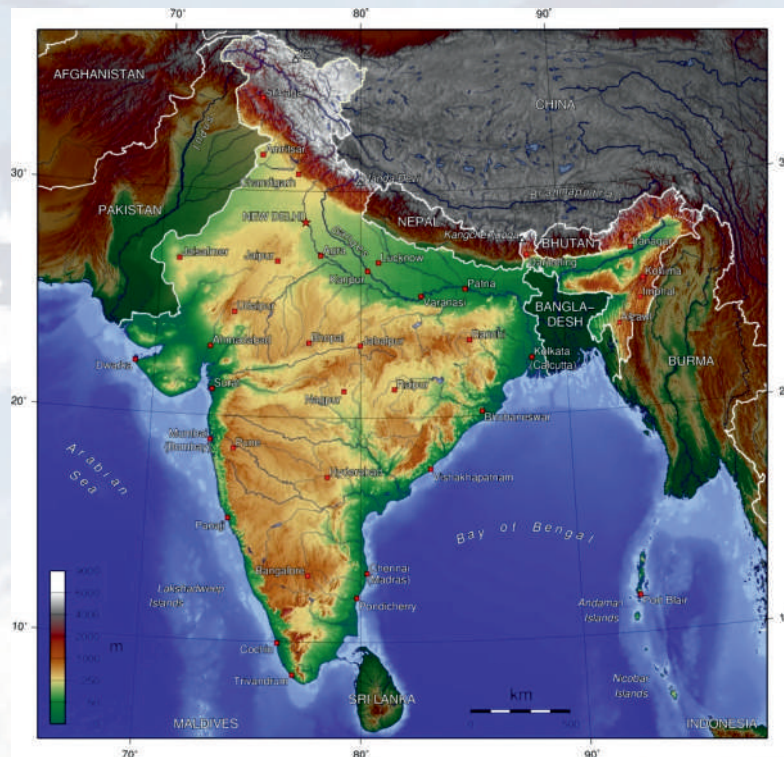
**Scale:** It is an expression of ratio of distance in the map. It corresponds to the distance on the earth's surface. When maps are prepared according to scales, it represents the accuracy of the distribution of space.

**Legends:** To understand the map easily map makers use various symbols. Colours, signs, pictures, diagrams etc. are used to depict information related to rivers, roads rail routes, rivers, political boundaries, monuments, etc. various types of graphs and colour pattern are also used to represent the statistical information related to a particular area.

**Projections:** Projections mean the representation of an area of earth in a paper. In order to avoid the distortions since map is on flat surface while earth is not flat. Projections help in angular relationships, correct directional relations along the circle, area, lines, distance.

## 6.7 Indian Geography

India is the 7th largest country in the world in terms of area. It stretches from snow capped Himalayas in the North to Coastal villages of South, tropical forests of South-West Coast, the Brahmaputra Valley in the East to the Desert in the West. Bounded by Himalayas in the North, it stretches southwards and at the tropic of cancer.



**Topographic Map of India**

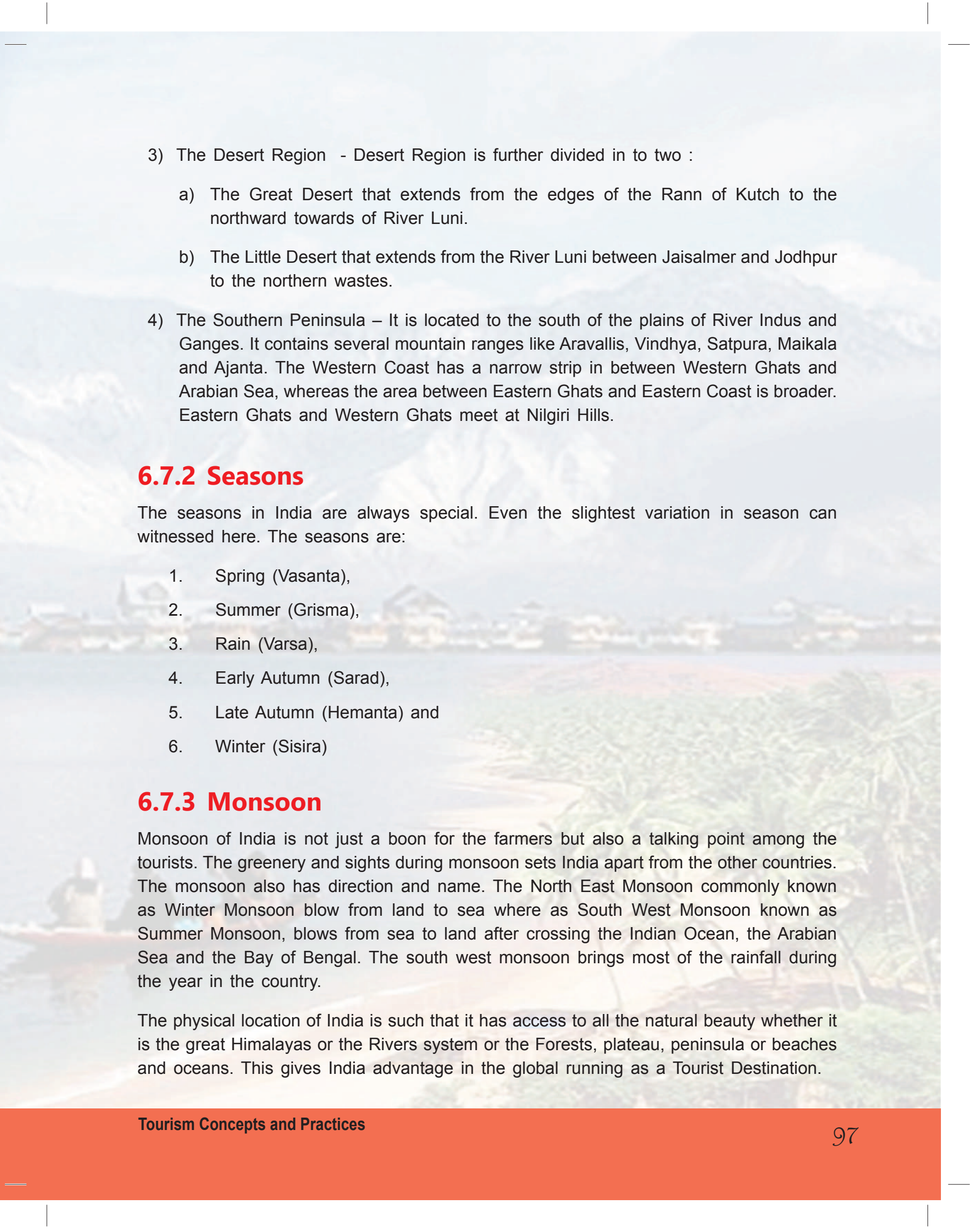
The main land of India lies in between  $8^{\circ}4'$  and  $37^{\circ}6'$  (latitudes) north,  $68^{\circ}7'$  and  $97^{\circ}25'$  (longitudes). The distance measured is about 3,214 km from north to south between latitudes and 2,933 km from east to west between longitudes. It has a land frontier of 15,200 km and the total length of the coast line of main land, Lakshadweep Islands, and Andaman & Nicobar Islands is 7,516.6 km

India shares border with Pakistan and Afghanistan to the north- west, China, Nepal and Bhutan to the North, Myanmar to the East and Bangladesh to the East of West Bengal. Palk Strait separates India and Sri Lanka.

### 6.7.1 Physical Features

To understand the topography of India the country is divided into regions, based on comparable characteristics. The main land of India comprises of 4 regions. They are

- 1) The Great Mountain Zone – The Himalayan range of Mountains stretching from Northern India till the Eastern part of the country form a part of the great mountain range.
- 2) The Plains of Ganga and Indus - Plains of Ganga and Indus ---> 2,400 k.m. long and 240-320 k.m. broad, formed by river basins of Indus, Ganga and Brahmaputra.

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- 3) The Desert Region - Desert Region is further divided in to two :
- a) The Great Desert that extends from the edges of the Rann of Kutch to the northward towards of River Luni.
  - b) The Little Desert that extends from the River Luni between Jaisalmer and Jodhpur to the northern wastes.
- 4) The Southern Peninsula – It is located to the south of the plains of River Indus and Ganges. It contains several mountain ranges like Aravallis, Vindhya, Satpura, Maikala and Ajanta. The Western Coast has a narrow strip in between Western Ghats and Arabian Sea, whereas the area between Eastern Ghats and Eastern Coast is broader. Eastern Ghats and Western Ghats meet at Nilgiri Hills.

### 6.7.2 Seasons

The seasons in India are always special. Even the slightest variation in season can witnessed here. The seasons are:

- 1. Spring (Vasanta),
- 2. Summer (Grisma),
- 3. Rain (Varsa),
- 4. Early Autumn (Sarad),
- 5. Late Autumn (Hemanta) and
- 6. Winter (Sisira)

### 6.7.3 Monsoon

Monsoon of India is not just a boon for the farmers but also a talking point among the tourists. The greenery and sights during monsoon sets India apart from the other countries. The monsoon also has direction and name. The North East Monsoon commonly known as Winter Monsoon blow from land to sea where as South West Monsoon known as Summer Monsoon, blows from sea to land after crossing the Indian Ocean, the Arabian Sea and the Bay of Bengal. The south west monsoon brings most of the rainfall during the year in the country.

The physical location of India is such that it has access to all the natural beauty whether it is the great Himalayas or the Rivers system or the Forests, plateau, peninsula or beaches and oceans. This gives India advantage in the global running as a Tourist Destination.

### ACTIVITY 3

Collect the weather maps publish by various news papers, and understand how various features are described.

#### Exercise-3

1. Draw a map of India and mark the following Mountain ranges: Aravallis, Vindya, Satpura, Great Himalayas, Western Ghats, Eastern Ghats
2. Collect the weather maps publish by various news papers, and understand how various features are described.

## 6.8 Summary

This unit starts with an overview of the significance of Geography and its study in Tourism. It also examines identification of locations, time calculation and map study. Activities like visiting sites and preparing reports help the students to gain practical knowledge. The unit also gives a brief outline on Indian Geography, which will be helpful to every student to know the basic concepts.

## UNIT-7

# INTER LINKAGE BETWEEN HISTORY AND TOURISM INDUSTRY

### Contents:

- 7.0 Unit Overview & Description
- 7.1 Introduction
- 7.2 Significance and Importance of History in Tourism
- 7.3 Defining - Heritage, Historical sites and Archaeological Sites
- 7.4 Heritage Tourism - Types and Promotion
- 7.5 Guiding around Heritage Sites
- 7.6 Role of A.S.I.
- 7.7 UNESCO World Heritage Sites in India
- 7.8 Summary

### 7.0 Unit Overview & Description

This unit will provide the student information on the importance of history and historical sites in Tourism. This unit will also help you to understand the importance and inter linkage between History and Tourism. After reading this unit you will be able to:

- define Heritage and Heritage sites
- differentiates between historical sites, heritage sites and archaeological sites

- discuss the importance of History and its role in tourism
- state the role of ASI in preserving heritage sites and linkage with tourism
- list the World Heritage Sites in India

### **Resource Material:**

Projection system, Posters, Colour Pencils, map of India-political and physical

## **7.1 Introduction**

Webster's dictionary defines history as 'a chronological record of significant events'. It also includes the explanation of the facts and reasons of the incident. In simple words it can be said that events of the past is history. Heritage on the other hand is what we have inherited from our ancestors. Heritage constitutes both tangible and intangible. i.e. elements of socio-cultural, economical, environmental and even psychological that generations carry over. Both history and heritage is important for us; as History is the record of events that taken place whereas Heritage, tangible and non – tangible, act as the identity of a society or civilization.

History, heritage, historical sites are the basis for many popular tourist attraction. The term cultural heritage is also commonly used to identify popular destinations. According to Edward Burnett Tylor 'culture' is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society. UNESCO defines 'Cultural Heritage' as the entire corpus of material signs - either artistic or symbolic - handed on by the past to each culture and, therefore, to the whole of humankind'.

Most of the tourism attractions are popular due to the cultural history and the heritage associated with it. India is popular with international tourist due to its cultural heritage. It becomes very important to understand the difference and linkages between the words commonly used such as history, historical sites, archaeological sites and so on. This unit introduces you to the concept of heritage and culture. At the same time it also discusses the importance of history, heritage, cultural history and historical sites in the development of tourism activities.

## **7.2 Significance of History in Tourism**

As you know, we all have curiosity to know about various places. When we learn about a place, we also have to study the history of a place in order to get a better understanding of that place. When people visit a site of historical importance, lot of questions arise in

mind. For example when you visit Nalanda, A.S.I. excavated site, it can generate anxiety about the time it was constructed, why it was used, who constructed it? What is the meaning of each structure, who were the students, where they stayed, where all the structures disappeared etc. As discussed earlier, international tourists visit India to learn about its rich cultural heritage. History of India here plays an essential factor to recreate the significance of a historical and or heritage site.



**For Example:** The Temple at Bodh Gaya was built during the period of Gupta is a reminiscent of the past. When a tourist visits Bodh Gaya, the stories related to the life of Buddha, Enlightenment act as an added value. Historical evidence in the temple are the railings of Emperor Ashoka, The Bodhi Tree (Pipal Tree), and the temple built during the Gupta Period which also gives clues to the rich architectural heritage. The legends, historical facts and evidences add to the experience of visiting the Temple.

Similarly the monolithic sculptures in Mahabalipuram is an example of crafts man ship and skill.

### 7.3 Heritage Tourism

The World Tourism Organisation defines 'Heritage Tourism' as 'an immersion in the natural history, human heritage, arts, philosophy, and institutions of another region or another country'.

In other words, the visit to a destination to learn more about the history and historical facts but primarily to understand and experience the cultural and natural heritage of the destination can be said as heritage tourism. According to Timothy and Boyd (2003) Heritage can be classified in to three types of resources:



**Chhath Puja-Intangible Heritage**

- Tangible/Immovable Resources (Buildings/ monuments, Rivers, unique occurrences in the Nature). For example, Taj Mahal, Great Barrier Reef.
- Tangible Movable Resources (Objects in museums, documents in archives etc.). For example, part of Ashok Pillar, and so on.

- **Intangible Resources:** Values, Customs, Ceremonies, life styles, and festivals, arts, and cultural events. For example, festivals, fairs, Ganga Aarti and so on.

Therefore, any tourism activity involving the above mentioned resources is part of the heritage tourism.

## 7.4 Defining Heritage, Historical Sites and Archaeological Sites

**Heritage Sites:** Heritage sites are all those sites which are important in terms of historical and archaeological. UNESCO declares a site/monument/city/natural site in its list based on fulfilling certain criterion.

**Archaeological Sites:** Sites declared as archeologically important sites or monuments and buildings (prehistoric sites to sites of historical value). The site may be protected but explored or unexplored, excavated or excavation in progress, materials, equipments of historical value. Many of the historical sites in India are explored during the period of British Rule. After independence Archaeological Survey of India continued to carry out its mission to protect our buildings, monuments and sites.



**Sarnath**

**Historical Sites:** sites related to events-World Religious Congress held at Chicago (Conferences, Meetings, Conventions or Congress, Declarations), personalities and their Belongings – Ashram of Mahatma Gandhi in Sabarmati, Incidences, Battles, Inventions, laboratories and Factories of historical importance.

### Points to remember:

- Heritage is our asset. It is our duty to protect it.
- Commercial interests should not damage the values and our cultural systems. Hence it is our collective responsibility to protect our intangible heritage

### ACTIVITY 1

Visit a heritage site in or near your city. List the features that make it a heritage site.

### Exercise-1

1. Differentiate between heritage sites and historical sites.

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2. What is the meant by Heritage Tourism?

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## 7.5 Guiding around the Heritage Sites



**Jantar Mantar**

Every monument/historical site, whether it is archaeological or heritage site has a lot of stories to tell. For a tourist, just visiting a site or seeing the remains of building (Palace/Forts) without a guide or site interpreter is meaningless. Trained guides help a tourist to understand the meaning of signs, figures, pictures, diagrams, scripts, sculptures, importance of the site, monument and building. Write-

ups and audio guides are available at several places which help tourists to understand the importance of a site or monument. In India, Government licensed tourist guides are permitted to guide tourists in monuments and historical sites. Since the availability of trained guides are comparatively less in tourist sites, several state governments also have come up with guide training programmes.

A tourist guide plays very important role in order to make the visit a complete tour for every tourist. Ability to provide correct and factual information, ability to examine scripts and pictures, interpret them in to tourists in a simple and easy language, satisfying the curiosity of visitors through factual information are the essential skills required for a tourist guide.

There is also visitor interpretation centres located near almost every important site. In India, we can find that the concepts of visitor management and visitor interpretation centres (V.I.C.) are an emerging concept. V.I.C.s' are equipped with guide books and Information

office which enable a visitor to get a first hand information about a site. National Parks in India also have visitor interpretation centres which help the visitors to know about nature, eco system, flora and fauna and special features of the concerned National Park. V.I.C. provide the significance of the site in terms of its history and heritage through photographs, audio-visual media, touch screens, or special movie shows. Light and Sound Shows held in important forts in India like Red Fort (Delhi), Gwalior Fort (Madya Pradesh), Chittorgarh Fort (Rajasthan), and temple sites like Khajuraho (Madhya Pradesh), Somnath (Gujarat) amuse the visitors. Light and Sound Shows recreate the history by using the combination of colours, supported by proper audio background.

Audio tours are also available at many historical sites in India, which is really helpful for foreign tourists. The audio guide (instrument used with headphone) allows a visitor to choose his language from a limited number of options. The commentary is informative and authentic. Usually a map of the site is also provided in order to locate different sites. Numbered sign boards at different points help the visitor to stop at a particular place and read the description. Though it enables a visitor to get clear information about a historical site, but it lacks personal touch of a guide/ language interpreter who can also relate the history of a place with the local customs and local people. Another advantage of the audio guide is, its cheaper comparing to hire a licensed guide. But a guide is not only an interpreter at many occasions, but also he/she can help the tourists to take right directions and get appropriate information in crowded attractions. A good guide represents mirror of Indian culture and for every visitor he/she act as an ambassador of our heritage.

The main criticism about guides is misrepresentation of facts, but this is due to permission of unauthorised guides/unlicensed guides who use guiding as an amateur activity to make additional income. It is found that tourists also seek the help of unauthorised/unlicensed guides in order to save money. But at many times, it leads to misrepresentation of facts about a site. Poor language skills of the guide can also lead to a bad experience for a tourist. To summarise, guiding tourists in a historical site is very important as it gives right information to the visitors, but also it gives lot of employment opportunities to local people.



It is found that in many historical sites (Private Property) maintain the exhibits and sites in proper way and maintenance is taking place time to time. Tourist amenities are created in order to facilitate the visitor that will give a good reputa not only to the property, but also to even Indian Heritage.

For example Forts and Places in Rajasthan are maintained very well. The staffs of the palace or fort are well trained and they can provide not only directions to tourists, but also provide the historical facts and importance of sites. It is also important that visitors should appreciate the artifacts, displays or the site not to damage it by scribing, disfiguring, touching, or taking exhibits by own hands. In several sites Pan/Gutka, tobacco products and food items are also prohibited in order to keep the site its purity.

**Points to remember:**

- A tourist guide is the representative of a culture, tradition or a heritage site
- It is the responsibility of the guide to provide correct information to visitors
- It is the duty of authorities to check the availability of trained guides at destinations
- Tourists look for authentic and factual information on a site or a place.
- Before tourists choose a site or attraction they will search all information sources related to the site.

## **7.6 Role of A.S.I.**

The Archaeological Survey of India has safeguarded our rich history for 150 years. Sir William Jones initiated the archeological and historical pursuits in India. Publication of Asiatic Researches (1788) introduced a new area of interest on protection of the historical remains and numerous monuments in India. James Princep, James Fergusson, and Sir Alexander Cunningham played a crucial role in surveying the monuments and documenting the explorations. In 1861, Sir Alexander Cunningham was appointed as Archeological Surveyor and later in 1871 he was appointed as the Director General. The surveys of Cunningham led to several discoveries such as monolithic capitals and other remains of Ashoka, specimens of architecture of Gupta and post-Gupta period; great stupa of Bharhut; identification of ancient cities namely: Sankisa, Sravasti and Kausambi. He also brought to prominence the Gupta temples at Tigawa, Bilsar, Bhitargaon, Kuthra, Deogarh and Gupta inscriptions at Eran, Udayagiri and other places. Treasure Trove Act 1878 vested all powers in Government to confiscation and safety of treasures and antiquities found during chance digging. It is the premier institution in India concentrating on archaeological researches, explorations, excavations and protection and preservation of monuments and sites of national importance. A.S.I. functions under Ministry of Culture, Government of India. Its functions include.

- Archaeological researches
- Explorations
- Protection of the cultural heritage of the nation
- Maintenance of ancient monuments and archeological sites
- Regulate all archaeological activities

Definition of a 'monument': structure, erection or monument tumulus, cave, rock sculpture, inscription, monolith, historical, or archaeological, interest has been in existence not less than 100 years ( A.S.I.). There are approximately 3650 monuments under A.S.I., which include temples, mosques, tombs, churches, cemeteries, forts, palaces, step-wells, rock cut caves, and secular architecture that represent the remains or mounts/sites of civilizations.

Every state also has a Department of Archaeology, under which monuments and sites, which are not falling in the list of List of ASI Protected Monuments. These monuments/sites are taken care by the state government.

#### ACTIVITY 2

Conduct a tour to A.S.I. protected monument. Understand its importance, special features. Prepare a report on how a monument is being protected by A.S.I.

#### Exercise-2

1. List the qualities of a good guide at heritage sites.

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2. What is the role of A.S.I. in tourism development?

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## 7.7 World Heritage Sites in India

**UNESCO World Heritage Site** is a place (such as a forest, mountain, lake, island, desert, monument, building, complex, or city) that is listed by the UNESCO as of special cultural or natural heritage.

The listing of cultural and natural sites of global importance is an initiative of UNESCO to save the global representative of unique heritage. The new vision of UNESCO goes “beyond the definitions of heritage and strives to recognize and protect sites that are outstanding demonstrations of human coexistence with the land as well as human interactions, cultural coexistence, spirituality and creative expression”.

As of 2013, 981 sites are listed: 759 cultural, 193 natural, and 29 mixed properties, in 160 states parties. By sites ranked by country, Italy is home to the greatest number of World Heritage Sites with 49 sites, followed by China (45) and Spain (44). The criteria for the selection of World Heritage Sites are:

1. To represent a masterpiece of human creative genius;
2. To exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
3. To bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
4. To be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
5. To be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
6. To be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria);
7. To contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;

8. To be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;
9. To be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;
10. To contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

India also has many sites and monuments listed on the World Heritage Sites list. This gives the sites special protection and importance as well as attracts tourists since the list is globally available and sought after to do list of frequent travellers.

## Cultural World Heritage Sites in India

| SI No. | Name of the monument                   | Year of Declaration | State          | Brief Description                                                                         |
|--------|----------------------------------------|---------------------|----------------|-------------------------------------------------------------------------------------------|
| 1      | Agra Fort                              | 1983                | Uttar Pradesh  | Fort, Jahangir Palace, Khas Mahal, Diwan-i-Khas, and Mosques.                             |
| 2      | Ajanta Caves                           | 1983                | Maharashtra    | Cave monuments have paintings and sculptures that depict Buddhist Religious Art.          |
| 3      | Buddhist Monuments at Sanchi           | 1989                | Madhya Pradesh | Group of Monuments, Pillars, Palace, temples and Monasteries                              |
| 4      | Champaner-Pavagarh Archaeological Park | 2004                | Gujarat        | Prehistoric Sites and Pillars, palaces, monasteries up to 8-14 A.D.                       |
| 5      | Chatrapati Shivaji Terminus            | 2004                | Maharashtra    | Known as Victoria Terminus earlier. Gothic style building constructed.                    |
| 6      | Ellora Caves                           | 1983                | Maharashtra    | 34 monasteries, monuments dating from 600-1000 devoted to Buddhism, Jainism and Hinduism. |
| 7      | Elephanta Caves                        | 1987                | Maharashtra    | Sculpted cave monuments consisting of Hindu & Buddhist stone sculptures.                  |
| 8      | Fatehpur Sikri                         | 1986                | Uttar Pradesh  | Historic fort located 37 km from Agra.                                                    |

| SI No. | Name of the monument                | Year of Declaration | State                                     | Brief Description                                                                                                                                                                                                                                                                                                    |
|--------|-------------------------------------|---------------------|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9      | Chola Temples                       | 1987                | Tamil Nadu                                | Brihadiswara Temple at Tanjavur<br>Gangaikonda cholapuram<br>Airavateshwara Temple:<br>Darasuram.                                                                                                                                                                                                                    |
| 10     | Group of Monuments at Hampi         | 1987                | Karnataka                                 | Monuments and temples built during the period of rulers of Vijayanagara (14 <sup>th</sup> to 16 <sup>th</sup> century A.D.).                                                                                                                                                                                         |
| 11     | Group of Monuments at Mahabalipuram | 1984                | Tamil Nadu                                | Temples and sculptures carved out of rock, located in Coramandal Coast (7 <sup>th</sup> and 8 <sup>th</sup> century A.D.).                                                                                                                                                                                           |
| 12     | Group of Monuments at Pattadakal    | 1987                | Tamil Nadu                                | Group of temples belong to Hindus and Jains built during the period of Chalukyas (7 <sup>th</sup> to 8 <sup>th</sup> Century A.D.).                                                                                                                                                                                  |
| 13     | Humayun's Tomb Delhi                | 1993                | Delhi                                     | The first garden tomb in India. Built in 1570.                                                                                                                                                                                                                                                                       |
| 14     | Temples of Khajuraho                | 1986                | Madhya Pradesh                            | Group of Temples built during the Chandela Kings (950 -1050 A.D.).                                                                                                                                                                                                                                                   |
| 15     | Mahabodhi Temple, Bodh Gaya         | 2002                | Bihar                                     | One of the earliest Buddhist temples built entirely in brick. The present temple is build in 5 <sup>th</sup> -6 <sup>th</sup> century A.D., but the first temple was built during 3 <sup>rd</sup> century B.C. by Emperor Ashoka.                                                                                    |
| 16     | Mountain Railways                   | 1999                | West Bengal, Tamil Nadu, Himachal Pradesh | Darjeeling Himalaya, Nilgiri Mountain Railways, Kalka- Shimla.                                                                                                                                                                                                                                                       |
| 17     | Qutub Minar Monuments Delhi         | 1993                | Delhi                                     | Built in the early 13 <sup>th</sup> century the red sandstone tower of Qutub Minar is 72.5 m high, The surrounding archaeological area contains funerary buildings, Alai-Darwaza Gate, (built in 1311), and two mosques, including the Quwwatu'l-Islam, the oldest in northern India.                                |
| 18     | Redfort Complex Delhi               | 2003                | Delhi                                     | The Red Fort Complex was built as the palace fort of Shahjahanabad – by Emperor Shah Jahan. The private apartments consist of a row of pavilions connected by a continuous water channel, known as the Nahr-i-Behisht (Stream of Paradise). The Red Fort is considered to represent the zenith of Mughal creativity. |

| SI No. | Name of the monument        | Year of Declaration | State          | Brief Description                                                                                                                                                                                                                                                                              |
|--------|-----------------------------|---------------------|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 19     | Rock shelters of Bhimbetaka | 2003                | Madhya Pradesh | The Rock Shelters of Bhimbetaka are in the foothills of the Vindhyan Mountains. The natural rock shelters, display paintings that appear to date from the Mesolithic Period right through to the historical period.                                                                            |
| 20     | Sun Temple, Konark          | 1984                | Odisha         | It is believed to be built during 13 <sup>th</sup> century A.D. Located on the shores of the Bay of Bengal, this sun temple at Konarak is a monumental representation of the sun god Surya's chariot; its 24 wheels are decorated with symbolic designs and it is led by a team of six horses. |
| 21     | Taj Mahal, Agra             | 1983                | Uttar Pradesh  | Taj Mahal was built during the period of Emperor Shah Jahan during 1631 and 1648 in memory of his favourite wife. Taj Mahal remain as one of the seven wonders of the World.                                                                                                                   |
| 22     | Jantar Mantar, Jaipur       | 2010                | Rajasthan      | The Jantar Mantar, is an astronomical observation site built in the early 18 <sup>th</sup> century. It includes a set of some 20 main fixed instruments to observe the movement of sun, planets and to study the solar system.                                                                 |

**Table7.1: UN World Heritage Sites in Indian (Cultural)**

### **Natural Reserves**

|                                  |        |
|----------------------------------|--------|
| Kaziranga                        | : 1985 |
| Keoladeo                         | : 1985 |
| Manas                            | : 1985 |
| Nanda Devi and Valley of Flowers | : 1988 |
| Sunderbans                       | : 1987 |
| Western Ghats                    | : 2012 |

### **Following Hill Forts included in World Heritage Sites in 2013**

1. Chittaurgarh,
2. Kumbhalgarh,
3. Ranthambore,
4. Jaisalmer,

5. Amber and
6. Gagron

in the districts of Chittaurgarh, Rajsamand, Sawai Madhopur, Jaisalmer, Jaipur and Jhalawar respectively.

#### ACTIVITY 3

Conduct a tour to a heritage site and list the features that make it unique. If possible, visit a World Heritage Site and compare it with other Heritage Sites.

#### Exercise-3

1. What is the difference between cultural and natural heritage sites?

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2. Name any two Indian sites that is on the tentative list of World Heritage Site

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## 7.8 Summary

This unit helps you to know the linkage of tourism with history. In brief the importance of heritage is explained. Guiding around archaeological sites will help the visitors to understand the value of our heritage. It is also imperative to learn the role of UNESCO in protecting the heritage sites.

## UNIT-8

# TOURISM ORGANISATIONS AND TRENDS

### Contents:

- 8.0 Unit Overview & Description
- 8.1 Introduction
- 8.2 Role of Ministry of Tourism, Government of India
- 8.3 Role of State Tourism Development Corporations (STDC)
- 8.4 Public-Private Partnerships in Tourism
- 8.5 Role of Local Bodies and NGOs
- 8.6 Functions of some Important Organisations
  - 8.6.1 UNWTO
  - 8.6.2 IATA
  - 8.6.3 IATO
  - 8.6.4 TAAI
- 8.7 Factors Responsible for Growth and Development of Tourism
- 8.8 General Trends in National and International Tourism
  - 8.8.1 Emerging Trends
- 8.9 Summary

### 8.0 Unit Overview & Description

This unit will introduce students to the various tourism organisations; the concept of Public-private Partnerships; factors for tourism growth and the general trends in national and international tourism. It will help students to:

- evaluate the importance and role of organisations in tourism development

- recognise the power of partnership
- explain the correlation between local bodies and tourism development
- identify the factors for tourism growth and development
- interpret the general trends in national and international tourism

### **Resource Material:**

Activity Sheet, Resource for Role Play, Pen, Projector and Computer.

## **8.1 Introduction**

Today, tourism is one of the largest and fastest growing industries in the world and indeed a remarkable phenomenon having socio, economic, cultural and environmental ramifications. A multifaceted industry like tourism also warrants the operation and active involvement of a multitude of players, out of which 'tourism organizations' comprises a prominent group. With the rapid expansion of tourism across the globe, numerous tourism organizations have emerged both in the Public and Private Sector and also at different levels- international, national, regional, state or local. Organisations like the United Nations World Tourism Organisation (UNWTO), Pacific Asia Tourism Association (PATA), World Tourism and Travel Council (WTTC) operating at the international level; governmental ministries/departments/divisions of tourism; various associations of travel agencies and tour operators; tourism clubs etc are all examples of tourism organizations.

This Unit discusses the importance, role and functions of some selected organizations and also addresses the concept of Public-Private Partnership (PPP) in tourism. The role of Local bodies and Non-Governmental Organizations (NGOs) is another aspect dealt here. Further as the concluding Unit of the Course and as a summing up of all what we have covered in the preceding Units, the factors responsible for the growth and development of tourism and the general trends in national and international tourism has been highlighted. This will enable the students to have a comprehensive view of the way tourism industry develops and operate.

## **8.2 Role of Ministry of Tourism, Government of India**

All countries which are engaged in tourism need a National Tourist Organization (NTO) for proper direction and control of its tourism developmental activities. This NTO may be a full - fledged ministry, a directorate general, a department, a corporation or a board with the structure differing from country to country. The United Nations Conference on

International travel and tourism held in Rome in 1963 had stressed upon the formation of a national tourist organization in every country as an essential foundation for building up a prosperous and dynamic tourist industry. In India, the Ministry of Tourism functions as the National Tourist Organization of the country and is headed by the Union Minister of State for tourism (Independent Charge) with the Secretary (Tourism) doubly as both the administrative head and the ex-officio Director General (DG) of Tourism. It has under its charge:

- 20 field offices within the country,
- 14 overseas offices.
- sub-ordinate office/project i.e. Indian Institute of Skiing and Mountaineering (IISM)/ Gulmarg Winter Sports Project.
- a public sector undertaking, the India Tourism Development Corporation (ITDC)
- two autonomous institutes- the Indian Institute of Tourism and Travel Management (IITTM) and the National Council for Hotel Management and Catering Technology (NCHMCT)

The primary role of the Tourism Ministry is the formulation of national policies and programmes for the development and promotion of tourism in consultation and collaboration with other stakeholders in the sector including various Central Ministries/agencies, the State Governments/Union Territory Administrations and the representatives of the private sector. For your easy reference, the main functions of the ministry are outlined below:

|       |                                                                                                                                                                                                                         |      |                                                                         |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------------------------------------------------------------------|
| (i)   | <b>All policy matters including:</b><br>a. Development Policies<br>b. Incentives<br>c. External Assistance<br>d. Manpower Development<br>e. Promotion & Marketing<br>f. Investment Facilitation<br>g. Growth Strategies | (ix) | <b>Overall Review of the Functioning of the Field Offices</b>           |
| (ii)  | <b>Planning</b>                                                                                                                                                                                                         | (x)  | <b>Integrated Finance Matters</b>                                       |
| (iii) | <b>Infrastructure &amp; Product Development:</b><br>a. Central Assistance<br>b. Distribution of Tourism Products                                                                                                        | (xi) | <b>Official Language:</b><br>Implementation of Official Language Policy |

|        |                                                                                                                                                                                  |        |                                                 |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------------------------------------------------|
| (iv)   | <b>Regulation:</b><br>a. Standards<br>b. Guidelines                                                                                                                              | (xii)  | <b>Plan Co-ordination</b>                       |
| (v)    | <b>Research, Analysis, Monitoring and Evaluation</b>                                                                                                                             | (xiii) | <b>Budget Co-ordination and Related Matters</b> |
| (vi)   | <b>International Co-operation and External Assistance:</b><br>a. International Bodies<br>b. Bilateral Agreements<br>c. External Assistance<br>d. Foreign Technical Collaboration | (xiv)  | <b>Vigilance Matters</b>                        |
| (vii)  | <b>Legislation and Parliamentary Work</b>                                                                                                                                        | (xv)   | <b>Overseas Marketing (OM) Work</b>             |
| (viii) | <b>Co-ordination with other Ministries, Departments, State/Union Territory Administrations</b>                                                                                   |        |                                                 |

**Table 8.1: Function of the Ministry of Tourism**

## **8.3 Role of State Tourism Development Corporations**

All states and union territories in India have a department/directorate of tourism responsible for routine functioning; planning and coordinating, and acting as a catalyst for all development and, promotion of tourism activities within their jurisdiction. This includes, development of tourist sites, printing promotional literature on different tourist destinations, holding of fairs and festivals, making films and video tapes on various themes and tourist attractions, exploring new tourist destinations, encouraging and assisting the private sectors etc. With the increasing thrust on tourism by almost all states in recent years, especially for economic development, the functioning of these departments/directorates have diversified. This has led to the need for a separate wing to look into the development of tourism infrastructure and to handle its promotional and commercial aspects more professionally. Consequently, more proactive tourism states started establishing State Tourism Development Corporations (STDCs) following the pattern of the India Tourism Development Corporation (ITDC) set up by the central government in 1996 under the Ministry of Tourism. Few of the STDCs are outlined below:

- Andhra Pradesh Tourism Development Corporation
- Karnataka Tourism Development Corporation
- Kerala Tourism Development Corporation

- Madhya Pradesh Tourism Development Corporation
- Rajasthan Tourism Development Corporation
- Maharashtra Tourism Development Corporation
- Jammu & Kashmir Tourism Development Corporation
- Tamil Nadu Tourism Development Corporation
- Bihar Tourism Development Corporation

In almost all the cases, the primary objective of a STDC is the development of tourist infrastructure and commercialisation of tourist resources. Many of them develop, run and manage hotel properties and tourist bungalows. Depending on the level of development and the potential value accorded to tourism in a state's economy, the role and responsibility of the STDCs differs from one state to another. However, some of the common broad areas of operation of STDCs are:

- managing accommodation units
- transport facilities
- catering services
- package tours
- cafeteria etc

## 8.4 Public-Private Partnerships in Tourism

Public-Private Partnership (PPP) is a globally utilized collaborative means for achieving certain desirable shared objectives benefiting both the parties involved. PPP in tourism infrastructure was advocated and adopted as a means of development of tourism in India. Considering its importance, UNWTO had even proposed such ventures as a means for overcoming the slump in the travel business after the recent 2008-09 global economic crisis. Let us now examine the role of PPP in tourism development by answering the following:

### Public sector's (Government) Interest?

- industry advancement,
- private sector promotion,
- capital investment,

- need to leverage available state finances,
- administrative cost reduction,
- quality and time-bound delivery.

#### **Private sector's Interest?**

- attractive business environment,
- encouragement and Pro-industry policies,
- low interest finance options,
- elimination of red tapism,
- incentives and promotional support.

#### **Why Public Private Partnership?**

PPP as a mechanism to develop infrastructure in service sectors are aimed at achieving further development by maximum utilisation of resources. This option is particularly explored especially when a State is not in a condition to take up big infrastructure development and maintenance projects due to financial constraints. There are several states in India which had introduced tourism projects with the help of Public Private Partnership. State government allows private parties to invest in tourism projects with certain contributions from the state government, or aid from central bodies. Airports, Express ways, Hotels and restaurants, parks development, shopping malls, convention centres etc. are some attractive investment options where PPP model is successfully implemented.

#### **ACTIVITY 1**

Visit a nearby tourist site and list out the tourist amenities. Understand the gaps in services and try to find out how to sort it out through local authorities

#### **Exercise-1**

1. List the main functions of Ministry of Tourism

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2. What is the importance of PPP in tourism?

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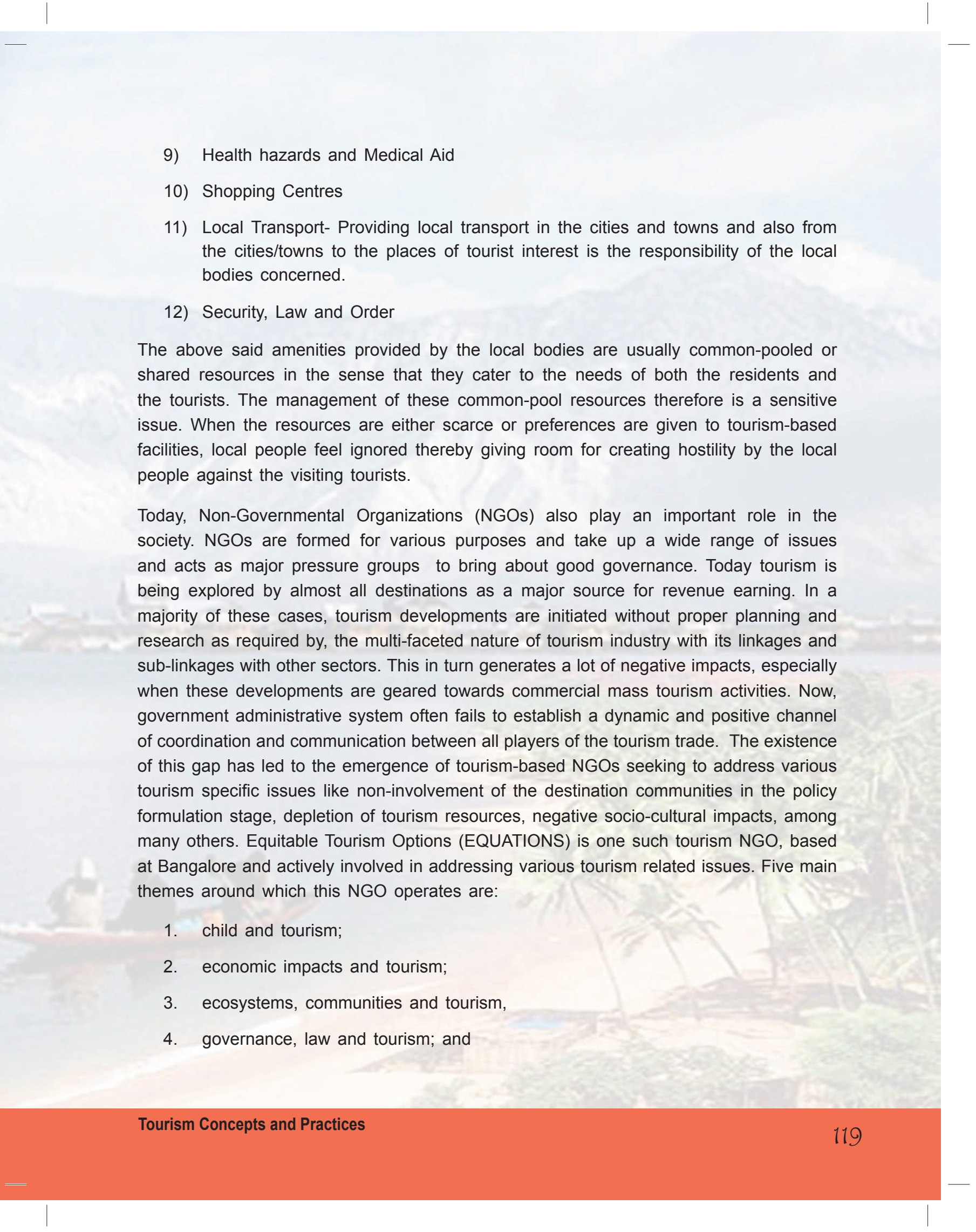
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## 8.5 Role of Local Bodies and NGOs

Destination attractiveness is a key factor that determines the overall satisfaction level of a tourist. When a tourist decides to go on a holiday, he/she visualizes a tension free get-away with certain expectations, something out of the everyday routine cycle. A comfortable stay at the destination is considered almost a birthright of a tourist and for this to happen, the amenities at the destinations should be in place and functional. Local bodies play a greater role in tourism development at a destination. Though, Policy formations are usually done at higher levels of governance, for example at national and state levels in India, the onus of implementing those lies with the local bodies. Examples of local bodies in the Indian context may be a Municipality Corporation, a District council, village Panchayat or a developmental authority like the Delhi Development Authority etc. They have a profound impact on the image of the area as a tourist destination. It is an acknowledged fact that tourists' enjoy visiting places where the general environment is secure and hygienic with high connectivity and well-laid infrastructure.

Some of the facilities which come under the purview of local bodies and absence of which are detrimental to the development of tourism are listed below:

- 1) Roads
- 2) Management of general traffic
- 3) Installation and Maintenance of signage
- 4) Sanitation and toilets
- 5) Garbage disposal
- 6) Water Supply
- 7) Recreation and parks development
- 8) Pollution monitoring and control

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- 9) Health hazards and Medical Aid
  - 10) Shopping Centres
  - 11) Local Transport- Providing local transport in the cities and towns and also from the cities/towns to the places of tourist interest is the responsibility of the local bodies concerned.
  - 12) Security, Law and Order

The above said amenities provided by the local bodies are usually common-pooled or shared resources in the sense that they cater to the needs of both the residents and the tourists. The management of these common-pool resources therefore is a sensitive issue. When the resources are either scarce or preferences are given to tourism-based facilities, local people feel ignored thereby giving room for creating hostility by the local people against the visiting tourists.

Today, Non-Governmental Organizations (NGOs) also play an important role in the society. NGOs are formed for various purposes and take up a wide range of issues and acts as major pressure groups to bring about good governance. Today tourism is being explored by almost all destinations as a major source for revenue earning. In a majority of these cases, tourism developments are initiated without proper planning and research as required by, the multi-faceted nature of tourism industry with its linkages and sub-linkages with other sectors. This in turn generates a lot of negative impacts, especially when these developments are geared towards commercial mass tourism activities. Now, government administrative system often fails to establish a dynamic and positive channel of coordination and communication between all players of the tourism trade. The existence of this gap has led to the emergence of tourism-based NGOs seeking to address various tourism specific issues like non-involvement of the destination communities in the policy formulation stage, depletion of tourism resources, negative socio-cultural impacts, among many others. Equitable Tourism Options (EQUATIONS) is one such tourism NGO, based at Bangalore and actively involved in addressing various tourism related issues. Five main themes around which this NGO operates are:

1. child and tourism;
2. economic impacts and tourism;
3. ecosystems, communities and tourism,
4. governance, law and tourism; and

## 5. women and tourism

### 8.6 Functions of Some Important Organisations

There are different tourism organisations operating today at various levels. In this section, we have selected four important ones to help you understand their importance and functioning.

#### 8.6.1 United Nations World Tourism Organisation (UNWTO)

United Nations World Tourism Organisation (UNWTO) is an agency of the United Nations responsible for the development of sustainable and universally accessible tourism in the world. Its other main focus is on economic growth and inclusive development. The Head Quarters of UNWTO is located at Madrid in Spain. The historical account of UNWTO is given below:

- 1925: International Congress of Tourist Association set up in Hague.
- 1946: First International Congress of National Tourism Bodies, meeting in London, decides to create a new international non-governmental organization to replace the International Union of Official Tourist Propaganda Organizations (IUOTPO).
- 1947: The First Constitutive Assembly of the International Union of Official Travel Organisations (IUOTO) is held in Hague. The temporary IUOTO headquarters are established in London.
- 1951: IUOTO transfers its headquarters to Geneva, Switzerland, where it remains until 1975.
- 1970: On 27 September, the IUOTO Special General Assembly meeting in Mexico City adopts the Statutes of the World Tourism Organization (WTO). From 1980 onwards, this day is celebrated as “World Tourism Day”
- 1975: First WTO General Assembly meets in May in Madrid
- 2003: Renamed as UNWTO

##### Some important events:

- 1967: International Tourism Year, with the slogan: Passport to Peace
- 1980: Manila Declaration on Tourism
- 1991: Agenda 21-(Rio Declaration) adopted

- 1999: Approves Tourism Satellite Accounts (TSA).
- 2002: International Year of Ecotourism

There are five regions under UNWTO, viz. the Americas, Africa, Asia Pacific, Europe and Middle East. UNWTO's membership includes 155 countries, 6 Associate Members and over 400 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities. Various functions of UNWTO are:-

1. Generating Market knowledge through market research and intelligence system.  
For example, Learning market trends, measurement of tourist arrivals and economic impacts of tourism, risk and crisis management.
2. Promoting Sustainable tourism Policies  
For example, Sustainable Tourism and Elimination Poverty Initiatives (STEP)-part of UN Millenium Development Goals (UNMDG)
3. Fostering tourism education and training  
For example, UNWTO-TedQual - It is a certification of a voluntary nature that seeks to facilitate the continual improvement of tourism education, training and research programmes through the definition of a set of minimum standards of quality for tourism education.
4. Making tourism an effective tool for development  
Great Himalaya Trail in Nepal is the outcome of a three years ST-EP project that started in 2009 with funding from the tripartite alliance between SNV Nepal, the ST-EP Foundation and UNWTO. The main objective was to create a trekking route that crosses both well-known areas as well as other lesser-known sites that are very poor but have enormous tourism potential.
5. Coordination in Destination Management
6. Dispensing Information and acting as a major communication channel for all its members

In addition to the above it also promote the Global Code of Ethics for the protection of children and women, who are the victims of trafficking; climate change and tourism issues; saving water; development of tourism in less developed nations etc.

### **8.6.2 International Air Transport Association (IATA)**

IATA was founded in Havana in 1945. The main aim of IATA is to ensure safe air travel, by inter airline cooperation. It is the apex body of airlines that deals with standardisation

of air transport at global level. It helps in scheduling services, routes, and traffic. Its head quarter is located at Montreal, Canada. Main functions of IATA include:

- To promote safe, regular and economic air transport
- To foster air commerce
- To study problems connected with airline industry
- To provide a means of collaborating between air transport companies and agencies
- To co-operate with other international air transportation organization

At present IATA have 240 members from 118 different nations. IATA works as a multi level interface for Airlines, Airports, Freight Forwarders, Ground Handlers, Government Policy Makers, Passengers and Travel Agents.

In brief, IATA is an International body that regulate international air services, maintains standard of operations and act as a clearing agent for airlines and travel agents (Billing and Settlement Plan) IATA –BSP. Through IATA BSP, passengers are enabled to make their travel arrangements to any country without any hassle, such as booking tickets, making payment etc. For example, e-ticketing is a drastic cost effective mechanism that brought down costs for airlines and travel agents. IATA also helps the passengers as well as travel agents by simplifying the procedures and making travel an easier affair.

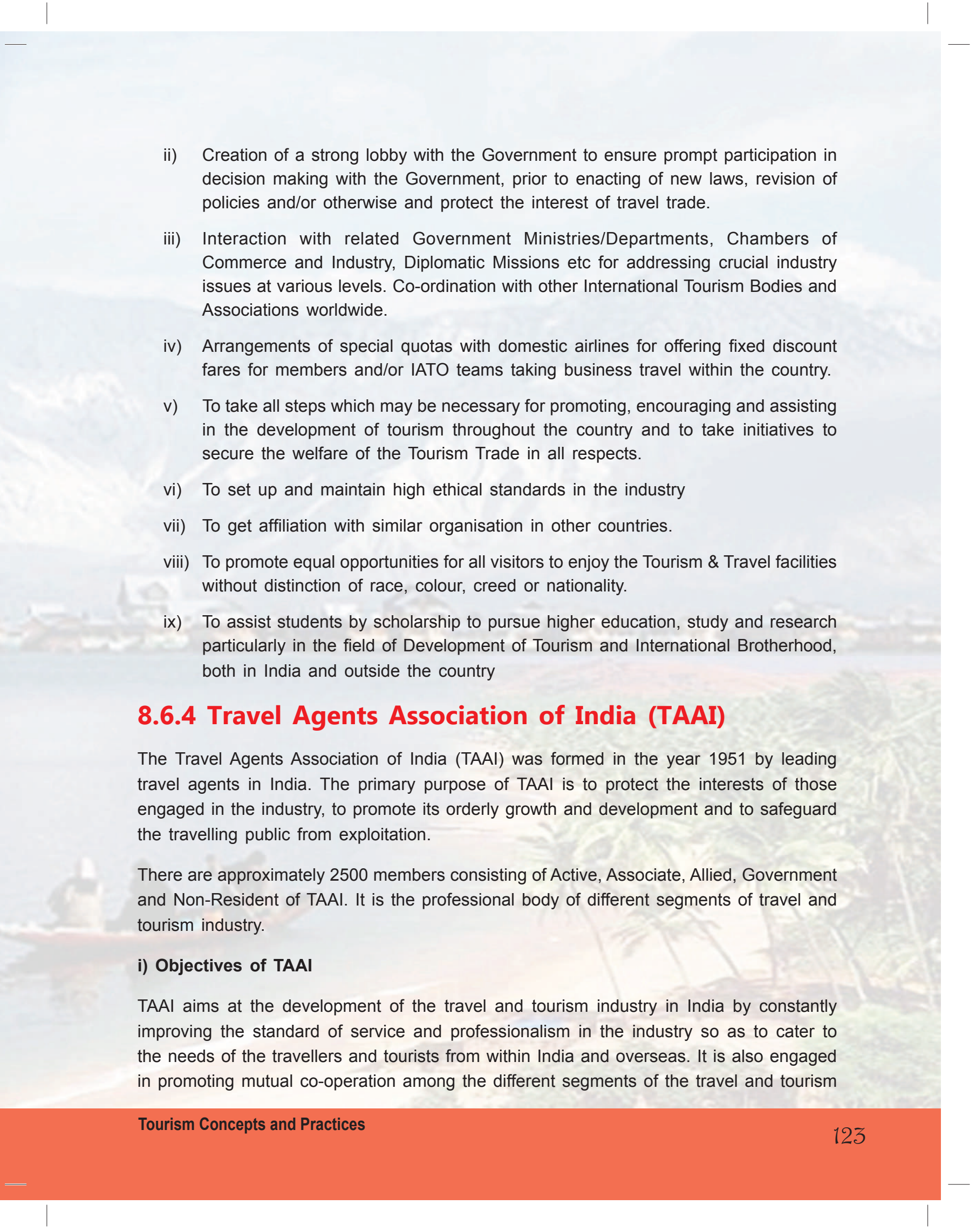
Under its Training and Education programme, IATA offers various courses which are related to Travel and Tourism Management, Airline, Air Navigation Services, Airport, Cargo, Civil Aviation, Ground Services and Travel Agency.

### **8.6.3 Indian Association of Tour Operators (IATO)**

The Indian Association of Tour Operators (IATO) was established in 1982 as an apex body of the tourism industry with its membership limited not only to Tour Operators as the nomenclature suggests but also extended to cover all other segments of the Industry including academic institutions. There are five categories of membership, namely, Active, Allied, Associate, International and Honorary.

Founded in the general interest to promote international understanding and goodwill, the major functions of the IATO are:

- i) Unification of various associations representing different interest within the entire industry by putting together a common platform and working programme.

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- ii) Creation of a strong lobby with the Government to ensure prompt participation in decision making with the Government, prior to enacting of new laws, revision of policies and/or otherwise and protect the interest of travel trade.
  - iii) Interaction with related Government Ministries/Departments, Chambers of Commerce and Industry, Diplomatic Missions etc for addressing crucial industry issues at various levels. Co-ordination with other International Tourism Bodies and Associations worldwide.
  - iv) Arrangements of special quotas with domestic airlines for offering fixed discount fares for members and/or IATO teams taking business travel within the country.
  - v) To take all steps which may be necessary for promoting, encouraging and assisting in the development of tourism throughout the country and to take initiatives to secure the welfare of the Tourism Trade in all respects.
  - vi) To set up and maintain high ethical standards in the industry
  - vii) To get affiliation with similar organisation in other countries.
  - viii) To promote equal opportunities for all visitors to enjoy the Tourism & Travel facilities without distinction of race, colour, creed or nationality.
  - ix) To assist students by scholarship to pursue higher education, study and research particularly in the field of Development of Tourism and International Brotherhood, both in India and outside the country

### **8.6.4 Travel Agents Association of India (TAAI)**

The Travel Agents Association of India (TAAI) was formed in the year 1951 by leading travel agents in India. The primary purpose of TAAI is to protect the interests of those engaged in the industry, to promote its orderly growth and development and to safeguard the travelling public from exploitation.

There are approximately 2500 members consisting of Active, Associate, Allied, Government and Non-Resident of TAAI. It is the professional body of different segments of travel and tourism industry.

#### **i) Objectives of TAAI**

TAAI aims at the development of the travel and tourism industry in India by constantly improving the standard of service and professionalism in the industry so as to cater to the needs of the travellers and tourists from within India and overseas. It is also engaged in promoting mutual co-operation among the different segments of the travel and tourism

industry, among TAAI members, by contributing to the sound progress and growth of the industry as a whole.

## ii) Functions of TAAI

- To promote, maintain and stimulate the growth of travel and tourism in the industry.
- To educate and equip the members to meet the challenges of tomorrow through conventions and seminars.
- To draw the attention of the controlling and regulatory authorities in the country and discuss with them the problems of the industry and work for the survival and betterment of its members.
- To maintain close contact with world bodies and represent matters affecting the travel and tourism industry of the country.
- To gather useful information on travel and tourism and disseminate the same to its members for their guidance.

TAAI helps develop better understanding among the different segments of the travel industry and brings them into its fold by offering membership under different categories. TAAI fosters fraternity among its members.

### ACTIVITY 2

Identify and interact with a local tourism-based NGO and make a list of the themes they are actively pursuing.

### Exercise-2

1. What is the role of NGOs in tourism activities?

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2. List the main functions of UNWTO.

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3. Compare the functions of IATO and TAAI.

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## 8.7 Factors Responsible for Growth and Development of Tourism

Tourism has become one of the largest income earner and a very popular leisure activity. According to the estimates of UNWTO international tourist arrivals exceeded 1.02 billion in 2012. There are several factors responsible for the growth of tourism worldwide. These can be broadly classified as

- Socio-Economic and Political developments
- New ideas and innovative business strategies
- Growth in Business
- Changes and development in technology

More specific causes of rapid growth of tourism can be listed as follows:

1. Increased mobility (increased ownership of cars, improvements in infrastructure).
2. Increase in income level (Prosperity and increased standard of living motivate people to travel).
3. Availability of less expensive tour packages, and low cost travel facilities options.
4. Increased network of roads, rail tracks and flights top several lesser known destinations.
5. Holiday entitlement by government employees.
6. Increased opportunities in MICE (Meetings, Incentives, Conferences and Exhibitions) Tourism as a result of GATT (General Agreement on Trade and Tariff) and WTO (World Trade Organisation) agreements in international business scenario.

7. Increased international cooperation in business and political environment.
8. Innovative tourism products (safaris, tree houses, house boats etc) and new forms of tourism like ecotourism, wildlife tourism, ethnic tourism, rural tourism etc.
9. Advancement of information technology (use of social networking sites, smart phones, increased use of internet for making travel arrangements etc).
10. Innovative marketing strategies and improved product offering as an outcome of highly competitive business environment.

## 8.8 General Trends in National and International Tourism

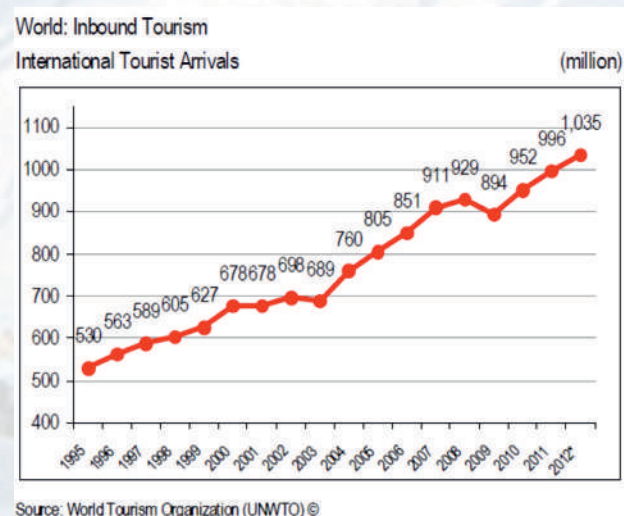


**illustration 8.1: International Tourist Arrivals**

The above diagram illustrates the growth of tourism worldwide. It shows that international tourist arrivals have recorded a steady increase from 2000 to 2012 (627 million to 1.035 billion). According to the reports of UNWTO, many countries have recorded a double digit growth in the year 2012. Performance of emerging economies was fairly better than that of the advanced economies considering the economic recession. Further, countries located in Asia and Pacific recorded highest growth (7%).

India also recorded a sound growth in Foreign Tourist Arrivals. According to the estimates of Ministry of Tourism, Foreign Tourist Arrivals to India is 6.29 million in the year 2011.

| Year | Foreign Tourist Arrivals<br>(in Millions) | Foreign Exchange Earning<br>(US Dollar-Million) |
|------|-------------------------------------------|-------------------------------------------------|
| 2000 | 2.65                                      | 3460                                            |
| 2004 | 3.46                                      | 6170                                            |
| 2008 | 5.28                                      | 11832                                           |
| 2011 | 6.29                                      | 16564                                           |

**Table 8.2: Foreign Tourist Arrivals**

Source: India Tourism

The above table indicates that Foreign Tourist arrivals to India have increased consistently with a share of 0.64% in international level. India's position is 38th in the world in terms of Foreign Tourist Arrivals and 17th in Tourism Receipts. Maharashtra, Tamil Nadu, Delhi, Uttar Pradesh and Rajasthan are the top states which attracts highest number of foreign tourists while the top five source market for India are USA, UK, Bangladesh, Sri Lanka and Canada respectively.

Domestic tourism also shows an upward trend. According to the reports of Ministry of Tourism, the total numbers of domestic tourists' visits are estimated at 850.86 million in 2011. Uttar Pradesh, Andhra Pradesh, Tamil Nadu, Karnataka and Maharashtra are the top 5 domestic tourism destinations of the country.

New tourism products and innovative ideas are getting wide popularity in Indian markets. Adventure tourism, ecotourism, health and wellness tourism, special events, theme destinations, wedding tourism, rural tourism etc. are welcomed by all segments of travel trade.

### 8.8.1 Emerging Trends

Tourism is a very dynamic activity. Along with the changes of time, tourist preferences and interests are also changing. This can be seen from the emerging trends in tourism. Motivations of tourists, facilities available decide the choice of destinations. Some new interesting concepts are outlined below:

1. **Weekend Destinations:** Youth who are working prefer to visit a near by attraction from their work place in the weekend. Places located near cities like Delhi, Mumbai, Kolkata, Bangalore, Hyderabad are often receive numerous visitors in the weekends as lot of working people spend their weekends in these places.
2. **Environment Friendly Tourism:** Ecotourism and green tourism are generally used terms for such tourism activities. These days tour operators and hospitality units

also adopt environment friendly measures while packaging their products.

3. Volunteering: Volunteering is a option for mainly those who are interested to work in NGO sector, or interested in social welfare or development activities. It is also a practice among reputed employers to depute their employees to take up such initiatives as part of Corporate Social Responsibility initiatives.
4. Meditation/Rejuvenation: Hectic schedules and stressful work environment often force people to choose an off from routine life and go for meditation or rejuvenation therapies.
5. Visit Isolated or Haunted Places (Dark Tourism): Though it looks awkward, some people are interested to explore isolated buildings, areas or places associated with mysteries.
6. Participate in Local Festivals: Participation in local festivals is an attractive option for the new age tourists, where the traditions and local culture is experienced. Participating in local festivals gives tourists' a chance to interact with the locals and also get to witness their rich cultural heritage and diversity.
7. Culinary Tours: It is found that many people often find food is a reason to travel. Exploring culinary traditions, experiencing preparation of various types of food (traditional or modern) is a strong motivation for tourism.
8. Woman Owned, Woman Operated and Woman Only Tourists: Lot of woman tourists travel these days. They prefer to opt a woman owned, Woman operated Tour Operator, stay in Woman Owned Hotels etc. This is a modern concept and in some of the cities there are exclusive restaurants only for woman.
9. International Tours (visit neighbouring countries): Introduction of low cost airlines and increasing disposable income among youth are two major factors promotes travel to neighbouring destinations. Dubai, various places in Thailand, Malaysia, and Singapore have become a very popular destination for tourists from India.

#### ACTIVITY 3

1. Prepare a list of local cuisines and collect their recipe.
2. Collect Sunday editions of news papers, in which new dimensions of tourism, interesting trips, travelogues, and local cuisines are mentioned and make an informative Scrap-book.

### Exercise-3

1. List the factors responsible for the growth of Tourism.

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2. List some emerging trends of tourism activity possible in and around your city.

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## 8.9 Summary

Tourism is recognised as a major economic booster by many countries. Its role in economic development, employment generation, peace, better understanding between nations are the driving forces for placing tourism as a priority for these countries. Nowadays, traditional methods of development are being supplemented increasingly by Public Private Partnership in which government, public sector and private sector play active roles in the development of tourism infrastructure

International organisations such as UNWTO, IATA etc. help to coordinate tourism and tourist movements, destination management, destination development etc. At the national level, in case of India, IATO and TAAI are important organisations working for the upliftment of the industry and also working relentlessly to offer enhanced quality and value based services to tourists. The last part of the unit explains the growth of tourism along with the latest trends in tourism.

