

# **PRINCIPLES AND PRACTICES OF TOURISM**



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## **ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING**

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

## **PREFACE**

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

# PRINCIPLES AND PRACTICES OF TOURISM

## Contents

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### BLOCK 1 : INTRODUCTION TO TOURISM

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**Unit 1      Concept of Tourism and Industrial Background**

Introduction, Tourism : the Basic Concept, Tourism : Meaning and Definition, The Tourist, Tourism, Recreation, Leisure and Their Inter relationship

**Unit 2      Psychological Dimensions and The Motivations of Travel**

Introduction, Definition and Role of Motivation, Physical Motivators, Cultural Motivators, Interpersonal Motivators, Status and Prestige Motivators, Tourism as a Service Industry

**Unit 3      Tourism : Types, Forms, Products and Attractions**

Introduction, Forms of Tourism, Nature of Tourism, Characteristics of Tourism, Elements and Characteristics of Tourism Products, Tourism Product System

**Unit 4      Indian Tourism**

Introduction, Tourism in the Modern Period, Types of Tourism in India, Adventure Tourism, Wildlife Tourism, Medical Tourism, Pilgrimage Tourism, Eco Tourism, Cultural Tourism, Wellness Tourism, Business Tourism, Heritage Tourism, Leisure Tourism, Cruise Tourism, Sports Tourism, Educational Tourism



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Open University Ahmedabad**

**DHTM-103**

## ***Principles and Practices of Tourism***

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### **BLOCK 1 : INTRODUCTION TO TOURISM**

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UNIT 1 CONCEPT OF TOURISM AND INDUSTRIAL BACKGROUND

UNIT 2 PSYCHOLOGICAL DIMENSIONS AND MOTIVATIONS OF TRAVEL

UNIT 3 TOURISM : TYPES, FORMS, PRODUCTS AND ATTRACTIONS

UNIT 4 INDIAN TOURISM

# **INTRODUCTION TO TOURISM**

## **Block Introduction :**



Tourism is the world's largest and fastest growing industry. It is significant to note that in a short span of last 50 years, tourism has fast grown as a pursuit of profound human interest, developing itself as the world's most important industry in terms of export earnings. Tourism has long been recognised as an industry for generating immense business and job opportunities throughout the world, as a creator of wealth, income multiplier, as a catalyst for employment and preserver of culture and environment.

The studies carried out in the field of tourism reveal that travel and tourism had been an important social activity of human beings from times immemorial. Man has been fascinated by travel to distant places from the earliest historic period but modern tourism, which is distinguishable by its mass character, started only in the 1950's and since 1970's, it continued to grow exponentially. By 1990, tourism ripened into the world's third most important industry and by 1995, tourism evolved into one of the largest and fastest expanding industries of the world, which makes up a higher contribution to the value of world exports than all other sectors, except crude petroleum and petroleum products.

It is considered that tourism also has indirect significance on the development of education of people as a part of civilised existence. Francis Bacon aptly remarked, "Travel in the young sort is a part of education and in the elder, a part of experience". Tourism can stimulate local economy's growth and development in the relatively backward regions within the country and can help educate local population through interaction between people of different races and nationalities. It has been identified as an agent for the development of the backward regions.

## **Block Objectives :**

**After Learning this block, you will be able to understand :**

- The Concept and History of Travel & Tourism
- Motivational Factors of Travel
- Types, forms and products of Tourism
- Scenario of Tourism in India

## **Block Structure :**

**Unit 1 : Concept of Tourism and Industrial background**

**Unit 2 : Psychological Dimensions and Motivations of Travel**

**Unit 3 : Tourism : Types, Forms, Products and Attractions**

**Unit 4 : Indian Tourism**

# *Concept of Tourism and Industrial Background*

## UNIT STRUCTURE

- 1.0 Learning Objectives
- 1.1 Introduction
- 1.2 Tourism : The Basic Concept
- 1.3 Tourism : Meaning and Definition
- 1.4 The Tourist
- 1.5 Tourism, Recreation, Leisure and Their Inter Relationship
- 1.6 Let us Sum Up
- 1.7 Answers for Check Your Progress
- 1.8 Glossary
- 1.9 Assignment
- 1.10 Activities
- 1.11 Case Study
- 1.12 Further Reading

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### 1.0 LEARNING OBJECTIVES :

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After working through this unit, you should be able to :

- Explain Concept of Tourism
- Understand Meaning of tourism
- Define tourism
- Know general tourism trends
- Identify types of tourists

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### 1.1 INTRODUCTION :

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The concept of Tourism is based on making travel from one place to another comfortable, in terms of travel, food and accommodation.

The studies carried out in the field of tourism reveal that travel and tourism had been an important social activity of human beings from times immemorial. Man has been fascinated by travel to distant places from the earliest historic period but modern tourism, which is distinguishable by its mass character, started only in the 1950's and since 1970's it continues to grow exponentially. By 1990, tourism ripened into the world's third most important industry and by 1995, tourism evolved into one of the largest and fastest expanding industries of the world, which makes up a higher contribution to the value of world exports than all other sectors, except crude petroleum and petroleum products.

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### 1.2 TOURISM : THE BASIC CONCEPT :

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The concept of Tourism is based on travelling from one place to another comfortable, in terms of travel, food and accommodation.

## **Principles and Practices of Tourism**

In the early days, people travelled from their home to places of worship, on a pilgrimage or to escape persecution. They also travelled for reasons such as famine. The Puritans left England to escape the harassment of Queen Mary. Similarly, the Irish left Ireland in large numbers because the potato crop was afflicted by blight and people had no food to eat. However, things have changed since then, with rapid advances in science and technology and a greater sense of tolerance. Nowadays, people travel more for pleasure than to escape famine or religious persecution.



Early man travelled under compulsion, primarily to satisfy his biological needs. In later ages, the emergence of various empires led to travel for political, business and religious purposes. Travelling in olden times was difficult due to lack of proper transport facilities, safety and comfort enroute. Time and cost were the other major constraints. Travel became a little organized for religious purposes. The development of roadside sarais, inns and dharamshalas made business travel, political visits and journey for the sake of knowledge easier.

As technology and science advanced in leaps and bounds coupled with industrialization, it led to economic and social progress. The spread of education also fostered a desire to travel. There was great progress in the air transport industry and tourist facilities, which led to the phenomenal growth of tourism. 880 million people have travelled in the year 2009, ranking tourism as one of the largest, if not the largest industries of the world.

Tourism contributes to the development of understanding among people, provides employment, creates foreign exchange and raises the standard of living. For many countries, it has become one of the main forms of sustaining their economy.

Tourism is concerned with pleasure, holidays and travel. These motivating factors make people leave their usual place of work and residence for short-term temporary visits to other places.



Modern tourism is one of the most striking phenomena of our times and offers us an opportunity to enrich humanity and to identify what may be termed as goals for a better life and a better society. As an industry, the impact of tourism is manifold. The tourism industry nourishes a country's economy, stimulates the process of development, restores the cultural heritage and helps in maintaining international peace and understanding. Tourism at present is India's third largest export industry.

The most significant feature of the tourism industry is the capacity to generate large-scale employment opportunities, even in backward areas, especially for women—both educated and uneducated. Another important feature of tourism is that it contributes to the national integration of the people who live in different regions of the country with diverse cultures and languages.

❑ **Check Your Progress – 1 :**

1. The impacts of Tourism are \_\_\_\_\_ ?
  - (a) Multi dimensional
  - (b) Manifold
  - (c) Superficial
  - (d) Quadri angular

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**1.3 TOURISM : MEANING AND DEFINITION :**

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It is difficult to define tourism exactly. For some, tourism is an industry; for some, it is an activity. If an industry is defined as a collection of a number of firms that produce similar goods and services in competition with another, then tourism cannot be conceived as an industry, because tourism offers complementary services. Tourism is not an industry; it would be better to call it an activity. It is an activity that takes place when people move to another place for leisure or for business and stay there for at least 24 hours.

Tourism and travel are not synonyms. All tourism involves travel but not all travel is tourism. All tourism occurs during leisure time but not all leisure is given to tourist pursuits. Tourism means the business of providing information, transportation, accommodation and other services to travelers. The travel and tourism industry is made up of companies that provide services to all types of travelers, whether travelling for business or pleasure.

Tourism moves people from one region of the world to another. It may be said to be a 'dream machine'. It helps realize a dream or fantasy of the tourist.

Tourism is unique. It involves an industry without smoke, education without a classroom, integration without legislation and diplomacy without formality. Francis Bacon aptly remarked, "Travel in the young sort is a part of education and in the elder, a part of experience". Tourism, as a form of education, is a part of civilized existence. Tourism allows people to escape from their routine humdrum of life. Mark Twain said, "Even heaven can be boring after a while". Thus, the human animal needs change if it is to operate at optimum levels; travel provides that change. However, the level of satisfaction achieved from tourism depends on the age, health, energy and background of the individual. The younger and better educated travel more than the elderly and the less educated.

**There are three reasons that necessitate the accurate definition of tourism :**

1. In order to describe tourism phenomenon systematically for the purposes of study, it is necessary to define what it covers.
2. In order to measure any phenomenon statistically, it must be defined clearly.
3. Definition of tourism is also necessary for legislative and administrative purposes since legislation may apply to certain activities alone and not to others.

Although travelling is perhaps as old as the human civilization itself, one of the earliest available definitions of tourism was provided by Hermann V. Schullard, an Austrian economist, as late as in 1910.

## Principles and Practices of Tourism

*He defined tourism as "the sum total of operators mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region".*

A couple of Swiss Professors, Hunziker and Krapf, provided a more technical definition in 1942. They believed that **tourism is the totality of the relationship and phenomena arising from the travel and stay of strangers, if the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity.**

Burkart, A.J. and S. Medik provided yet another definition of tourism by saying : **"Tourism denotes the temporary, short-term movement of people to destinations outside the place where they normally live and work including their activities during their stay at these destinations"**.

Man has been fascinated by travel and tourism from the earliest historical period. He always has had the urge to discover the unknown, to explore new and strange places, to seek changes of environment and to undergo new experiences.

To achieve these ends is not new but tourism is of a relatively modern origin. Tourism is distinguishable by its mass character from the travel undertaken in the past. This is largely a post-World War II phenomenon.

Until recently, only affluent people participated in tourism. Increased leisure, higher incomes and greatly enhanced mobility have combined to enable more people to participate in tourism. Revolution in transport, technological progress and the emergence of a middle class with time and money to spare for recreation, has led to the growth of tourism, 'the modern holiday industry'. Thus, tourism is no longer the prerogative of a few but is an accepted part of life of a large number of people.

In Sanskrit literature, there are three terms for tourism with the suffix 'atana', meaning leaving home for some other place. These are :

- **Paryatana** : going out for pleasure and knowledge
- **Deshatana** : going out of the country primarily for economic gains
- **Tirthatana** : going out to places of religions.

Spanish Explorer Jose Ignacio De Arrillaga believes that **"Tourism in its first place is considered as a sport or rather as a synthesis of automobiles, touring, cycling, alpinism, camping, excursions and yachting"**.

Making it a little more precise and crisp, Professor Hunziker and Krapf found tourism as the **"Sum total of the phenomenon and relationship, arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity**



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**from the travel and stay of non residents, insofar as they do not lead to permanent residence and are not connected with any earning activity".**

This definition also finds favour with the International Association of Scientific Experts in Tourism (AIEST). Professor Hunziker has described tourism, at another place, as "An entirety of relations and facts constituted by the travel and sojourn of persons out of their normal place of domicile, as far as this sojourn and travel are not motivated by any lucrative activity whatever.

Carrying this economic aspect of tourism further, he tries another definition, which encompasses all the major aspects and consequences of tourism. This definition describes tourism as a **"Total relationship" and pronounces as 'linked with stay of foreign persons to a locality, on the condition that they do not settle there to exercise a major permanent or temporary activity of a lucrative nature"**.

According to the Oxford Dictionary, tourism is 'travelling for pleasure'. It involves discretionary use of time and money. On the other side, a completely different social aspect of tourism can be described as "A social movement with a view to rest, diversion and satisfaction of cultural need". From this social aspect of the definition, an all-encompassing most general definition of tourism can be derived. Tourism can be considered as "Exploration of all that is unknown in all spheres of human activity and in all aspects of nature".

An amalgamation of these definitions brings out the following distinct elements of tourism :

1. Involvement of travel by non-residents
2. Stay of temporary nature in the area visited
3. Stay not strictly connected with any activity involving earnings

The word tourism relates to tour derived from the Latin Word 'Tornus', which means a tool for making a circle. Tourism also a Hebrew word derived from the term 'Torah', which means learning, studying or searching. Thus, tour means an attempt by a traveler to discover something about a place.

Tourism is a word having a wide concept. The Nassau Bahamas Development Board and S.L. Sands describe tourism to include the following :

1. In a world overflowing with the wonders of science and industry, tourism has become a giant among giants.
2. It has demolished the archaic concept of time and distance until no spot in the world is more than 25 hours from any other place in the world.
3. With the development of new, faster, easier ways of transportation, bridging once impenetrable frontiers and creating invisible highways through the air above the broadest oceans is now possible.
4. Tourism has given the nations of the world a new way to strengthen their economies in the free world.
5. It is the livelihood of millions in a thousand different countries.
6. The currency tourism distributes throughout the world and penetrates deep into the economy, raising the standard of living.
7. Tourism introduces the people of the world to each other, generating mutual understanding and respect.

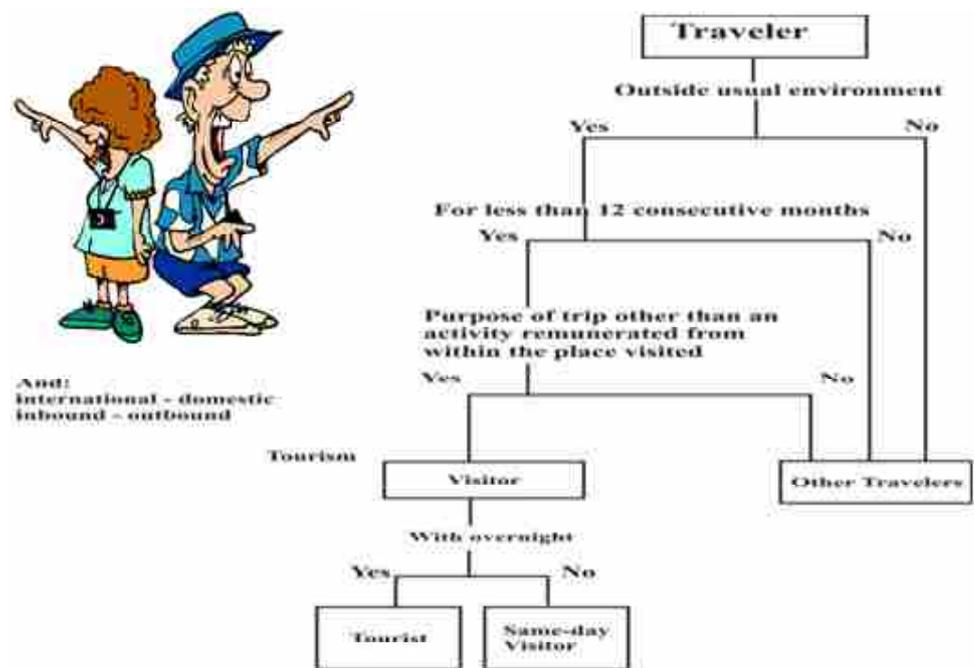
**Principles and Practices of Tourism**

8. Tourism encourages people to satisfy their intellectual curiosity, making it possible for them to know men noblest works, wherever they may be preserved.
9. In a world full of tension, tourism bestows the precious gift of physical and mental well-being upon those who make proper use of the opportunities.

**Check Your Progress – 2 :**

1. What are the distinct elements of tourism ?
  - (a) Involvement of travel by non-residents
  - (b) Stay of temporary nature in the visited area
  - (c) Stay not strictly connected with any activity involving earnings
  - (d) All of the above

**1.4 THE TOURIST :**



Keeping in mind the above descriptive definition of tourism, the self-portrait of a tourist is as follows :

- I am the *raison d'être* (reason for being); without me, there can be no tourism.
- I come for pleasure, education, understanding, good will and peace.
- I bring glimpses of my country (and culture) and act as its ambassador.
- I am not an invader or an exploiter and come not to desecrate or debase culture, tradition and ways of life but to enjoy and admire natural resources and beautiful creations, old and new.
- I come not to kill tourism – it is my very life and existence – but to help it prosper so that multitudes may come, adore and return.
- I need accommodation, transportation and other infrastructure and I prompt the growth of a variety of tourist industries and enterprises. I use local facilities and services, buy mementos and gladly pay in foreign currencies contributing to progress and prosperity.

I come as a stranger and leave as a friend and well-wisher. A warm welcome and kindness overwhelms me. I look forward to beautiful memories of my visit to many more returns in the future.

Most of the statements above, however, are of general nature and non-measurable. Therefore, the need was, felt to provide a definition of a 'tourist' that could be measured as well. The 'League of Nations' did some pioneering work in providing a statistically measurable definition of a tourist. It defined the term 'foreign tourist' as "Any person visiting a country, other than that in which he usually resides, for a period of at least 24hours".

**The following persons are considered tourists within this definition :**

1. Persons travelling for pleasure, for domestic reasons, for health etc.
2. Persons travelling to meetings or in a representative capacity of any kind (scientific, administrative, diplomatic, religions, sports etc.)
3. Persons travelling for business purposes
4. Persons arriving in the course of sea cruise, even when they stay for less than 24hours

**The following categories were not to be recognised as tourists :**

1. Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country
2. Persons coming to establish a residence in the country, a student or young person bonding with an establishment or school
3. Residents in a frontier zone and persons domiciled in one country and working in an adjoining country
4. Travelers passing through a country without stopping even if the journey takes more than 24hours

The International Union of Official Travel Organizations (IUOTO) in 1963 has described a 'visitor' as any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited.

**This definition covers the following :**

1. Tourists, i.e. temporary visitors staying at least twenty four hours in the country visited and the purposes of whose journey can be classified under one of the following headings :
  - Leisure (recreation, holiday, health, study, religions and sport)
  - Business, family, mission, meeting
2. Excursionists, i.e. temporary visitors staying less than twenty four hours in the country visited (including travelers on cruises)

**In India, statistics do not include the following :**

- Nationals of Pakistan and Bangladesh
- Nationals of Nepal entering India through land routes
- All foreigners entering India from Bhutan by land

❑ **Check Your Progress – 3 :**

1. In India , Statistics do not include the following :
  - (a) Nationals of Pakistan & Bangladesh
  - (b) Nationals of Nepal entering India from land route
  - (c) All foreigners entering India from Bhutan by land
  - (d) All of the Above

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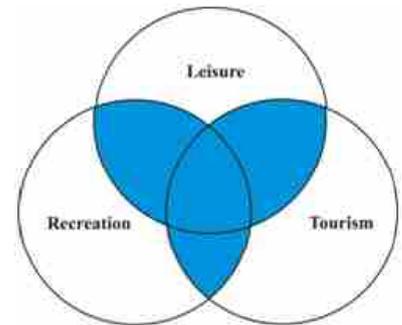
**1.5 TOURISM, RECREATION, LEISURE AND THEIR INTER –  
RELATIONSHIP :**

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Recreation is any activity people choose to do during their leisure or free time for the fun, pleasure or satisfaction it provides. Recreation is better known as an act of diversion : an activity that diverts, amuses, refreshes or stimulates the mind, body and soul.

Recreation planning is a people-oriented process that brings together information about the rational allocation of recreation and sport resources to meet the present and future requirements of people at state, regional and local level.

Recreation therapy is the use of leisure activity to achieve a treatment goal. Therapeutic activities can include art, friendship development, dance, outdoor experiences, therapeutics ports and more. Recreation therapy can be done in many different settings, such as hospitals, rehabilitation centers, nursing homes, community parks departments and independent living centers. Outdoor recreational activities are undertaken in a natural environment and these activities include an educational process that facilitates leadership, interpersonal and management skills. The possibilities for recreational activities in India are enormous.



❖ **Recreational Activity :**

While leisure is more likely a form of entertainment or rest, recreation is active and participatory but in a refreshing and diverting manner. As people in the world's wealthier regions lead increasingly sedentary life styles, the need for recreation has grown. The rise of so-called indoor recreational activities exemplifies this.

The amount of leisure time at the disposal of the average person has increased significantly, as the work week has shortened. Management of recreation pursuits is now a thriving business field and trained professionals in recreation are finding many career options open to them.

Tourism and recreational activities are closely linked, drawing millions of visitors to different sites on every year and generating millions of dollars in foreign exchange earnings. Tourism as well as recreation should not just generate revenue but also should support conservation and management of natural environment and generate employment opportunities. As an example, Mr. & Mrs. John (from London) are on a tour to Goa. They have chosen Goa as they want to relax & at the same time want to be engaged in some recreational activities. As Goa is a beach destination, water sports were the main attraction for the couple.

**Following were the recreational activities undertaken by the couple :**

- **On day 1 :** Catamaran sailing at Calangute beach
- **On day 2 :** Parasailing at Candolim beach
- **On Day 3 :** As they both were interested in marine life, they went for snorkeling & enjoyed seeing damsels, tuna eels, goatfish, lion fish.
- **On Day 4 :** Go–cartingatthe500mlongtrackslocatednearArpora.

Thus because of the recreational activities they undertook, they were rejuvenated. This contributed to the revenue generation of the destination as well as foreign exchange was earned.

**Check Your Progress – 4 :**

1. Recreation activity is Active & Participatory but \_\_\_\_\_ & \_\_\_\_\_.
  - (a) Refreshing & rejuvenating manner
  - (b) Diverting & disturbing manner
  - (c) Refreshing & diverting manner
  - (d) Rejuvenating & Controlling manner
2. Tourism & recreation are \_\_\_\_\_ Linked
  - (a) Closely
  - (b) loosely
  - (c) Very closely
  - (d) Very loosely

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**1.6 LET US SUM UP :**

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**In this unit, we :**

- Explained Concept of Tourism
- Understood the Meaning of tourism
- Defined tourism
- Knew general tourism trends
- Identified types of tourists

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**1.7 ANSWERS FOR CHECK YOUR PROGRESS :**

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**Check Your Progress 1 :**

1. (b)

**Check Your Progress 2 :**

2. (d)

**Check Your Progress 3 :**

3. (d)

**Check Your Progress 4 :**

4. (c), 5. (a)

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**1.8 GLOSSARY :**

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**Recreation :** Specified time usually included in most planned tours to allow the traveller time to relax and/or shop and visit places of interest included in the tour.

**Tourism** : The practice of touring or travelling for pleasure or recreation and the guidance or management of tourists as business.

**Tourist** : A temporary visitor staying at least twenty–four hours in the country visited and the purpose of whose journey can be classified under one of the following headings : (i) leisure (recreation, holiday; health, study, religion and sport); (ii) business, family, mission, meeting.

**Vacationer** : A person staying away from home for at least four nights on any one trip; this may, in some instances, include tourists travelling for a combination of business and pleasure.

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### **1.9 ASSIGNMENT :**

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1. Draw the TOURIST CHART
2. State and describe three Sanskrit terms for travel

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### **1.10 ACTIVITY :**

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1. Visit nearby tourist spots in your city, and list them with their brief history
2. Discuss in a group about your future plans to travel to three famous tourist spot in India. Each group member should list 3 different tourist spot names.

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### **1.11 CASE STUDY :**

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Transportation links the various destinations and carries people, goods, and services. Tourism is all about travel, and the role of transportation in its operation is vital. The advent of air travel has shrunk the world, and the motor vehicle has made travel to anywhere possible. This reality coupled with changing work patterns and innovative marketing has driven international mass tourism through the years. Kaul (1985) is among the first to recognize the importance of transport infrastructure as an essential component of successful development. It induces the creation of new attractions and the growth of existing ones. Air transport has a major role to play in promotion of tourism in a big country like India where tourists and pilgrim centres are located far apart. Air transport helps tourists both domestic and foreign in saving time who want to see as many places as possible. Technological advancement had paved the way to introduce improved versions of air craft. The glossy air crafts are comfortable, speedy, and safe and influence the tourist's choice mode of transport.

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### **1.12 FURTHER READING :**

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1. International Tourism : Prateek Agrawal, Reference Press, 2005
2. International Tourism Management : A.K. Bhatia, Sterling Publishers Private Limited, 2006



**UNIT STRUCTURE**

- 2.0 Learning Objectives
- 2.1 Introduction
- 2.2 Definition and Role of Motivation
  - 2.2.1 Physical Motivators
  - 2.2.2 Cultural Motivators
  - 2.2.3 Interpersonal Motivators
  - 2.2.4 Status and Prestige Motivators
- 2.3 Tourism as a Service Industry
- 2.4 Let Us Sum Up
- 2.5 Answers for Check Your Progress
- 2.6 Glossary
- 2.7 Assignment
- 2.8 Activities
- 2.9 Case Study
- 2.10 Further Reading

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**2.0 LEARNING OBJECTIVES :**

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After working through this unit, you should be able to :

- Describe definition and role of travel motivation
- Discuss travel motivators and their categories
- State the characteristics of tourism as a service industry
- Point out motivational theories

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**2.1 INTRODUCTION :**

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The fast-paced growth and emerging dimensions in Indian tourism and challenges posed are due to globalisation and liberalisation. The new trends in the tourism markets compel all the destinations to develop new products and product strengths with their own unique attractions that motivate tourists to undertake travel. On tracing the history of travel over the centuries, it is quite evident that the main motives for travel have not changed much over the years. These have remained the same; only the scope and the intensity of travel have changed. This unit analyses the human factor that creates motives and the factors that motivate travel.

It is felt that tourism in many ways greatly satisfies the higher values of a man, where people grow out of their personal concern for the materialistic aspects of life and become more interested in higher things, i.e. exploring universal culture, spiritualism and other related things as means of self-actualisation.

The various reasons stated by tourists to travel might not all be motivations. The amenities and facilities available at the destination may also, sometimes, act as motivators of travel. Although important, these reasons are not motivators. Motivation can be understood as a force within an individual, which compels him/her to do something to fulfill a psychological or a biological desire.

In attempting to account both for consistency of and change in behaviour, psychologists have found it useful to analyze certain concepts. We have been able to understand behaviour by determining :

1. The motives, drives or concerns, which are being satisfied by the action.
2. The attitudes and information that the person uses to decide what response, he should give in a given situation.

A motive can be defined as a person's basic predisposition to reach for or to strive towards a general class of goals. Motivation may be based upon physiological needs and desires acquired through an extended period of experience. Attitude, on the other hand, is a more restricted concept. It can generally be conceived of as an inner factor, predisposing one to react positively or negatively towards particular objects, acts or institutions as a person's disposition towards an object is likely to depend upon :

- a. The best motive with which the object is associated
- b. The degree to which the object is perceived as instrumental for satisfying or blocking these motives

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## **2.2 DEFINITION AND ROLE OF MOTIVATION :**

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The following definitions of motivation were summarised from a variety of psychology textbooks and reflect the general agreement that motivation is an internal state or condition (sometimes described as a need, desire or want), that serves to activate or energise behaviour and give it direction :

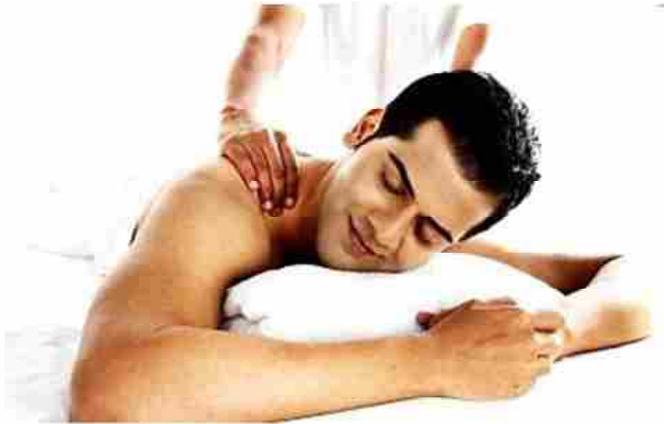
- The internal state or condition that activates behavior and gives it direction
- Desire or want that energizes and directs goal oriented behavior
- Intensity and direction of behavior influenced by needs and desires
- The arousal, direction and persistence of behavior

While still not widespread in terms of introductory psychology textbooks, many researchers are now beginning to acknowledge that the factors that energize behavior are likely different from the factors that provide for its persistence.

All those factors that create a desire in a person to travel to place other than his usual residence can be understood as Travel Motivators. They are the internal psychological influences affecting individual choices. Motivations for travel incorporate a broad range of human experiences and behaviors. A brief list of travel motivations might include rest and relaxation, recreation, excitement, social interaction with friends and relations, adventure, physical challenges and escape from routine work and stress. As stated earlier, during the post–World War II period, mass tourism received much impetus, which also saw an increase in the studies conducted in the subject of travel motivators.

Basic travel motivators may be grouped into the following four categories.

**2.2.1 Physical Motivators :**



*Fig. 2.1 : Physical Motivators*

These are associated with physical relaxation and rest, sporting activities and Specific medical treatment. All are connected with an individual's bodily health and well- being.

**2.2.2 Cultural Motivators :**



*Fig. 2.2 : Cultural Motivators*

These are connected with an individual's desire to travel, in order to learn about other countries people in those countries and their cultural heritage, expressed in art, music, literature, folklore etc.

**2.2.3 Interpersonal Motivators :**



*Fig. 2.3 : Interpersonal Motivators*

These are related to the desire to visit relatives, friends; to escape from one's family, workmates or neighbors; to meet new people and forge new friendships or simply to escape from the routine and stress of everyday life.

#### **2.2.4 Status and Prestige Motivators :**



*Fig. 2.4 : Status and Prestige Motivators*

These are identified with the needs of personal esteem and personal development. These are related to travel for business or professional interests, for the purpose of education and the pursuit of hobbies.

The above discussed categories can be further sub-divided and explained under the following heads in order to facilitate in depth the understanding as to why increasing number of people are undertaking travel in the modern world today :

1. Pleasure
2. Relaxation
3. Health
4. Participation in sports
5. Curiosity and Culture
6. Ethnic and family
7. Spiritual and Religious
8. Status and prestige
9. Professional or business

Some of the motivations cited with respect to modern tourism can be enumerated as follows :

1. The discovery of places and countries with different geographies, lifestyles, cultures and language for the purpose of studies or for sheer enjoyment is a prime motivation.
2. Divine service as a travel-motivating force subsists in journeys to sacred religious places and pilgrimages.
3. Participation in events of religious or secular authority manifests itself today in the form of travel to political meetings and ceremonies.
4. Rest, relaxation, medical care or treatment of diseases may be the objects of travel to different places where there is natural or medical care.
5. Travel for the enjoyment of the beauties of the landscape has undergone modifications, both in the conception of what is beautiful and in the expression of sentiment.

Another very important motive behind travel can be enjoyment or participation in sporting activities. This includes travel for the sake of travelling or the joy felt in motion. In fact, this is only one sports activity, projected on the travel screen, in addition to the numerous other motive forces connected with sports for which landscape and nature provide the setting for the best possible practice and exercise.

❑ **Check Your Progress – 1 :**

1. Which of the following is not the Prime Motivation for travel
  - (a) Physical motivator
  - (b) Status & prestige Motivator
  - (c) Cultural Motivator
  - (d) Ethnic & family
2. True or False
  - (a) Push & Pull factors are the elements of travel
  - (b) All factors that create desire in a person to travel are called Travel motivators.
3. The following definitions of motivation were true :
  - (a) Desire or want that energizes and directs goal oriented behavior
  - (b) Intensity and direction of behavior influenced by needs and desires
  - (c) The arousal, direction and persistence of behavior
  - (d) All of the above

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### **2.3 TOURISM AS A SERVICE INDUSTRY :**

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Tourism is the act of travel for predominantly recreational or leisure purposes and refers to the provision of services in support of this act. According to the World Tourism organization (WTO), tourists are people who "travel to and stay in places outside their usual environment, for not more than one consecutive year for leisure, business and other purposes, not related to the exercise of an activity, remunerated from within the place visited". The distance between a place of origin and a tourist destination is immaterial to this definition. Tourism has become an extremely popular global activity.



***Fig. 2.5 : The World  
Tourism Organization  
Building in Madrid (Spain)***

Service industry can be understood as any industry comprising business enterprises that primarily earn money through providing intangible goods or services. Despite the fact that tourism industry is a service industry, it has numerous tangible and intangible elements. Major tangible elements include transportation, accommodation and other components of a hospitality industry. Major intangible elements relate to the purpose or motivation for becoming a tourist, such as rest, relaxation, the opportunity to meet new people and experience other cultures or simply to do something different and have an adventure.

The terms tourism and travel are sometimes used interchangeably. In this context, travel has a definition similar to tourism but implies a more purposeful journey. The terms tourism and tourist are sometimes used critically to imply a shallow interest in the cultures or locations visited by tourists.

❑ **Check Your Progress – 2 :**

1. Match the following :
  - (a) Physical Motivators (1) Visiting relatives
  - (b) Status & prestige issue (2) Rest & Relaxation
  - (c) Interpersonal Motivators (3) Professional interests
2. In the modern world today people travel for :
  - (a) Pleasure (b) Relaxation (c) Health (d) All of the above
3. Give 2 examples of Tangible & Non-Tangible elements of Tourism Industry.

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**2.4 LET US SUM UP :**

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**In this unit, we :**

- Described definition and role of travel motivation
- Discussed travel motivators and their categories
- Stated the characteristics of tourism as a service industry
- Pointed out motivational theories

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**2.5 ANSWERS FOR CHECK YOUR PROGRESS :**

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❑ **Check Your Progress 1 :**

1. (d), 2. (a-True), (b-True)

Answer 3 – D

❑ **Check Your Progress 1 :**

1. (a-2), (b-3), (c-1), 2. (d)
3. Tangible : 1 – Transport, 2 – Accommodation  
Non Tangible : 1 – Rest, 2 – Relaxation

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**2.6 GLOSSARY :**

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**Social Tourism :** All the relations and phenomena resulting from the accession to tourism of low-income groups made possible or facilitated by specific social measures. It is the type of tourism practised by those who, otherwise, would not be able to meet the cost without social intervention, i.e., without the assistance of an association to which the individual belongs.

**Tourism Facilities :** The facilities, which include accommodation like hotels, boarding houses, guesthouses, youth hostels etc. They also include recreational and sport facilities of great variety and all the necessary infrastructure like transportation and utilities.

**Tourism Policy :** Guidelines and decisions designed to assist the tourism industry in meeting objectives and goals. Tourism policy usually results from the actions of the government's various agencies and organisations.

**Tourist, Domestic :** A local person who makes a tour, travelling from place to place for pleasure, business, family mission, meeting etc. within the country.

**Tourist, International :** A person who makes a tour travelling from place to place for pleasure to areas foreign to his residence.

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### **1.7 ASSIGNMENT :**

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1. Discuss various types of Motivators and their role in Travel.
2. Set the motivators in priority basis that motivate you the best to least

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### **1.8 ACTIVITY :**

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Ask your neighbours and your family members that which two travel motivations best describe your travel interests.

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### **1.9 CASE STUDY :**

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#### **Understanding the Youth Travellers Motivations**

The rapid growth of the young traveler market segment in a globalized world has contributed to a fragmentation of this segment into many youth traveler types. Besides the classic backpackers, many youths can be categorized as travelers, tourists, volunteers, language students, exchange students and interns (Richards, 2015). This diversity may be a consequence of increasing opportunities for mobility. According to (Richards, 2015, p. 341), 'advances in technology have facilitated physical mobility, and more recently the growth of information and communication technology has created more widespread social relations, which has strengthened the tendency towards mobility still further.' Buffa's (2015, p. 14051) study of young tourists' profiles and attitudes revealed that 'in the choice of destination the motivations considered most important are the discovery of new cultures, discovery of new landscapes, contemplation of natural and artistic heritage, contact with local community, [and] contact with nature'. The cited author goes on to write : Most young tourists say they prefer local food, adapt as much as they can to the traditions and customs of the place in which they are holidaying, try to learn about their destination before travelling, would be willing to be involved in events organized by the local community and to interact with it, demonstrate interest in the protection of the authenticity of the destination, even if this means going without certain comforts, find out how to protect the local environment and reduce waste, and are concerned to ensure that their spending benefits the local population. (p. 14051) based on a large-scale survey (i.e. 34,000 respondents), Richards (2015) identified three large groups of travelers : global nomads, backpackers and flash packers. Global nomads will most likely seek contact with local people and everyday life at the destination, 'staying in local people's homes and connecting to local communication networks as well as the Internet' (Richards, 2015, p. 348). Backpackers typically travel together with other backpackers from home countries, and these travelers are driven by the desire to wander like nomads might. Backpackers prefer to discover new places in independent and alternative ways and strengthen ties or create new ties with backpacker communities. Finally, according to Richards (2015, p. 348), 'the flash packer is the most connected traveler, using social media frequently and ... being more likely to mix and blur work and leisure.'

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### **2.10 FURTHER READING :**

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1. Managing Tourist Destinations : K.K. Kamra, Kanishka Publishers, 2001
2. Tourism Development : S.P. Singh, ABD Publishers, 2005



**UNIT STRUCTURE**

- 3.0 Learning Objectives
- 3.1 Introduction
- 3.2 Forms of Tourism
- 3.3 Nature of Tourism
- 3.4 Characteristics of Tourism
- 3.5 Elements and Characteristics of Tourism Products
- 3.6 Tourism Product System
- 3.7 Let's Sum Up
- 3.8 Answers for Check Your Progress
- 3.9 Glossary
- 3.10 Assignment
- 3.11 Activities – Multiple Choice Questions,
- 3.12 Case Study
- 3.13 Further reading

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**3.0 LEARNING OBJECTIVES :**

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After working through this unit, you should be able to :

- Exemplify forms of Tourism
- Discuss nature of Tourism
- Describe characteristics of Tourism Industry State elements of Tourism

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**3.1 INTRODUCTION :**

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Tourism industry has seen unprecedented growth in various countries of the world, especially in the last 25 years. The trends continued to show remarkable increase, especially in the case of International Tourism, in spite of temporary fluctuations and slowdowns due to economic and political reasons. In the year 2000, there were an estimated 698 million international tourists and 1.6 billion international tourists are forecast by 2020. Expansion of tourism affects all regions, including remote and sensitive areas such as islands, coasts and new mountain areas as well as species, rich and protected areas and urban areas.

Further, it is important to note that environment based tourism is a growing segment in tourism industry. The statistics of tourism growth underline the large and growing pressures that tourism is placing on the environment and biodiversity.

The quality of the environment, both natural and man-made, is essential to tourism. However, tourism's relationship with the environment is complex. It involves many activities that can have adverse environmental effects. The causes for these impacts can be attributed to construction and development of large-scale infrastructure and superstructure facilities such as airports, hotels, commercial

and entertainment complexes etc. The negative impacts of tourism development can gradually destroy the environmental resources on which it depends.

On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. Tourism has proven to have positive impacts too in certain aspects by way of increasing awareness on the importance of environmental conservation by financing conservation and protection projects in some areas, thereby increasing their economic significance.

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### **3.2 FORMS OF TOURISM :**

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Tourism can be described as the activities of persons travelling to and/or staying in places outside their usual environment for leisure, business or other purposes (including visits to friends and relatives).

Tourism may be planned and/or organized in two main ways :

- 1. Self-Organized Tour :** Here, the tourist himself organizes the tour and makes necessary arrangements and reservations for the tour directly or with the help of a provider of tourism services, such as either a tour operator or a travel agency.
- 2. Pre-Packaged Tour :** A package tour is a pre-arranged combination of not fewer than two of tourism services when sold or offered for sale at an inclusive price and when the service covers a period of more than 24 hours or includes overnight accommodation when transport, accommodation and other tourism services are not ancillary to transport or accommodation and accounting for a significant proportion of the package tour.

Manila Declaration (was the world tourism conference held at Manila, Philippines, from 27 September to 10 October 1980 in order to decide the role of tourism) attached significant importance to domestic tourism. Domestic tourism for a country is an important revenue earner as it is generally far larger in terms of tourist numbers. It is important to note that the World Tourism organisation (WTO) emphasises that all tourism activities, whether related to holidays, business, conferences, congresses or fairs, health, adventure or ecotourism, must be sustainable.

When badly managed, all forms of tourism will have an adverse impact on the biodiversity of a region. The following descriptions represent a brief selection of the various forms of tourism (many of which overlap with one another) that can be identified within the overall tourism sector :

Nature based tourism involves individual and/or organised tours into natural areas. Eco tourism may be understood as tourism happening in destinations centered around attractions such as flora, fauna, cultural heritage etc. Responsible eco-tourism includes programmes and initiatives from tourists and tourism organisations that minimise the adverse effects of traditional tourism on the natural environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, initiatives by hospitality providers to promote recycling, energy efficiency, water re-use and the creation of economic opportunities for local communities are an integral part of eco-tourism.

Landscape and environmental resources must be utilized with awareness. This is the only way to prevent the principle of sustainability from being

## Principles and Practices of Tourism

negligently infringed on, in specific situations. If a sportsman/ sportswoman or sports tourist, does not or cannot, recognize such a situation of conflicting uses, responsibilities and criteria, measures must be developed and recognized in order to prevent them.

**Beach and coastal tourism :** is where touring coastal areas, seaside resorts and beaches are the important highlights. The main activities are relaxation with some water sports. The concentration of development, which reflects the huge demand for this form of tourism, has had a major impact on many parts of the world including the Caribbean, the Mediterranean Basin (which receives around 30 percent of all international tourist arrivals) and South East Asia, as well as in resort areas elsewhere. The adverse impacts include unplanned infrastructure development exceeding the carrying capacity, damage to coastal eco-system, pollution of the water bodies resulting from mass waste disposal from hotels and other facilities located on the coast.



*Fig. 3.1 : Beach and Coastal Tourism*

**Mountain based tourism :** includes adventure sports and recreational activities all spread throughout the year depending on the seasonal variations. The scale of development in the context of mountain eco-systems that are often fragile can result in serious impact on the environment and biodiversity in areas where mountain tourism takes place.



*Fig. 3.2 : Mountain Tourism*

**Cultural tourism :** focuses mainly on the cultural and traditional heritage of a population. It is mainly based around ancient relics and historical sites as well as attractions that demonstrate old traditions in action. It also includes visits to museums, cultural events and similar activities. This form of tourism is most visible in towns and cities where these cultural attractions are concentrated as well as around major historical sites. Frequent visits to attractions in remote areas can result in enormous negative impact on the cultural and biological diversity.



*Fig. 3.3 : Cultural Tourism*

**Ethno tourism :** visits to communities known for their rich traditions, folklore, lifestyle, handicrafts etc. are the focus of ethno tourism.

## Tourism : Types, Forms, Products and Attractions

**Rural tourism (agro tourism) :** interest lies in special cultural manifestations in a rural context or at least in one close to nature, including rural estates (e.g. fences), interesting villages, cultural landscapes and farming activities (e.g. rice terraces) and horseback riding.



*Fig. 3.4 : Rural Tourism*

**Educational Tourism :** includes attending courses, seminars, workshops on various subjects of interest in places outside ones usual residence.

**Nature Tourism :** interest lies in diverse nature, pristine at best.

**Scientific Tourism :** interest lies in visiting scientific or technological projects and trips for professional or educational purposes.



*Fig. 3.5 : Nature Tourism*

**Religious/Esoteric Tourism :** traditional places of pilgrimage, monasteries and other sacred places, traditional ceremonies, meditation centres etc. are part of this form of tourism.



*Fig. 3.6 : Religious/Esoteric Tourism*

**Health Tourism :** includes tourism for improving health and for positive impacts on health to places, which offer such facilities. These include thermal baths, Ayurveda and other traditional treatments etc. Another dimension in medical tourism is to travel to countries where medical facilities are at its best for availing these facilities.



*Fig. 3.7 : Health Tourism*

**Wildlife Tourism :** can be an eco and animal friendly tourism, usually showing animals in their natural habitat. Wildlife tourism, in its simplest sense, is watching wild animals in their natural habitat. Wildlife tourism is an important part of the tourism industries in many countries including many



*Fig. 3.8 : Wildlife Tourism*

## Principles and Practices of Tourism

African and South American countries, Australia, India, Canada, Indonesia, Malaysia and Maldives among many. It has experienced a dramatic and rapid growth in recent years worldwide and is closely aligned to eco-tourism and sustainable tourism.

**Adventure Tourism** : is a type of tourism, involving exploration or travel to remote, exotic and possibly hostile areas. Adventure tourism is in popularity, as tourists seek different kinds of vacations and adventure tourism may be any tourist activity, including two of the following three components : a physical activity, a cultural exchange or interaction and engagement with nature. Adventure tourism gains much of its excitement by allowing its participants to step outside of their comfort zone. This may be from experiencing culture shock or through the performance of acts that require significant effort and involve some degree of risk (real or perceived) and/or physical danger. This may include activities such as mountaineering, trekking, bungee jumping, mountain biking, rafting and zip lining and rock climbing.



**Fig. 3.9 : Adventure Tourism**

**Sports Tourism** : refers to travel for the sake of either viewing or participating in a sporting event staying apart from their usual environment. It includes the players, the audience as well as the persons from media, commentator etc.



**Fig. 3.10 : Sport Tourism**

**Sustainable Tourism** : is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes and biological diversity and life support systems". (World Tourism Organisation). Sustainable development implies "meeting the needs of the present without compromising the ability of future generations to meet their own needs "(World Commission on Environment and Development, 1987).

Sustainable tourism can be seen as having regard to ecological and socio-cultural carrying capacities and includes involving the community of the destination in tourism development planning. It also involves integrating tourism to match current economic and growth policies to mitigate some of the negative economic and social impacts of 'mass tourism'.

**Space Tourism** : is space travel for recreational, leisure or business purposes. Orbital space tourism opportunities are limited and expensive, with only the Russian Space Agency providing transport.

### ❑ Check Your Progress – 1 :

1. What is the other name of Cultural Tourism ?
  - (a) Sports Tourism
  - (b) Religious Tourism
  - (c) Ethno Tourism
  - (d) Wellness Tourism
  - (e) Eco Tourism

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### **3.3 NATURE OF TOURISM :**

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Tourism is a complex phenomenon, which comprises of the basic idea of shifting a traveler or a group of tourists from one place to another, feeding them, making accommodation available, making various opportunities of entertainment available {either active or passive participation} and returning them back to their homes.

In the modern era, various tourism offices, agencies, international organization, are held to get the uniformity in the respective tourist traffic. Following are merits with reference to the economic impact.

However, tourism is also a form of leisure and when leisure becomes an industry, culture is exposed to possible adverse impact. As we have seen, tourism has two faces – the positive side and the negative one. The possible positive and negative impact on culture has again to be seen from two angles. In the narrower sense, we have to look at the impact on the physical–cultural endowments, i.e. cultural heritage and products such as monuments, museums etc. In the wider sense, we have to look at the impact on the socio– cultural ethos of a place. Culture of a society is not simply its art, architecture and monuments but extends to the everyday life of the people and the environment around that lifestyle.

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### **3.4 CHARACTERISTICS OF TOURISM :**

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Although same principles of marketing of products are applicable to the marketing of tourism product, there are certain other elements in the approach. These differences are because of the peculiar character of the tourist product.

The following are the unique characteristics of a tourist product :

#### **Intangible – Non–Material**

No transfer of ownership is possible as compared to a tangible product, e.g. a motorcar. This means that when a tourism product is bought, actually the buyer gets the right to use the product for a stipulated period and does not own the product. When a room in a hotel is bought, for example, it means the tourist has paid for the right to use the hotel room for a period for which he has paid but does not own the room.

#### **Production and Consumption**

The travel agent or the person who sells his product cannot store it. There is a close link between production and consumption of tourist services. The production takes place at the place of consumption; that means one cannot bring the product to other place, e.g. if one has to enjoy Shimla, he has to go there and Shimla cannot be taken anywhere else.

#### **Assembled by Many Producers**

The tourist product cannot be provided by a single enterprise. Each of the elements of a tourist product makes the final product by itself. This is not so in the case of other tangible products where one manufacturer produces a total product. E.g. although tourism product is the combination of products such as transportation, accommodation can be sold as a single product by themselves.

#### **Demand Highly Unstable**

The demand is influenced by factors such as seasonal demands, economy, political reasons etc. The seasonal changes greatly affect the demand. Seasonally means the tourism plant is frequently used for a limited part of the year and

therefore uneconomic. Many tourist areas have a short season – often as little as three months. A corollary of this seasonal usage is the seasonal unemployment, which is a serious problem. Some of the developing countries, which have recently established tourist industries, suffer particularly from seasonality. Seasonality also places strains on the transport system and other services. Thus, seasonality presents a problem not only in relation to employment but also in relation to investment. On the other hand, political unrest and economic instability caused by currency fluctuations and inflation etc. greatly affect tourism demand.

#### **Intermediaries' Role**

In most industries, manufacturers have predominant control over product design, distribution, promotion and pricing. In tourism, intermediaries such as tour operators, travel agents, reservation services and hotel brokers, government organizations play a very important role and enjoy superior marketing strength. From the standpoint of tourism marketing, this strong position of the travel trade has significant implications. The travel trade determines to a large extent which services will be sold and to whom. The type of services to be offered as well as the pricing policies and promotion strategies to be adopted by tourist enterprises are therefore, determined not only by the needs and preferences of the customers but also by those expressed by travel sales intermediaries.

#### **Various Motivations**

It is comparatively simple to determine why people buy a certain brand of refrigerator, use certain brands of toothpaste or prefer a certain type of packaged food. The reasons, status, trend, expectations and desires determine tourists' selection of holiday destination, type of accommodation and transportation and activities at the destination are far less evident.

Very often two people make exactly the same choices for entirely different and sometimes even mutually exclusive reasons. Travel motivations unlike motivations for buying a tangible article such as a refrigerator etc. are heterogeneous, composed of diverse elements. Tourism marketing, due to the various factors mentioned above, as compared to marketing in other industries, therefore, needs a somewhat different approach. Tourism marketing depends largely on various market factors mentioned above.

#### **❑ Check Your Progress – 2 :**

1. Which of the following is not the Characteristic of Tourism ?
  - (a) Production
  - (b) Consumption
  - (c) Highly unstable demand
  - (d) Push & Pull Factors
  - (e) Intermediaries Role

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### **3.5 ELEMENTS AND CHARACTERISTICS OF TOURISM PRODUCTS :**

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There are various products, which are termed as tourism product. The product can be sold individually but if it is a tourism package, then the travel agent or the tour operator will combine all or some of these products as per the need of the client and will sell the entire package.

Following is the list of products along with its elements :

**Table 3.1 : Name and Elements of the Product**

<b>Name of the product</b>	<b>Elements of the product</b>
Accommodation	Hotels, bed and breakfasts, House stays, Self-catering(serviced) apartments, campsites, Hostels etc.
Transportation	Public transportation (e.g., trains, buses run by state boards,), airports, bus terminals, railway stations, scheduled air carriers, air charters, scheduled sea passages, chartered sea passages, ferries private coaches, cars etc.
Food and beverage	Restaurants and bars, grocery stores, farmers, fishermen, bakers, butchers, food wholesalers, pubs, lounges, banquets etc.
Ground services	Travel agents, handlers, tour operator operators
Cultural and social events	Excursion and tour providers, sports grounds and recreation facility centre, shops and factories, cultural performers, event mangers
Ecological and heritage resources of destinations	Public authorities, NGOs

Cruise liners fall into both types as they provide accommodation as well as means of transportation.

#### **Inflexibility**

The tourism industry is highly inflexible in terms of capacity. The number of beds in a hotel or seats on a flight is fixed so it is not possible to meet sudden upsurges in demand. Similarly, restaurants tables, hotels beds and flights seats remain empty and unused in periods of low demand. As an example, Hotel A has 50 beds and during the season, when there is a great demand for the beds/rooms, the product cannot be modified and made 70 bedded to increase revenue and during the low season, the product cannot be altered, i.e. the hotel cannot be made 25 bedded to cut down costs.

#### **Inventory/Perishability**

It is related to the fact that travel products are intended to be consumed as they are produced. For example, an airline has seats to sell on each flight; a hotel has rooms to sell for each night. If the airline is not able to sell all its seats on its flight or a hotel is not able to sell its rooms for the night, then the opportunity to sell the product is lost forever as the room or the seat in the airline cannot be stored and sold the next day. Service sector cannot keep inventory like products. To overcome this problem, the travel industry has come up with various marketing strategies. One is to overbook; the airlines and the hotels overbook its seats up to 10 %in anticipation that even though certain customers do not turn up, the flight will be fully seated and the hotel rooms will be occupied. Another strategy is multiple distributions. For example, a customer can buy an airline ticket from an airline, tour operator or from a travel agent.

#### **Inconsistency**

A general norm is that in Travel and Tourism industry, the product or the package of the tourism can be standardized, i.e. for example of 2 days 3 night

in so and so hotel but the actual experience of consuming this package is highly inconsistent. We hear a lot of travel stories, which becomes a portrayal of a lot of bad experiences. For example, the tourist guide may not be good, the hotels lodging and boarding may be bad etc. Therefore, there is high level of inconsistency prevailing.

### **Intangibility**

Travel products cannot be touched as they include flight experience on an airplane, cruise on an ocean liner, a night's rest in a hotel, view of the mountains, a visit to a museum, a good time in a nightclub and much more. These products are experiences. Once they have taken place they can only be recalled and relished. The tangible products on an airplane, a bed in a hotel, food in a restaurant are used to create the experience but these are not what the customer is seeking. The customer wants intangible experience such as pleasure, excitement, relaxation etc. The tangible products that are purchased provide the access to intangibles.

### **Inseparability**

Most travel products are produced and consumed at the same place and at the same time. This is the opposite of the tangible products, which are produced at a different place and time and consumed at a different place and time. In contrast, most travel products are sold first and then, then simultaneously produced and consumed. For example, an airline passenger consumes the flight as it is being produced and a hotel guest uses a hotel room as it is being made available for the night's sleep. Thus, there is simultaneous consumption and production. This creates certain interdependence between suppliers and customers as the interaction between the supplier and customer takes place on the supplier's premises. The interaction shapes the travel experience. For example, the customers could not take the cruise home with them; in fact, they have to leave their home.

### **Fixed Location**

Tourism destinations are fixed locations so effort must be taken in communicating the facility to the potential consumer.

### **Relatively Large Financial Investments**

Every modern tourist establishment and facility requires large investment, frequently over a long time scale. This means that the level of risk and the rate of return are critically important to tourism management.

### **People-Oriented**

Tourism services are high contact services, as people interact with people at virtually every stage of the way. Tourism services are very people-oriented services and the service people are plenty and have high contact with the consumers. The consumer interacts with a myriad of service people starting from when he books his ticket and throughout the course of his holiday.

### **☐ Check Your Progress – 3 :**

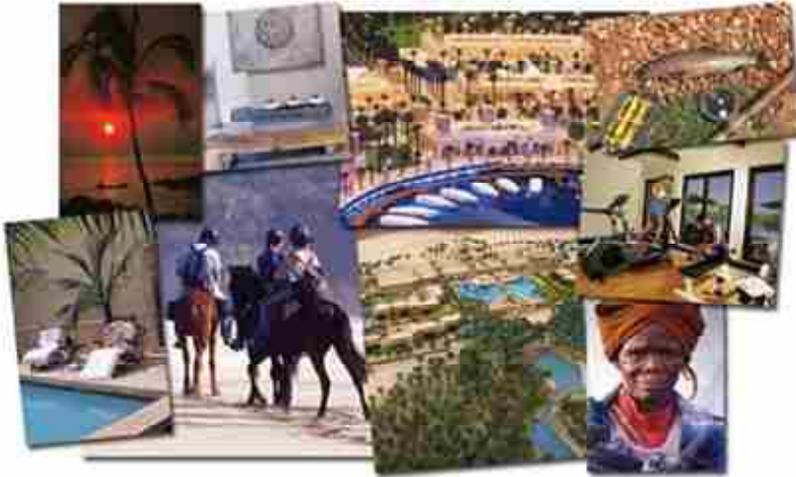
1. State True or False
  - (a) Tourism products are Unperishable.
  - (b) Tourism Services are high Contact services.
  - (c) Travel Products are Tangible

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### 3.6 TOURISM PRODUCT SYSTEM :

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### Tourism : Types, Forms, Products and Attractions



Following are the features of tourism product system :

- **Defined by the product chain :** (One product is consumed after the other. The tourist uses a mode of transportation to reach to the destination. After reaching the destination, he is accommodated in a hotel. Thus, the product (transportation vehicle is used first and then another tourism product, which is hotel is being used).
- **Number of basic elements :** Preparation (making of package and itinerary), travel to destination (by different modes of transportation, accommodation, meals, activities at the destination, travel back by same or different modes of transportation).
- **Supply chain management :** The fierce global competition in the 21st century has forced on supply chains rather than individual companies working individually. A tourism supply chain (TSC) can be defined as a web of tourism organizations supplying different tourism products/services such as flights, car and accommodation for the distribution and marketing of the final tourism products at a specific tourism destination and does have a wide range of participating companies in both the private and public sectors.
- **Coordination-intensive :** Tourism product system is coordination-intensive where different products/services (transportation, accommodation and so on are bundled together to form a final tourism product.
- **Presentation of a product :** Tourism products cannot normally be examined prior to their purchase, as the destination to which the client wants to visit cannot be visited by the guest before buying the tourism product. This means that the sale of tourism products is very much dependent upon the presentation and effective advertising. This can convince and attract more tourists.
- **Relevance of good publicity :** The good feedback from the clients will increase the sale but negative word-of-mouth effect can lead to a fall in demand.

#### ☐ Check Your Progress – 4 :

1. Which of the following are the features of tourism product system.
  - (a) Ethnos
  - (b) Number of Basic elements
  - (c) Supply chain Management
  - (d) Push & pull Factors

---

### **3.7 LET US SUM UP :**

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**In this unit, we :**

- Exemplified forms of tourism
- Discussed nature of tourism
- Described characteristics of tourism industry
- Stated elements of tourism

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### **3.8 ANSWERS FOR CHECK YOUR PROGRESS :**

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**Check Your Progress 1 :**

1. (c)

**Check Your Progress 2 :**

1. (d)

**Check Your Progress 3 :**

1. (a – False), (b – True), (c – False)

**Check Your Progress 4 :**

1. (b) & (c)

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### **3.9 GLOSSARY :**

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**Passenger, Transfer** A passenger arriving on one flight and continuing his journey on another.

**Passenger, Transit** A passenger continuing his journey on the same through-flight.

**Passport** A document issued by national governments to their own citizens as verification of their citizenship. It is also a permit to leave one's country and return.

**Stopover** A point, between origin and destination of an itinerary, at which passenger remains for a period of time.

**Suggested Itinerary** A preliminary itinerary provided by tour operators for the traveler's consideration. This generally shows routings and approximate times as well as recommended hotels and suggested sightseeing excursions and spells out the conditions under which these services will be provided.

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### **3.10 ASSIGNMENT :**

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List and explain the salient features of any three tourist attractions around your city of residence.

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### **3.11 ACTIVITY :**

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Make a questionnaire for surveying Motivational factors of Travelling and distribute 10 such questionnaires to Neighbors & family members. Ask them to fill them and return back. On getting them back, note down the most admired factor to list one.

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### **3.12 CASE STUDY :**

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Various researchers have identified factors influencing travel behaviour of tourists such as variables motivating the tourist to travel, attitude of the tourist, various situational factors and environmental factors which influence the personal significance of the tourist (Venkatesh, 2006; Laws, 1995). According to Gartner (as cited by Pike, 2008) motivation initiates the decision-making process. This occurs when a certain need or want cannot be met at home. Motivations surface when a tourist wants to satisfy a need or want and this can be seen as a very important variable in relation to their travel decisions and the outcome of satisfaction (Chang, 2007; Correia, Oom do Valle & Moço, 2006). According to George (2004) as well as March and Woodside (2005) travel motivations can be considered as one of the most important psychological influences of tourist behaviour. Motivations are the inner state of a person, or certain needs and wants of a person, which forces them to act or behave in a specific way and thus sustaining human behaviour and energy levels of the human body (Decrop, 2006; George, 2004). Maslow's theory is one of the most frequent used to explain the premise of motivation. Maslow uses five sets of goals which are also referred to as basic needs : physiological needs, safety needs, social needs, self-esteem and self-actualization (Tikkanen, 2007). Tourists may need to escape, relax, to gain relief of physical- and mental tension and for typical sun lust reasons. Crompton (as cited by Saayman, 2006) identified seven socio-psychological factors which motivate a tourist to travel : escape from an everyday environment, discovery and evaluation of oneself, relaxing or participation in recreational activities, gaining a certain level of prestige, for the purpose of regression, strengthening family ties and facilitating their level of social interaction.

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### **3.13 FURTHER READING :**

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1. Tourism Development : Saurabh Dixit, Reference Press, 2005
2. Tourism Planning and Development : J.K.Sharma, Kanishka Publishers and Distributors, 2000



**UNIT STRUCTURE**

- 4.0 Learning Objectives
- 4.1 Introduction
- 4.2 Tourism in the Modern Period
- 4.3 Types of Tourism in India
  - 4.3.1 Adventure Tourism
  - 4.3.2 Wildlife Tourism
  - 4.3.3 Medical Tourism
  - 4.3.4 Pilgrimage Tourism
  - 4.3.5 Eco Tourism
  - 4.3.6 Cultural Tourism
  - 4.3.7 Wellness Tourism
  - 4.3.8 Business Tourism
  - 4.3.9 Heritage Tourism
  - 4.3.10 Leisure Tourism
  - 4.3.11 Cruise Tourism
  - 4.3.12 Sports Tourism
  - 4.3.13 Educational Tourism
- 4.4 Let's Sum Up
- 4.5 Answers for Check Your Progress
- 4.6 Glossary
- 4.7 Assignment
- 4.8 Activities – Multiple Choice Questions,
- 4.9 Case Study
- 4.10 Further Reading

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**4.0 LEARNING OBJECTIVES :**

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After working through this unit, you are able to differentiate :

- Tourism of olden period and modern period
- Types of tourism

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**4.1 INTRODUCTION :**

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**Tourism in the early period :**

The history of tourism developed mainly through indirect sources within the early period. In India, within the youth of agricultural abundance, export of money crops created a crucial trade link. Manufacture of iron-ore into steel for weaponry was another important item of trade by the later Vedic period. Tools



and textiles were other renowned Indian products. Contemporary Greek and Hebrew scholars have noted the wonder of India and her fabled wealth. Owing to the predominance of trade routes over, land crossing between Asia and Europe, trade tours were a crucial development during this period. In the youth pilgrimage or pilgrim travel assumed great importance. Ashoka the great, travelled a great deal in his eagerness to spread the doctrines of Buddha. Throughout his travels, from Pataliputra to Lumbini on to Kapilvastu and Sarnath and eventually to Gaya, Emperor Ashoka had special memorials found out at each spot and also rest houses where travelers could rest. Trees were planted along the road sides so that the traveler would be protected from the harsh sun shine. Harsha was another great emperor who gently influenced by the Buddhist scriptures, built institutions and Dharamshalas for the travelers. Rest houses were built in towns and villages. A number of monasteries were also built for the pilgrims. This shows that travel facilities were much improved and travel wasn't a cumbersome experience. Brahmin villages evolved into centers of learning scholars. At this point the Buddhist Sanga established the tradition of pilgrimage, when monks went from village to village and court preaching the worth of the middle-path. Rest houses were provided for the travelers. Monasteries also attracted the monks, middlemen and laymen. The Arthashastra reflects the protection given to merchants and their status within the Indian society. Insurance and safe passage for goods, regulation of costs, weights and measures, therefore the use of gold, silver & copper as rates of exchange also indicated a well-developed mode of trade and. Some of the primary foreigners to visit, were perhaps the Persians. There is much evidence of caravans of Persians visiting India, within the inscriptions dating to the rein of the Persians King Darius. There is also regard to trade, commerce & cultural exchanges between Persia and India. During the reign of Chandragupta Maurya, Persian customs have been practiced in the courts. Hieun-tsang, a devout Chinese Buddhist journeyed to India in 633 AD, his journey to India was hard and threatening. His mission was to gather and translate ancient Buddhist scriptures. Several expeditions crossed from Greece via Persia or Mesopotamia to India. Greek accounts reveal that in India, chariot roads were well laid out and horses, elephants & camels were a standard mode of transport. Trees for shade, wells,

## **Principles and Practices of Tourism**

rest houses and security were also well organized. One of the most important developments of this era owing to the emergence of trade and commerce, was the emergence of communication and accommodation. When Alexander the good reached India, it's said that he found good roads which were well maintained covered with shady trees. Marco Polo was another great traveler who in 13th century passed through India on his way back from China. All travelers were much interested in seeing India and her fabled riches for themselves. This proves that India was an upscale and prosperous country in those days. In the works of Mark Twain, he had aptly put it as, "This is indeed India"... the land of splendor and rags..... There is only one India... The one land that all men desire to see and having seen once by even a glimpse... will not give that glimpse for the shows of the rest of the world put together...".The Arthashastra also reveals the importance of the travel infrastructure for the state, classification of routes and kinds of vehicles. This is an indication of well–developed mode of travel in India for the military, the commercial traveler and the civilian. Travel on inland waterways was also under state protection and regulation. In cities, bazaars provided access to goods brought from the hinterland. Travelers were accommodated in overnight places of stay, known as sarais at the city gates where all services were provided to them. State regulations insisted on travelers carrying with them a note for safe passage from one territory to the other. Entertainment and dancing halls were allowed, gambling was licensed & was a source of income for the state. Travelling for pleasure on the rivers and to the hills was a practice started by the royal courts. However such movement attracted all those that had business at the court to manoeuvres with it from the warmth and mud of the cities to the calm and serenity of the retreat. During the rule of the Mughals, the emperors travelled extensively and contributed towards resort development. Even today the remains of the past like the mile stones, sarais & a network of roads and paths that make all corners of this vast country accessible. With the fall of the great empires, there was a setback in trade and commerce. This reduced the mobility of the people with the exceptions of pilgrims. The sea side resorts hill stations and spas which were the centers of recreation and pleasure were hardly ever used by the early medieval period. Over the years, however the scenario changed and a posh character of tourism emerged. The growth of recent technology, rising incomes and improved facilities contributed to the emergence of recent tourism.

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### **4.2 TOURISM IN THE MODERN PERIOD :**

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The Rail network in India placed the needs for recreation within the reach of an increasingly large number of people who had leisure time and the means to enjoy it. Air India came into existence with the enactment of Air Corporations Act on 1st August 1963, when the entire air transport industry in India was nationalized. At the time of nationalization, Air India operated four weekly flights on the India/UK route and three flights fortnightly on the India/Nairobi route. Today, it has an extended network of air routes linking all the five continents of the globe. Air India organizes special programs to give a wide publicity for projecting India. Soon, Indian Airlines began, with a view to establishing an air transport network to link the remotest places in India. Today, Indian Airlines has expanded its wings to nearby countries as well. They have introduced many schemes and offers like the Discover India package. Leave Travel Concessions encouraged domestic tourism. Concessions for the youth and students also promoted travel within the country. In the early 1960's The ITDC (India Tourism Development Corporation) was started to provide western comforts to International visitors. The ITDC played a major role as a catalyst in developing a modern superstructure (example : The Ashoka group of hotels) for International tourists. The government set up infrastructure to promote tourism by establishing Air India and tourism promotion offices in London and Frankfurt. The tourism cell in the Ministry of Aviation was upgraded into a department. The private sector was invited to establish luxury facilities for the high spending tourist. The first pioneer in this field was Raibahadur Mohan Singh Oberoi, who began his career in the hotel business with the Clarks Hotel in Shimla and the Grand Hotel in Calcutta.

**❑ Check Your Progress – 1 :**

1. Out of the given four, which one is Wellness tourism  
(a) Hill stations (b) Yoga Centres (c) Boat Race (d) Bhangra
2. Out of the given Four , which is not a Cultural Tourism  
(a) Raas Garba (b) Kuchipudi Dance  
(c) Ajanta Ellora (d) Bharat Natyam
3. Which of the following falls under Leisure Tourism  
(a) Seabeach & Somnath Temple (b) Kaziranga National Park  
(c) Kerala Naturopathy Centre (d) Shikara & Dal lake
4. Manufacture of iron-ore into steel for \_\_\_\_\_ was another important item of trade by the later Vedic period-  
(a) Weaponry (b) Bullock carts & Horse carriage  
(c) Simple tools (d) Irrigation tools
5. Himalayan Mountains are situated in :  
(a) Uttarakhand (b) Uttaranchal (c) Uttarpradesh

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**4.3 TYPES OF TOURISM IN INDIA :**

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Introduction Tourism is the movement of the tourists from one place to another place. It is the temporary short-term movement of people to destinations outside the place where they normally live & work includes the activities they indulge in at the destination as well as all facilities and services specially created to meet their needs. Tourism does not only mean traveling to a particular destination but also includes all activities undertaken during the stay. It includes

day visits & excursions. The movement can be in your country or the tourists can also travel to the foreign destinations for the tourism purpose.

#### **4.3.1 Adventure Tourism :**

As a kind of tourism in India, adventure tourism has recently grown in India. The World Travel and Tourism Council calculated that tourism generated \$121 billion or 6.4% of the nation's GDP in 2011. It was responsible for 39.3 million jobs, 7.9% of its total employment. The GDP of the tourism sector has expanded 229% between 1990 and 2011. The sector is predicted to grow at an average annual rate of 7.7% in the next decade. In a 2011 forecast the World Travel and Tourism Council predicted the annual growth to be 8.8% between 2011 and 2021. This gave India the fifth rank among countries with the fastest growing tourism industry. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about 9,500cr. The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stake holders in the sector including various



Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector. For adventure tourism in India, tourists prefer to go for trekking to places like Ladakh, Sikkim, and Himalaya. Himachal Pradesh and Jammu and Kashmir are popular for the skiing facilities they offer. Whitewater rafting is also catching on in India and tourists flock to places such as Uttaranchal, Assam, and Arunachal Pradesh for this adrenalin– packed activity. Various kinds of adventure on water, land, and air can be enjoyed in India. The various kinds of adventure tourism in India are : Rock climbing, Skiing, Camel safari, Para gliding, Mountaineering, Rafting in white water, and Trekking. As a kind of adventure tourism in India, rock climbing is relatively new. Due to the presence of climbing rocks in large numbers throughout the country, rock climbing as a kind of adventure tourism in India is taking off in a big way. The various places in India where tourists can go for rock climbing are Badami, Kanheri Caves, Manori Rocks, and Kabbal. Skiing in India as a kind of adventure tourism has become popular in the last decade. The country has a large number of hill stations which have excellent skiing facilities. This has given rise to skiing adventure tourism in India. The places in India where tourists can go for skiing are Manali, Shimla, Nainital, and Mussoorie. Whitewater rafting in India is a

relative newcomer in the domain of adventure tourism in India. This has been increasing due to the presence of a number of rivers, water falls, and rapids. The places where a tourist can go for whitewater rafting in India are Ganga, Alaknanda, and Bhagirathi rivers. Trekking as a part of adventure tourism India has grown recently. Many tourists are coming to India in order to go trekking in the various rugged mountains present in India. Camel safari in India has also become very popular due to the initiatives taken by the tourist boards of some Indian states. The most famous destinations in India for camel safaris are Bikaner, Jodhpur, and Jaisalmer. Paragliding in India has developed recently and paragliding facilities are available in a lot of places in India. Mountaineering in India is also quite popular in the arena of adventure tourism. Tourists can go to Garhwal, Himachal Pradesh, and Jammu and Kashmir for indulging in mountaineering. Adventure tourism India has registered a formidable growth in recent years. For this growth to continue, efforts must be taken by the government of India so that India ranks alongside international destinations for adventure tourism.

#### 4.3.2 Wildlife Tourism :



India has a rich forest cover which has some beautiful and exotic species of wildlife some of which that are even endangered and very rare. This has boosted wildlife tourism in India. The places where a foreign tourist can go for wildlife tourism in India are the Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, and Corbett National Park.

#### 4.3.3 Medical Tourism :

Tourists from all over the world have been thronging India to avail themselves of cost-effective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes in the country that cater to foreign patients and impart top-quality healthcare at a fraction of what it would have cost in developed nations such as USA and UK. It is expected that medical tourism in India will hold a value around US\$ 2 billion by 2012. The city of Chennai attracts around 45% of medical tourists from foreign countries.



#### 4.3.4 Pilgrimage Tourism :

India is famous for its temples and that is the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. The various places for tourists to visit in India for pilgrimage are Vaishno Devi, Golden temple, Char Dham, and Mathura Vrindavan.



**4.3.5 Eco Tourism :**

Ecotourism in India has developed recently, for the concept itself is a relatively new one. Ecotourism entails traveling to places that are renowned for their natural beauty and social culture, while making sure not to damage the ecological balance. Ecotourism pertains to a conscious and responsible effort to preserve the diversity of a naturally endowed region and sustaining its beauty and local culture. Indians have been known since ages to worship and conserve nature. So the growth of ecotourism in India is but natural. Also, the government of India has set up the Ministry of Tourism and Culture to promote ecotourism in India alongside other types of tourism.



**4.3.6 Cultural Tourism :**



India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. The various fairs and festivals that tourists can visit in India are the Pushkar fair, TajMahotsav, and SurajKundmela. Cultural tourism India is the predominant factor behind India's meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture. The government of India has set up the Ministry of Tourism and Culture to boost cultural tourism in India. The ministry in recent years has launched the Incredible India! campaign and this has led to the growth of culture tourism in India. India has had many rulers over the centuries and all of them made an impact on India's culture.



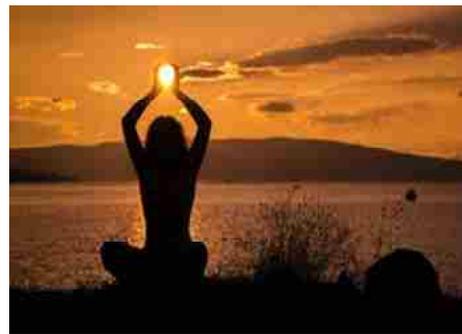
One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food, and languages. It is due to the influence of all these various cultures that the heritage and culture of India is exhaustive

and vibrant. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination given boost to tourism in culture in India. The most popular states in India for cultural tourism are : Rajasthan, Tamil Nadu, Uttar Pradesh, Uttarakhand. Tamil Nadu is also famous for cultural tourism in India, for it shows the Dravidian tradition and culture. It has many temples which mirror the rich cultural heritage of India. Uttar Pradesh has a lot of tourist places which also testify to the rich culture of the country. The most famous monument is the TajMahal in Agra. Cities like Varanasi, Allahabad, Vrindavan, and Ayodhya in Uttar Pradesh also attract a large number of tourists for they encapsulate beautiful vignettes of India. Uttarakhand is also famous for cultural tourism in India. This state has the Himalaya mountains which are called the abode of the Gods. Many ancient temples are found in the Kumaon and Garhwal regions of the state.

#### 4.3.7 Wellness Tourism :



Wellness tourism is one of the fastest growing forms of international and domestic tourism. This form of tourism involves people who travel to a different place to pursue activities that maintain or enhance their personal health and wellness, and who are seeking unique, authentic or location-based experiences. Wellness tourism include massages, body treatments, facial treatments, exercise facilities & programs, weight loss programs, nutrition programs, pre- and post-operative Spa treatments and mind/body programs.



#### 4.3.8 Business Tourism :

Business tourism can be defined as travel for the purpose of business. Business Tourism can be divided into three sections : Trading for goods to be resold on a wholesale basis Conduct business transactions e.g. visiting a client, contract negotiations Attending a conference,



exhibition or event associated with their business.

#### **4.3.9 Heritage Tourism :**

Heritage tourism India has registered an immense growth in the last few years, ever since additional initiatives were taken by the government of India to boost India's image as a destination for heritage tourism. India has always been famous for its rich heritage and ancient culture.



So the onset of heritage tourism in India was long anticipated. India's glorious past and cultural diversity make a potent blend which attracts millions of tourists each year to its heritage tourist attractions. The government of India and the Ministry of Tourism and Culture encourage heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists. India's rich heritage is amply reflected in the various temples, palaces, monuments, and forts that can be found everywhere in the country. This has led to the increase in India's heritage tourism. The most popular heritage tourism destinations in India are : TajMahal in Agra, Mandawa castle in Rajasthan, Mahabalipuram in Tamil Nadu, Madurai in Tamil Nadu, Lucknow in Uttar Pradesh, Delhi, the Indian capital. The maximum number of tourists who come to India visit the TajMahal for it is one of the 7 wonders of the world. It is made of marble which has intricate inlay work done in an exquisite and meticulous style. The Mandawa castle in Rajasthan, built in 1775 reflects India's rich heritage and attracts thousands of tourists each year to Rajasthan which seems especially popular for its antique paintings, jade jewelry, palaces, and costumes. Mahabalipuram has sculptural and architectural sites which are considered the greatest in India. Mahabalipuram has cave temples that have been carved from granite blocks and belong to the 7th century. This is the primary reason why many heritage tourists in India visit this place. The tourism of heritage in India has also increased due to the interest of many foreigners in the temples of India. Madurai is known as the temple city due to the presence of a large number of temples in the city. And for this reason, many tourists go and visit the place each year. The most 88 important temple in Madurai is the Meenakshi temple. Heritage tourism India has grown in recent years but there is scope for further development which can be attained only through combined efforts of the government of India and the tourism boards.

#### **4.3.10 Leisure Tourism :**



They usually visit hill stations, beaches, waterfalls, zoological parks, etc.

**4.3.11 Cruise Tourism :**



Rail and road transport are very common among the people. Some tourists, go in for Air /Cruise mode of transport even if it is costlier. At any cost, the tourists desire to enjoy the holiday even before they reach the actual tourist spot.

**4.3.12 Sports Tourism :**



People now from the rich and the poor, the young and the old spare leisure time for sports activities. One segment of them undertakes tours to nearby cities and abroad for sports activities. Inevitably Tourism participates in their tour.

**4.3.13 Educational Tourism :**



Students undertake trips to abroad to secure higher studies and professionals to polish their talents. Tourism here automatically gets triggered. The types of tourism in India have grown and this has boosted the Indian economy. That it continues to grow efforts must be taken by the Indian government, so that the tourism sector can contribute more substantially to the nation s GDP.

**☐ Check Your Progress – 2 :**

**Match the Following :**

- |                  |                   |
|------------------|-------------------|
| 1. Bhangra       | a. Gujarat        |
| 2. Bharat Natyam | b. Andhra Pradesh |
| 3. Garba         | c. Assam          |
| 4. Kuchipudi     | d. Punjab         |
| 5. Bihu          | e. Tamil Nadu     |

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#### **4.4 LET'S SUM UP :**

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**In this unit, we :**

- Discussed different forms of Tourism

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#### **4.5 ANSWERS FOR CHECK YOUR PROGRESS :**

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**Check Your Progress 1 :**

1. (f), 2. (g), 3. (d), 4. (e), 5. (d)

**Check Your Progress 1 :**

1. (d), 2. (e), 3. (a), 4. (c), 5. (b)

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#### **1.6 GLOSSARY :**

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**Adventure Tourism** – Adventure tourism is defined as the movement of the people from one to another place outside their comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas. Adventure tourism is a type of tourism in which tourist do some adventures activities like as skydiving, hill climbing, scuba diving.

**Wildlife Tourism** – is an observation and interaction with local animal and plant life in their natural habitats.

**Medical Tourism** can be defined as the process of traveling outside the country of residence for the purpose of receiving medical care.

**Pilgrimage Tourism** – is a type of tourism with two main subtypes : pilgrimage, meaning travel for religious or spiritual purposes, and the viewing of religious monuments and artefacts, a branch of sightseeing.

**Eco Tourism** – is catering for holiday makers in the natural environment without damaging it or disturbing habitats. It is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial mass tourism.

**Cultural Tourism** is "movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events,

**Wellness Tourism** is travel for the purpose of promoting health and well-being through physical, psychological, or spiritual activities.

**Business Tourism** is a more limited and focused subset of regular tourism. During business tourism (traveling), individuals are still working and being paid, but are doing so away from both their workplace and home.

**Heritage Tourism** is the practice of travelling abroad to places of historical or cultural interest.

**Leisure Tourism** is travel in which the primary motivation is to take a vacation from everyday life. Leisure travel is often characterized by staying in nice hotels or resorts, relaxing on beaches or in a room, or going on guided tours and experiencing local tourist attractions.

**Cruise Tourism** can be defined as a luxurious form of travelling, involving an all-inclusive holiday on a cruise ship of at least 48 hours, with a set and specific itinerary, in which the cruise ship calls at several ports or cities.

**Sports Tourism** refers to travel which involves either observing or participating in a sporting event while staying apart from the tourists' usual environment.

**Educational Tourism** can be defined as tourism that pursues educational learning as a pretext for a trip, either learning knowledge (historical, cultural, and social) or learning a language more and more practiced every day. They can be trips to develop another language or cultural knowledge.

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#### **4.6 ASSIGNMENT :**

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1. Explain the role of ITDC as a catalyst in developing modern superstructure for International tourists.
2. List various types of tourism

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#### **4.7 ACTIVITY :**

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Visit tourist spots / places nearby to your residence city and note down in which type of tourism they fall.

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#### **4.8 CASE STUDY :**

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##### **Impact of Heritage Tourism in India – A Case Study**

The historic and cultural resources associated with people, events, or aspects of a community's past give that community its sense of identity and help tell its story. These resources are the most tangible reflections of a community's heritage. History can and should be used as a selling point for a community. The recognition of an area's historic resources can bring about neighbourhood revitalization, increased and sustainable tourism, economic development through private investment, and citizenship building. When communities' travel-related entities partner with public or private organizations, the historic, cultural, and natural resources are more effectively promoted to meet the heritage traveler's desire for an integrated and enriching experience. II. RELATED WORK This publication is related to the field of heritage tourism produced by the Historic Preservation Division of the Indian tourism Development to assist communities in leveraging their historic assets to realize economic and cultural goals such as :

- Attracting new investment
- Creating new jobs
- Revitalizing downtowns and neighbourhoods
- Building community pride and a sense of place
- Educating children about their heritage Nominating properties to the National Register of Historic Places
- Surveying a community's historic resources.

Heritage tourism is an important component of the tourism industry. According to the National Trust for Historic Preservation, visiting historic sites or museums ranks only third behind shopping and outdoor pursuits for travelers in this country. The National Trust for Historic Preservation is a non-profit organization that provides leadership, education, advocacy, and assistance to save India's diverse historic places and revitalize communities.

**Principles and Practices of Tourism**

- **Well educated** – Most heritage tourists have advanced degrees. Education level is the single most significant factor that influences cultural and heritage participation and travel.
- **Older** – Participation in cultural and heritage events peaks between ages 45 and 65, when people are at the height of their careers, earning power, and discretionary income.
- **Influenced by women** – Women typically plan family vacations and group trips, and also control more personal discretionary income.
- **Cosmopolitan** – International travel is growing. Those travelers seeking heritage or cultural events are just as likely to travel to India.

Heritage tourism protects historic, cultural, and natural resources in towns and cities by involving people in their community. When they can relate to their personal, local, regional, or national heritage, people are more often motivated to safeguard their historic resources. Heritage tourism educates residents and visitors about local and regional history and shared traditions. Through involvement and exposure to local historic sites, residents become better informed about their history and traditions. Understanding the importance of one's heritage provides continuity and context for a community's residents, and it strengthens citizenship values, builds community pride, and improves quality of life

❖ **Questions :**

1. "The historic and cultural resources are the most tangible reflections of a community's heritage." Explain in 3 or 4 lines.
2. Economic and cultural goals of Historic places –  
\_\_\_\_\_. \_\_\_\_\_ . \_\_\_\_\_ .  
\_\_\_\_\_. \_\_\_\_\_ . \_\_\_\_\_ .
3. Why should we protect Historic places ?

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**4.9 FURTHER READING :**

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1. **"Tourism in India"** : Kumar Gupta Vijay, 1987, Gian Publishing House, 29/6 Shakti nagar, Delhi-110007, ISBN 81-212-0124-1
2. **"Indian Tourism : Beyond the Millenium"** – Madan Prasad Bezbaruah, South Asia Books; 1 edition (January 1, 1999), ISBN-10 : 8121206219 ISBN-13 : 978-8121206211



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**BLOCK SUMMARY :**

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In this block we have seen about how the Travelling has evolved after the invention of wheel right from Primitive ways of travelling to pre medieval era covering medieval era and modern world to post-modern world. How the Industrial revolution has changed the global transaction methods was one of the feature of this block.

Then we had gone through the factors that motivate people with different reasons, whether it may be external or internal motivator for travelling.

Next we the types of tourism with different purposes along with its products and attractions.

Lastly we observed how Indian economy is alleviated due to Different tourism forms and today's modern technology.

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**BLOCK ASSIGNMENT :**

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❖ **Short Questions :**

1. Define Tourism and its meaning.
2. Draw the tourist chart.
3. Define the role of Motivation.
4. List down different motivational factors.

❖ **Long Questions :**

1. Explain the inter-relationship between Tourism, leisure and Recreation.
2. What are the different forms of tourism ? Explain any 5 out of all.
3. What is the nature of Tourism ?

# **PRINCIPLES AND PRACTICES OF TOURISM**



**DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY  
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## **ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING**

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

## **PREFACE**

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

# PRINCIPLES AND PRACTICES OF TOURISM

## Contents

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### **BLOCK 2 : MODES OF TRANSPORT**

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#### **Unit 1 Road Transport in India**

Introduction to Transportation in India, History of Transportation in India, Transport System in India During Vedic Period, Transport in ancient India, During Medieval Period, Development of Transport During British Rule in India, Public Transport, Etymology of BUS, Road Transport in India

#### **Unit 2 Railways**

History of Trains, The Industrial Revolution and The Steam Engine, The American Railroad System, The Drawbacks of Steam Power, Electric Locomotives Get a Slow Start, The Transition for Steam to Electric, Advanced Train Technologies, Facts about Trains, Train History Facts, Special types of trains in India, Toy Trains in India, Luxury Trains, Palace on Wheel, Deccan Odyssey, Metrorail, Services, Recent Developments, Ticketing, Packages offered by IRCTC

#### **Unit 3 Air and Sea Transport in India**

Introduction, Classification of Airways, Airlines in India, Sea Transport, Cruises of India



**Dr. Babasaheb Ambedkar  
Open University Ahmedabad**

**DHTM-103**

## ***Principles and Practices of Tourism***

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### **BLOCK 2 : MODES OF TRANSPORT**

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UNIT 1 ROAD TRANSPORT IN INDIA

UNIT 2 RAILWAYS IN INDIA

UNIT 3 AIR & SEA TRAVEL

# ***MODES OF TRANSPORT***

## **Block Introduction :**

Movement of things or people from one place to another is as old as human existence. However, the modes for movement has changed through ages. The journey of animal power to steam and then to fossil fuel power explains this phenomenon. Along this line, the mobility features machines played an important role. Transport system helped citizens in removing this unwarranted barrier of physical separation and enables a given flow of resource. It also promotes homogeneity among the people of a country, and this sense of oneness strengthens political unity. Mr. Ogburn states that "Transport the de Facto barometer of economic, social and commercial progress has transformed the whole world into one organized unit."

It carries ideas and inventions to the people, and has considerably contributed to the evolution of civilization". The demand for transport might not be fundamental for essential commodities but is an important part of the culture & commodities. The history of transport reveals that social life and movements have developed together. Transport permeates the whole of civilized life like the arteries and veins in the human body. Its services take people to whichever place they wants to travel in every stage of advanced civilization. It is instrumental in the spread of development of culture. Hence a society without an advanced transportation system remains primitive. The history of transport reveals that social life and movements have developed together.

Transport permeates the whole of civilized life like the arteries and veins in the human body. Its services take people to the place people needs to travel. It is interesting to quote here the observation made by a famous author regarding the overall significance of transport within the times, "The transport is one of the great fundamental institutions of mankind. Its history dates back to the dawn of recorded history and beyond. It develops with man's advancement; it retrogrades with the breakdown of a social order. People without transport would be a nation without interaction with outside world and hence without the attributes of civilization. Man the transporter therefore cannot separated from man the builder of civilization.

## **Definition of transport and transportation :**

When people or goods are moved from one place to another is referred to as **Transport** with the means of a vehicle or system of vehicles like bus, train, aeroplane, ship, car, rickshaw etc.

**Transportation** is defined as the movement of freight and passenger from one place to another. Transportation is "a means of conveyance or travel from one place to another". The important common element in any definition of transportation however is movement, changing physical location of freight or passenger.

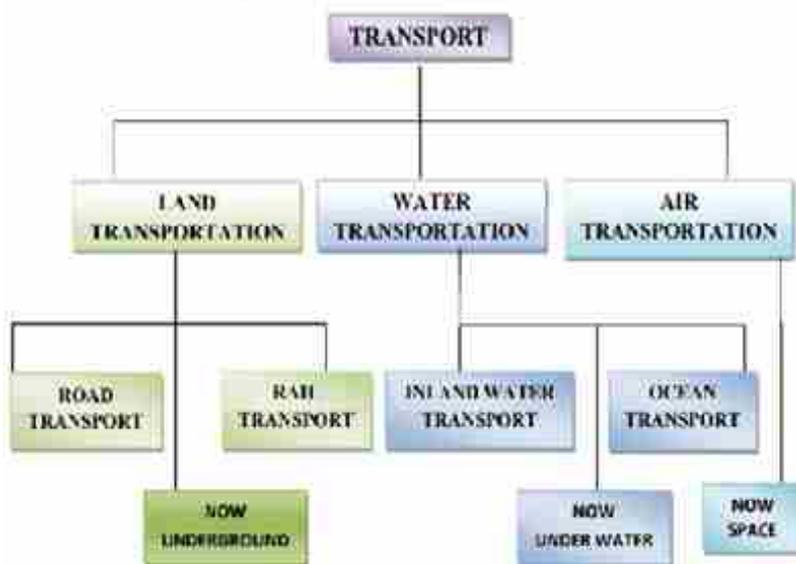
Transportation is the movement of products and persons from one place to another through various means by which such movement is accomplished. The growth of the ability—and need—to transport large quantities of products or numbers of persons over long distances at high speeds in comfort and safety has been an index of civilization and specially because of technological and mechanical progress.

With the invention of wheel after fire, life changed tremendously for mankind. They could move faster and farther as a result could see more, conquer more and also exploit more resources. To put things on wheels steam based automated engines have been invented followed by fossil fuel and new renewable energy resources. Nevertheless, to manage these transport systems an outsized system was evolved placing people in several positions to man the machines and system. In all these systems women had very little role that to a maximum of being commuters. A brief outline of various modes of transport and their development is described.

**Modes of transportation :** There are three modes of transportation namely,

1. Air Transport.
2. Water Transport.
3. Land Transport.

**Figure 4.1 Modes of Transportation**



### **Block Objectives :**

**After learning this block, you will be able to understand :**

- Different Mediums of Travel
- How Roadways have evolved during times
- Invention of Railways and today's Luxury trains
- Sea & Airways development in the world

### **Block Structure :**

**Unit 1 : Road Transport in India**

**Unit 2 : Railways in India**

**Unit 3 : Air & Sea Travel**

**UNIT STRUCTURE**

- 1.0 Learning Objectives
- 1.1 Introduction
- 1.2 History of Transportation in India
  - 1.2.1 Transport System in India During Vedic Period
  - 1.2.2 Transport in ancient India
  - 1.2.3 During Medieval Period
  - 1.2.4 Development of Transport During British Rule in India
- 1.3 Public Transport
  - 1.3.1 Etymology of BUS
- 1.4 Road Transport in India
- 1.5 Let Us Sum Up
- 1.6 Answers for Check Your Progress
- 1.7 Glossary
- 1.8 Assignment
- 1.9 Activities
- 1.10 Case Study
- 1.11 Further reading

---

**1.0 LEARNING OBJECTIVES :**

---

After working through this unit, you would be able to :

- Discuss History of Transportation in India
- Discuss significance of Public transport
- Able to identify the Road Map of India
- State roadways in India

---

**1.1 INTRODUCTION :**

---

A well-knit and coordinated system of transport plays a crucial role in the sustained economic process. The transport system in India comprises a variety of distinct modes and services, notably railways, roads, road transport, ports, inland water transport, coastal shipping, airports, and airlines. Railways and roads are the dominant means of transport carrying around 95% of total traffic generated across the country. Although other modes like coastal shipping and inland water transport would play a greater role, the railways and roads would still dominate the transportation within India.

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## **1.2 HISTORY OF TRANSPORTATION IN INDIA :**

---

### **1.2.1 Transport System in India During Vedic Period :**



#### **The Chariot**

The Vedic people were conscious of the necessity of the different forms of transport and regarded the maintenance and protection of the public highways as one of the duties of the King. The ancient Indian transport system was grouped under two divisions, land and water. The Rig-Veda hymns refer these forms of transport.

The animals were tamed and were employed by man as draft animals during Vedic period. Bull is well represented in Indian literature as a way of conveyance. The Nandi seals found from different sites of Indian culture clearly speak about the bulls being used as the means of transport and communication. The camels were frequently used for transport or carriage loads.

In the later Vedic period, people learnt using vehicles for carrying men and commodities. The knowledge of transport made man learn craft of trade and commerce along with the social life. The three types of vehicles used and termed as 'Yana's' are :

❖ **LAGHUYANA – SMALL VEHICLES (CHARIOTS) :**

- (a) **Golingam** – A cart of medium size carts drawn by bulls
- (b) **Sakata** – Big cart

The long distance travel was named as 'Disayatra'. This was used like modern mail as well as passenger vehicle. Vedic literature gives detailed information about chariot vehicles in India. Harappa civilization clearly indicates the existence of chariot in the 3rd millennium B.C. Apart from this; there were two types of public passenger chariot, it was carried by three or four horses namely,

1. **Yana Ratha (utility chariot) :** This was used for both carrying goods and passengers.
2. **Aupvada (Travelling carriage) :** It was a chariot for passengers only

### **1.2.2 Transport in Ancient India :**

Excavations at Mohan Jodaro and Harappa civilizations established beyond doubt that the Indians had adopted the art of road building even during 4000 year B.C. But the importance of road and transport came to be realized after the organized government was established. Kautilya, the celebrated economist of the Maurayan period has written that in his times city roads were 24feet wide and the roads resulting in the battlefield and villages were 48 feet in width.

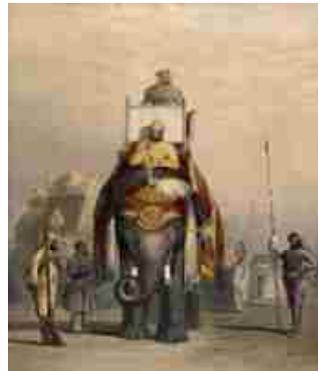
In the regime of Chandra Gupta Maurya there was a transport department and a grand trunk connected to Patna with NWF province. Along this road two Greek travellers Magasthenes and Irastathenes travelled north India during the regime of Emperor Ashoka; Good roads exists in India was creditably made by Chinese traveler Fahien. According to the illustrations of foreign travelers, even roads were well developed and conveyance system was existed for commoner.

**1.2.3 During Medieval Period :**

During Moghul period the roads and transport were well developed for the expansion of trade and commerce. Though the general public passenger vehicles weren't found in good numbers, goods carriers were developed in volume "Tarikhe–Shershah" reveals that, in his time roads were taken care of and manage by the state. There is a mention in one of the famous book of the Moghul period– "Chahar Gulshan" that, in those days there were 24 roads out of which 13 plays important role in transport.

**1.2.4 Development of Transport During British Rule In India :**

During British rule out, the administrators targeting the developments of roads and transport in India for the convenience of selling and administration. Lord William Bentinck reviewed the idea of constructing the roads by connecting Peshawar, Delhi and Calcutta. Lord Dalhousie created structured department for the development (PWD) of transport. Lord Mayo and Lord Rippon acted as a stimulator for the development of road and transport in India. During World war II road construction activities increased. Even though, conveyance was in practice, Indian villages were independent and most of individuals were using carts and animals for goods carrier. Elites were using their own Carts for transport.



After independence Indian roads were developed under five year plans. In 1st five year plan Rs. 97.6 cr. released for road development programmers to be undertaken by the Centre and states.



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### **1.3 PUBLIC TRANSPORT :**

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An important social role played by public transport is to make sure that each one members of society are ready to travel which include groups like young, the old, the poor and rich, and other strata of the society. Public transport opens to its users the possibility of meeting other people. It is a location of inter social encounters across all boundaries of social, ethnic and other sorts of affiliation. It provides an honest means of communication and breaks the isolation of cities and villages and facilitates the promotion of social awaking within the masses. Public transport maintains social contacts and act as an agent of remodelling the culture from one place to a different and from one society to a different. It helps in cultural exchange, thoughts, ideas, knowledge of the 100 people, and also builds the homogeneity among the people. Transport also helps in promoting the cause of education.

Public transport comprises passengers' transportation services which are available for use by the general public. Public services are usually funded by fares charged to every passenger. Public transport consists of trains, buses, Metro, Mono rail etc. It is provided by a company or authority. Apart from all the means of transport road transport does occupy a pivotal role within the overall transport system in India. With a neighbourhood of 3.29 sq Kms stretched over a distance of 3000 Kms. and across 6 lakhs villages spread everywhere the country. Road transport is more popular in India due to its easy availability, flexibility of operation, adaptability to individual needs. In the road transport service bus is one among the foremost popular modes of transport.

In a country which has not been adequately served by advanced modes of transport, like railways, airways and road transport, the road transport become most vital mode of transport. "Undoubtedly, rail, shipping and air transportation occupy a crucial place in our modern mode of transport in society, but the essential need is fulfilled by road transport alone. One can exist without rail, shipping or air transportation but not without the roads. Even the rail, shipping and air depend on the road for completing the transport service". The most important feature of road transport is its flexibility. Road transport can penetrate into the far corners of the country and may provide a door to door service. While other modes of transport aren't economical over shorter distances carrying fewer loads, road transport is ideally fitted to this purpose. Without its complementary service, the opposite sophisticated modes won't be ready to achieve the top purpose of transport. The route course and schedules in road transport needn't be as rigid as within the case of the railways and air transportation, and this provides the advantage of flexibility to satisfy a spread of transportation needs suitable for interior transportation.

In terms of investment also, road transport has a foothold over the modes of transport. The track cost within the case of railways and therefore the very high cost of acquiring air- planes or ships require very heavy investments. Road transport features a low cost technology and therefore the costs of maintenance of vehicles, also as roads aren't as high within the case of other capital intensive modes of transport.

#### **1.3.1 Etymology of Bus :**

The word "Bus" may be a derivation of "Omnibus" vehicle meaning "Vehicle for all" where Omnibus means "for all" in Latin (Omni meaning "all"),

reflecting its early use for conveyance. The motorized transport replaced horse drawn transport in 1905 and became popular.

A bus is a vehicle capable of carrying numerous passengers. Buses can operate with low capacity and on conventional roads with relatively inexpensive bus stops to serve passengers. Therefore buses are commonly utilized in rural areas, towns, cities and even in metropolitan cities.

The first public transit line was launched by Pascal in 1662, but it ceased operation 15 years later, and no further such services are known until 1820s. Early horse drawn buses were a mixture of a hackney. Steam powered buses existed during 1830s. The first engine powered buses emerged in 1895 alongside development of automobile. The different models of buses expanded within the 1900s.

The role of mechanized transport in India started in the beginning of the 19th century and therefore the first automobile was imported to India in 1898. In the earlier years it remained a novelty and luxury meant for the rich.

As it evident 'history' is 'his-story', and women's role and their participation altogether walks of life is hardly documented. It is not documented also partly because the involvement was almost nil. At most women were allowed to make use of such facilities while in transit.

It is only now women are seen in transport industry aside from being commuters as employees in several strata also as owners. This dimension is essential for all such sociological enquiry.

❑ **Check Your Progress – 1 :**

1. Which one of the following is the means of road transport ?  
(a) Aeroplane    (b) Cruise ship    (c) Bus    (d) Space craft
2. What are the main modes of transport ?  
(a) Air    (b) Land    (c) Water    (d) All of the above
3. Which one of the following is not used for public transport ?  
(a) Cruise ship    (b) Space craft    (c) Trains    (d) Taxi

## **1.4 ROAD TRANSPORT IN INDIA :**

The growth of public road transportation in India actually began within the early 1920s as a result of the diversion of surplus army vehicles to civil market after the First World War. The expansion was unprecedented and by 1920s there have been the massive number of auto operating in various parts of the country. The mushrooming of personal vehicles led to unhealthy competition and even route cutting among operators. To regulate over this, British Government in India appointed Mitchell– Kirkness committee in 1932. It observed the evils of the general public service motor transport suffering largely because of the excessive competition and unemployment amongst buses and their concentration on more popular routes. To place an end to this, the govt. enacted legislation in 1939 entitled 'The Automobile Act' of 1939. This act ensures the role of road transport on the idea of healthy competition within the public bus transport system in India

❖ **Following are the different types of road in India :**

**National Highways :** These are main highways running through the length and breadth of the country connecting major ports, state capitals, large industrial and tourist centres etc. National Highways in India are designated as NH followed

by the highway number. The National Highways represent only 2% of the entire network length and that they handle about 40% of the entire road traffic.

**Expressways :** The Expressways of India make up approximately 200 km (120 mi), of the Indian National Highway System. Indian Expressways are access controlled, feature a divider within the centre and have a minimum of six-lanes alongside a shoulder on either side.

**State Highways :** The State Highways provide linkages with the National Highways, district headquarters, important towns, tourist centres and minor ports and carry the traffic along major centres within the state. These arterial routes provide connectivity to big towns and cities within the state with National Highways or State Highways of the neighbouring states. Their total length is about 137,711 km.

**District Roads :** These are important roads within a neighbourhood connecting areas of production with markets and connecting these with one another or with the State Highways and National Highways. It also connects Taluka headquarters and rural areas to District headquarters within the state.

**Rural Roads :** The rural roads in India form a substantial portion of the Indian road network. To develop rural roads, Pradhan Mantri Gram Sadak Yojana (PMGSY) (or "Prime Minister Rural Roads Scheme"), was launched in December 2000 by the Indian government to provide connectivity to unconnected rural habitations.

❖ **Following are the important vehicles :**

**Buses (Local) :** Buses take up over 90% of public transport in Indian cities and serve as a cheap and convenient mode of transport for all classes of society. Services are mostly travel by government owned transport corporations. New initiatives such as Bus Rapid Transit (BRT) systems and air-conditioned buses have been taken by the various state governments to improve the bus public transport systems in cities. Bus Rapid Transit systems already exist in Pune, Delhi and Ahmedabad with new ones coming up in Vishakhapatnam and Hyderabad. Buses can be intercity (running within the city limits), Intercity (running between 2 cities, e.g. Bus between Mumbai–Pune), Interstates (running between Mumbai–Ahmedabad) or International (running between 2 countries such as Kolkata Dhaka bus).



**AUTO RIKSHAW :** An auto rickshaw is a three-wheeler vehicle for hire that has no doors and is usually characterised by a little cabin for the driving force at front and a seat for passengers on rear. Airports and railway stations at many cities like Bengaluru and Hubli–Dharwar provide a facility of prepaid auto booths, where the passenger pays fixed fare as set by the authorities for various locations.



**Taxi** depending on the city/state, taxis can either be hailed or hired from taxi stands. In cities such as Bengaluru, Hyderabad, taxis need to be hired over phone, whereas in cities like Kolkata and Mumbai, taxis can be hailed on the street.



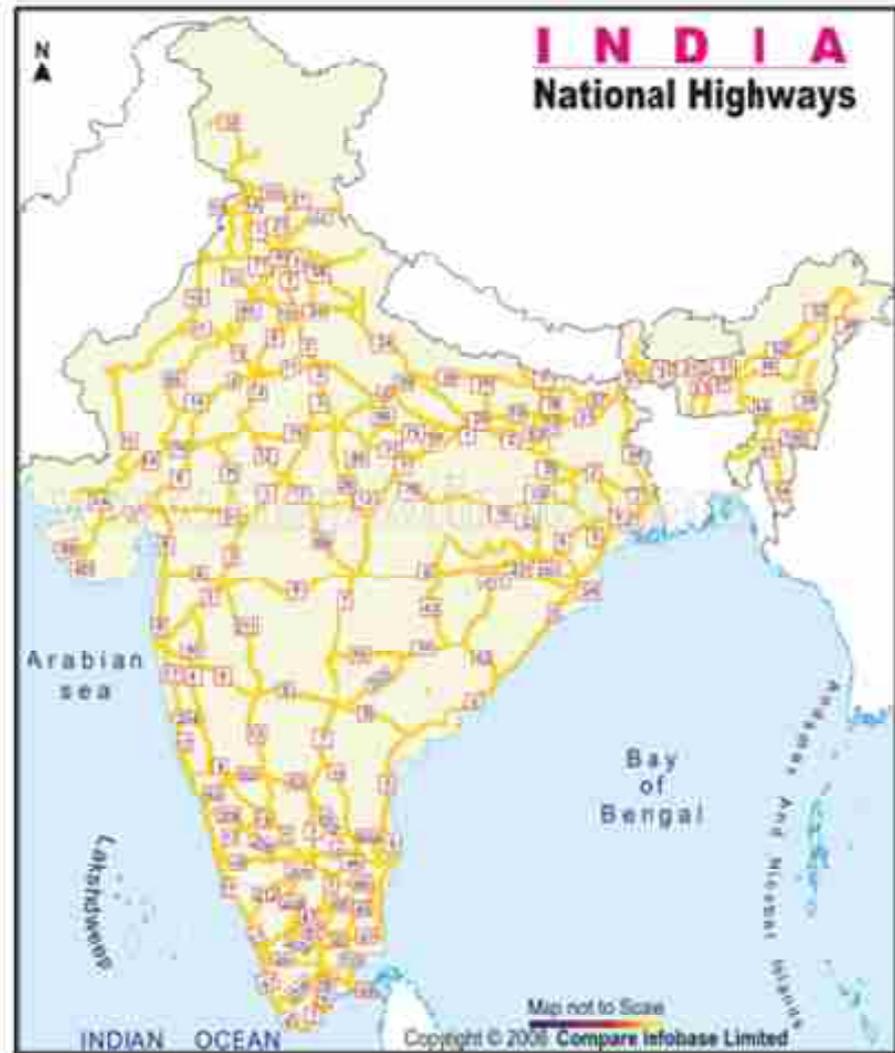
**Rental Cabs :** Concept of organized rental cab was introduced to Indian consumer in 2004 when Meru cab service was launched in major metro cities of India and then almost after six years App based rental cab service was introduced in Indian market. Among various transportation mode cab service gained popularity because of its advantage of door to door service and now because of technological advancement customers were able to book cabs at competitive price in just one click using their smart phones. These App based cab services were having tremendous potential for growth in densely populated countries like India where parking is major problem because of space crunch as well as public transports are over covered during peak hours. Slowly this convenient mode of travel started gaining popularity and competition became dense after Uber's launch in 2013.

As customers have become more demanding it's a challenging job for rental cab industry to meet the customer's expectations. Now a days not just the price but quality service also plays an important role in customer satisfaction. Now using a smart phone consumer can access, compare, evaluate and purchase. In this situations App based services such as Ola or Uber Cabs offered solution by offering various services ranging from the economic to ultimate luxury. As per a current report in the financial express introduction of App based pre-paid taxi services like Uber and Ola taxi not only grabbed customers' attention but also contributed in increasing employability by providing opportunity to drivers. Ola cabs service was started in 2010 in Mumbai by ANI Technologies Pvt. Ltd. based on online cab aggregator concept. Ola offers range of affordable transportation service starting from superior luxury cars to Ola auto. Currently it is available on 102 cities and approximately 450,000 vehicles are available with them. While Uber Technologies Inc. is an American worldwide online transportation Network Company founded as Uber Cab by Garrett Camp in 2009. In August 2013 Uber expanded to Indian market by launching its services in Bangalore.

Both Uber and OLA entered the taxi services market in India having many similarities, such as concept of taxi aggregators, air conditioned taxi services, cheap price and app-based taxi services, luring passengers of major metropolitan cities. Ola and Uber have grown tremendously over a period of time with an objective of solving the inter-city and intra-city commuting problems of customers. These companies are spending huge funds in marketing, competitive price and recruitments of new drivers which leading to expansions of new markets. Sometimes these strategies resulted in very less priced services, even less than the fares charges by Three-wheeler auto rickshaws. Ever changing technology is fuelling the growth of organized car rental industry, convenience of booking cab service sitting at your place is one of the most important feature of this app based taxi service. Currently Ola and Uber are two major players in organized cab service sector in India



**Cars** Private vehicles account for 30% of the total transport demand in urban areas of India.



❑ **Check Your Progress – 1 :**

1. The scenario of travelling changed drastically after the invention of \_\_\_\_\_  
(a) Fire (b) Wheel  
(c) Bows & arrows (d) Coins of currency
2. Following are the means of Road transport ?  
(a) Rickshaw (b) Taxi (c) Bus (d) All of the above

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**1.5 LET US SUM UP :**

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**In this unit, we :**

- Observed four different periods
- Different types of vehicles during these four periods
- Etymology of bus
- Modern vehicles.

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**1.6 ANSWERS FOR CHECK YOUR PROGRESS :**

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- ❑ **Check Your Progress 1 :**  
1. (c), 2. (d), 3. (b)
- ❑ **Check Your Progress 2 :**  
1. (b), 2. (d)

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**1.7 GLOSSARY :**

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**Golingam** – A cart of medium size carts drawn by bulls

**Sakata** – Big cart

**Yana Ratha (utility chariot)** : This was used for both carrying goods and passengers.

**Aupvada (Travelling carriage)** : It was a chariot for passengers only.

**Palkhi** – A carriage especially made up for a Bride for marriage, carried by Labours on foot from front as well as End.

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**1.8 ASSIGNMENTS :**

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- 1. Identify 5 types of road vehicles in India.
- 2. Categorise these 5 types into Commercial and Private vehicles.

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**1.9 ACTIVITIES :**

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- 1. Describe in brief : Types of Yanas during vedic period.

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- 2. List the transport during Medieval period.

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- 3. Etymology of bus – Explain

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**1.10 CASE STUDY :**

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❖ **GOLDEN QUADRILATERAL OF INDIA :**

India's road network is the second largest in the world, with a total estimated length of 54.82 lakh km as of 2017. National Highways account for just around 2% of this network, but their share of the total road traffic is around 40%.

Bharatmala Pariyojana is a macro and corridor-based approach to road development which caters to expansion as well as plugging of the existing infrastructure gaps. The Government of India announced that highway works worth Rs 8 lakh crore will be taken up before the end of 2018 under Bharatmala. The first phase of implementation is planned for a five-year period from 2017–18 to 2021–22, and will target development of 24,800 km of road network apart from completion of 10,000 km of ongoing road works under NHDP. Phase 1 is expected to be implemented at a projected total cost of Rs. 535,000 crore.

Furthermore, in Phase 1, the Government has identified 26,200 km of Economic Corridors with high levels of freight traffic. Development of around 9,000 km of Economic Corridors is targeted under Phase 1. Apart from these, the programme covers improvements/construction works pertaining to the National Corridor (Golden Quadrilateral and NS–EW), Inter–Corridors (8,000 km), Feeder Roads (7,500 km), Border Roads (3,300 km), Coastal & Port Connectivity Roads (3,305 km) and Expressways (1,837 km). Ring roads are proposed to be developed around 28 major cities across the country under Bharatmala Pariyojana

❖ **Impact :**

- Bharatmala Pariyojana will have a huge impact on the Logistics Performance Index and be a major driver of economic growth in the country. It will increase the number of national corridors to 50 as opposed to 6 currently.
- Number of districts with national highway (NH) linkages will increase to 550 from 300 at present
- The share of national highways in freight movement will increase from 40% currently to 70–80% after the implementation of Bharatmala.
- According to Government projections, around 142 million man–days of employment are anticipated under Phase 1 of Bharatmala Pariyojana. Furthermore, the increase in level of economic activities generated by the development of the economic corridor network is expected to drive around 22 Million permanent jobs.

**Question :** Write a short note on Bharatmala Pariyojana as well as its impact.

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**1.11 FURTHER READING :**

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1. "TOURISM – Operations & Management" – (Sunetra Roday, Archana Biwal, Vandana Joshi – OXFORD)



**UNIT STRUCTURE**

- 2.0 Learning Objectives
- 2.1 History of Trains
  - 2.1.1 The Industrial Revolution and The Steam Engine
  - 2.1.2 The American Railroad System
  - 2.1.3 The Drawbacks of Steam Power
  - 2.1.4 Electric Locomotives Get a Slow Start
  - 2.1.5 The Transition for Steam to Electric
  - 2.1.6 Advanced Train Technologies
- 2.2 Facts about Trains
- 2.3 Train History Facts
- 2.4 Special types of trains in India
  - 2.4.1 Toy Trains in India
  - 2.4.2 Luxury Trains
    - 2.4.2.1 Palace on Wheel
    - 2.4.2.2 Deccan Odyssey
  - 2.4.3 Metrorail
- 2.5 Services
- 2.6 Recent Developments
- 2.7 Ticketing
  - 2.7.1 Packages offered by IRCTC
- 2.8 Let Us Sum Up
- 2.9 Answers for Check Your Progress
- 2.10 Glossary
- 2.11 Assignment
- 2.12 Activity
- 2.13 Case study
- 2.14 Further Reading

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**2.0 LEARNING OBJECTIVES :**

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After working through this unit, you would be able to understand about :

- History of Railways in India
- Types of Trains
- Recent developments in railways
- Different package tours of Luxury trains by IRCTC

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## **2.1 HISTORY OF TRAINS :**

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Since their invention, railroads have played an enormous role in further developing civilizations round the world. From ancient Greece to modern-day America, railroads have changed the way humans travel and work. The earliest rail transportation actually dates back to 600 B.C. The Greeks made grooves in paved limestone roads to use in conjunction with wheeled vehicles, easing the transport of boats across the Isthmus of Corinth. However, when Romans conquered the Greeks in 146 B.C., early railways fell into ruin and disappeared for more than 1,400 years. The first modern rail transport system didn't make a return until the 16th century.

The First Modern trains debuted in the early 1550s in Germany with the introduction of wagon ways. These primitive railed roads consisted of wooden rails over which horse-drawn wagons or carts were ready to move with greater ease than over dirt roads. By the 1770s, wooden rails had been replaced with iron ones. These wagon ways evolved into tramways that spread across Europe. In 1789, Englishman William Jessup designed the primary wagons with flanged wheels that were grooved, allowing the wheels to raised grip the rail. This important design feature was carried forward to later locomotives.

Until the 1800s, railways were constructed of cast-iron. Unfortunately, cast-iron was prone to rust and it was brittle, often causing it to fail under stress. In 1820, John Birkinshaw invented a more durable material called wrought-iron. This innovation, although an improvement over cast-iron was still flawed, however, it became the standard until the advent of the Bessemer process enabled the cheaper production of steel in the late 1860s, sparking the rapid expansion of railways not only across America but around the world. Eventually, the Bessemer process was replaced by the use of open-hearth furnaces, which further reduced the cost of steel production and allowed trains to connect most major cities in the US by end of the 19th century.

### **2.1.1 The Industrial Revolution and The Steam Engine :**

With the groundwork laid out for an advanced system of railways, all that was left to do was find a means to transport more people and more goods for more lengthy distances over a shorter period of time. The answer came in the form of one of the most significant inventions of the Industrial Revolution, the steam engine, which was critical to the development of the modern railroad and trains.

In 1803, Samuel Homfray decided to fund for the development of a steam-powered vehicle replace the horse-drawn carts on the tramways. Richard Trevithick built that vehicle, First External combustion engine tramway locomotive. On Washington's Birthday, 1804, the locomotive hauled a load of 10 Tons of iron, 70 men, and five extra wagons the nine miles between the ironworks at Pen-y-Darron in the town of Merthyr Tydfil, Wales, to the bottom of Abercynnon valley. The trip took about two hours to complete.

In 1812, English inventor Stephenson became a colliery engineer for the Stockton and Darlington Railway Line. By 1814, he'd built his first locomotive for them. Not long after, he convinced the owners to try out a steam-powered locomotive. The first effort was named the Locomotion. While Stephenson is credited as the inventor of the first steam locomotive engine for railways, Trevithick's invention is cited as the first tramway locomotive.

In 1821, Englishman Julius Griffiths became First person to patent a passenger road locomotive. By September 1825, using Stephenson's locomotives, the Stockton & Darlington Railroad Company launched the first railroad to carry both goods and passengers traveling on regular schedules. These new trains could pull six loaded coal cars and 21 passenger cars with a capacity of 450 passengers over nine miles in about an hour.

Not long after that, Stephenson opened his own firm built, Robert Stephenson and Company. His most famous prototype, Stephenson's Rocket, was designed and built for the Rainhill Trials, an 1829 event held by the Liverpool and Manchester Railway to choose the best design to power their new locomotives. The Rocket, the most advanced locomotive of its day, won handily and went on to set the standard by which most steam engines would be built for the next 150 years.

### **2.1.2 The American Railroad System :**

Colonel John Stevens is considered to be the father of railroads in the United States. In 1826, Stevens demonstrated the feasibility of steam locomotion on an experimental circular track constructed at his estate in Hoboken, New Jersey—three years before Stephenson perfected a practical steam locomotive in England.

Stevens was granted First railroad charter in North America in 1815 but others began to receive grants and work began on First operational railroads soon after. In 1830, Cooper designed and built the first American—built locomotive, the Tom Thumb, to be operated on a common—carrier railroad.

Another major train innovation of the 19th century did not have anything to try with propulsion or power supply. Instead, it was all about passenger comfort. George Pullman invented the Pullman sleeper in 1857. Although sleeping cars had been in use on American railroads since the 1830s, the Pullman was designed specifically for overnight passenger travel and was considered a marked improvement over its predecessors.

### **2.1.3 The Drawbacks of Steam Power :**

While steam—powered locomotives had an undeniable impact on transportation and economic expansion over the course of the 19th century, the technology wasn't without its drawbacks. One among the foremost problematic was the smoke that resulted from burning coal and other fuel sources.

While the noxious by products were tolerable in open countryside, even early , the hazards created by fuel exhaust became all the more apparent as railroads encroached on more populated areas, which successively, necessitated a growing number of underground tunnels to accommodate trains headed for urban destinations. In a tunnel smoke could turn lethal, especially if a train got stuck below ground. Trains powered by electricity seemed a clear alternative but early electric train technology simply couldn't continue with steam for long distances.

### **2.1.4 Electric Locomotives Get a Slow Start :**

The first prototype for an electric locomotive was built in 1837 by Scottish chemist Robert Davidson, powered by galvanic battery cells. Davidson's next locomotive, a larger version named the Galvani, debuted at the Royal Scottish Society of Arts Exhibition in 1841. It weighed seven tons, had two direct—drive

reluctance motors that used fixed electromagnets acting on iron bars attached to wooden cylinders on each axle. While it was tested on the Edinburgh and Glasgow Railway in September of 1841, the limited power of its batteries scuttled the project. The Galvani was later destroyed by railroad workers who viewed the alternative technology as a potential threat to their livelihoods.

The brainchild of Werner von Siemens, the first electric passenger train, consisting of a locomotive and three cars, made its maiden run in 1879 in Berlin. The train had a maximum speed of just over eight miles per hour (13 km). Over the period of months, it transported 90,000 passengers on a 984-foot (300-meter) circular track. The train's 150-volt DC was supplied via an insulated track.

Electric tram lines began gaining popularity, first in Europe and later within the US, later made its appearance in 1881 in Lichterfelde just outside Berlin, Germany. By 1883 an electrical tram was running in Brighton, England and therefore the tram that launched service near Vienna, Austria, an equivalent year was first in regular service to be powered by an overhead line. Five years later, electric trolleys designed by Frank J. Sprague (an inventor who'd once worked for Thomas Edison) took to the tracks for the Richmond Union Passenger Railway.

### **2.1.5 The Transition for Steam to Electric :**

The first underground electric rail line was launched by City and South London Railway in 1890. Five years later, Sprague came up with a game-changing multiple-unit traction control system (MU) for trains. Each car was equipped with a traction motor and motor-controlled relays. All the cars drew power from the front of the train and therefore the traction motors worked in unison. The MUs got their first practical installation for the side elevated railway (now a part of the Chicago) in 1897. With the success of Sprague's invention, electricity soon took over because the power supply of choice for subways.

In 1895, a four-mile stretch of the Baltimore Belt Line of the Baltimore and Ohio Railroad (B&O) that connected to the NY became first American main rail line to be electrified. Steam locomotives pulled up to the south end of the electrified line, and were then coupled to electric-powered trains and pulled through the tunnels that surrounded Baltimore.

New York City was one among the earliest to ban steam engines from their train tunnels. Within the aftermath of a 1902 Park Avenue tunnel collision, the utilization of smoke-generating locomotives was outlawed south of the Harlem River. The NY Central Railroad started using electric locomotives by 1904. Beginning in 1915, the Chicago, Milwaukee, St. Paul and Pacific Railroad electrified service across the Rockies and to the West Coast. By the 1930s, the Pennsylvania Railroad had electrified its entire territory east of Harrisburg, Pennsylvania.

With the arrival of diesel-powered trains within the 1930s and the following decades, the expansion of infrastructure for electric-powered trains slowed. Eventually, however, diesel and electrical power would be combined to make several generations of electro-diesels and hybrids that employed the simplest of both technologies and would continue to become the quality for several railway lines.

**2.1.6 Advanced Train Technologies :**

In the 1960s and early 1970s, there was considerable interest within the possibility of building passenger trains that would travel much faster than conventional trains. From the 1970s, interest in an alternative high-speed technology centred on magnetic levitation, or maglev, in which cars ride on an air cushion created by the electromagnetic reaction between an on-board device and another embedded in its guide way.

The first high-speed rail ran between Tokyo and Osaka in Japan and opened in 1964. Since then, many more such systems have been built around the world, including in Spain, France, Germany, Italy, Scandinavia, Belgium, South Korea, China, the United Kingdom, and Taiwan. The United States has also discussed installing a high-speed rail between San Francisco and Los Angeles and on the East Coast between Boston and Washington, D.C.

Electric engines and advancements in train transport technologies have since allowed humans to travel at speeds of up to 320 miles per hour. Even more advancements in these machines are in the developmental stages, including the Hyper loop tube train, projected to reach speeds close to 700 miles per hour, which completed its first successful prototype test run in 2017.

**❑ Check Your Progress – 1 :**

1. From the first time steam train rolled over the railways of industrial England in  
 (a) 1600s            (b) 1700s            (c) 1800s            (d) 1900s

**2.2 FACTS ABOUT TRAINS :**

Facts and events that trains collected over last 200 years are numerous and extensive. If you wanted to see how this once small industry managed to grow into juggernaut that feeds modern manufacturing industry and enables reliable and safe travel to billions of people all across the world, this is the perfect place to do so.

**❑ Check Your Progress – 2 :**

1. Sudden fast travel (far before first airplanes were discovered) caused the need of implementing \_\_\_\_\_ across entire world.  
 (a) Universal transportation law    (b) Import Export new rules  
 (c) Time management                (d) standardized time zones

**2.3 TRAIN HISTORY FACTS :**

- First train appeared in the year 1804 which managed to pull 25Tonnes of iron along with 70 people over the distance of 10miles.
- Stephenson's The Father of Railways introduced the First commercial steam train (The Rocket) managed to run at the speed of 36miles/ hour.
- Trains currently transport around 40% of the world's cargo.
- Trains are very eco-friendly, but are expensive to produce & maintain.



- Over the course of history trains were powered by steam, diesel and electricity, although one of the earliest trains in USA was powered by horses.

❑ **Check Your Progress – 3 :**

1. First train appeared in the year –  
(a) 1852                      (b) 1804                      (c) 1853                      (d) 1808

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**2.4 SPECIAL TYPES OF TRAINS IN INDIA :**

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The hill stations of India are some of the best-known tourist spots of the country. Darjeeling, Mussourie, Nainital, Gangtok, Matheran and Ooty, are very popular tourist spots and are very important for the growth of tourism in India. Some of these hill stations have a network of railways, which have become important aspects of the tourism of these places. The Hill trains of India cover picturesque routes and halt at some of the highest railway stations in the country. Some of these hill trains and the adjoining areas have been given World Heritage status by UNESCO.

**2.4.1 Toy Trains in India :**

At present 5 hill trains of India are being run by Indian Railways. These are the Darjeeling Himalayan Railway, the Kalka Shimla, Pathankot to Kangra, Mettupalayam to Ooty and Neral to Matheran. Although these trains are slow as they are narrow gauge and may take even up to eight hours to reach their destinations, the mountain scenery is beautiful, making the journeys worthwhile.



**Kalka–Shimla Toy Train**

**2.4.2 Luxury Trains :**

Luxury trains are special trains designed specifically to offer a sumptuous yet elegant train ride and evoke a strong sense of association as in history, heritage and decadence of a leisure ride. Luxury trains operate in several countries and offer a luxurious and comfortable travelling option to the luxury travellers. Whereas some luxury trains offer whirlwind tour across major destinations of a country/area, other trains take the guest on a long leisure ride, cutting across state borders.

**2.4.2.1 Palace on Wheels :**

One of the best tourism experiences in India is offered on board the Palace on Wheels, the most well-known among the luxury trains of India. The train offers unmatched luxury in its splendid coaches while taking the passengers to the magnificent tourist destinations in Delhi, Agra and the various tourist places in Rajasthan.



**2.4.2.2 Deccan Odyssey :**

The Deccan Odyssey is one of the most important contributions of Indian railways towards the development of tourism in India. It is the result of collaboration between three parties, namely the Indian Railways, Maharashtra Tourism Development Corporation (MTDC) and the Taj Group of Hotels. Presently, the Deccan Odyssey is one of the major luxury trains of India.

**2.4.3 Metrorail :**

The Mumbai Suburban Railway is that the first rail system in India, which began services in Mumbai in 1867, transports 6.3 million passengers daily and has the very best passenger density within the world. Kolkata was First city in India to possess a subterranean rapid transport system, the Kolkata Metro, whose operations commenced in 1984. Mumbai is now having India's first urban monorail.

**□ Check Your Progress – 4 :**

1. Before steam engines arrived, ancient civilizations of \_\_\_\_\_ used horses as primary sources of driving simple train cars.
 

(a) Israel And Egypt	(b) Greece and Egypt
(c) Greece and Israel	(d) Egypt and Britain

**2.5 SERVICES :**

The Indian Railways provides passenger and freight services covering an immense area of operation. Catering services both at the stations and on board, accommodation in rest rooms and on board recreation in some selected trains are offered by the Indian Railways at present. There are some special trains, which are dedicated for certain purposes. These include the emergency car, Lifeline Express (hospital on wheels) and special trains such as the Palace on Wheels, Deccan Queen and Fairy Queen, which are among the most prominent luxury trains of India.

**2.6 RECENT DEVELOPMENTS :**

Indian Railways has seen major technological developments in recent years. These include electrification of more tracks, development of more efficient locomotives and advancement in terms of passenger amenities including better catering, toilet provisions and security features. Facilities like internet access and satellite phone are in the pipeline. Advanced safety features have been incorporated to minimise accidents, while modern coaches have been imported trains. Fast trains like the Shatabdi Express and the Rajdhani Express have made long distance train journey a relatively fast and comfortable mode of transport.

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## **2.7 TICKETING :**

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India has a number of rock bottom train fares within the world and passenger traffic is heavily subsidised by costlier higher-class fares. Until the late 1980s, Indian Railway ticket reservations were done manually. In late 1987, the Railways started employing a computerised ticketing system. The entire ticketing system went online in 1995 to supply up to date information on status and availability. Today the ticketing network is computerised largely, with the exception of some remote places. Computerised tickets can be booked for any two points in the country. Tickets also can be booked through the web and via mobile phones, though this method carries a further surcharge.

### **2.7.1 Packages offered by IRCTC :**

**Rail Tour Package**, e.g. Shirdi Darshan, Trivendrum Tirupati Balaji darshan

**Bharat Darshan** : Dakshin Bharat Yatra with comfort train journey in 3 AC, Allahabad– Varanasi –Gaya tour

**Tourist train** : Buddhist circuit special train, Fairy Queen

**Holiday packages** : Amazing Kerala Package, Desert Delight

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## **2.8 LET US SUM UP :**

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**In this unit, we :**

- Described the brief history of Trains
- Studied the different Luxury Trains in India

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## **2.9 ANSWERS FOR CHECK YOUR PROGRESS :**

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**Check Your Progress 1 :**

1. (c)

**Check Your Progress 2 :**

1. (d)

**Check Your Progress 3 :**

1. (b)

**Check Your Progress 4 :**

1. (c)

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## **2.10 GLOSSARY :**

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**Cargo** Equivalent to the term "goods", meaning anything carried or to be carried in an aircraft, other than mail or baggage, provided that unaccompanied baggage moving under an airway bill is also Cargo.

**Cargo Transfer** Cargo arriving at a point by one flight and continuing its journey by another flight of the same or a connecting carrier.

**Cargo Transit** Cargo arriving at a point and departing therefrom by the same through-flight.

**Carrier** A public transportation company such as air or steamship line, railroad, bus etc.

**Carriage** Equivalent to the term transportation, meaning carriage of passengers and/or baggage by air.

**Carriage Domestic** Carriage, in which, according to the contract of carriage, the place of departure, the place of destination or stopover and the entire transportation are within one nation or its territories.

**Carriage International** Carriage, in which, according to the contract of carriage, the place of departure and any place of landing are situated in more than one nation. As used in this definition, the term national includes all territory subject to the sovereignty, mandate, authority or trusteeship thereof.

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## **2.11 ASSIGNMENT :**

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Identify the types of Luxury trains in Europe & America through Internet

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## **2.12 ACTIVITY :**

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1. Discuss about history of trains in a Group
  2. Make a picture project right from very first rail usages till today's Post Modern Trains.
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## **2.13 CASE STUDY : INDIAN RAILWAYS VS. COVID-19 :**

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The COVID-19 pandemic has had a significant impact on nearly all spheres of the Indian economy. Due to restricted connectivity during the lockdown, supply-chains, exchange and transfer of essential goods and services and distribution of various commodities have all been affected. However, a critical utility has emerged as a beacon of hope and public service during this crisis : the Indian Railways. India's multi-layered and mammoth network of railways – the world's fourth largest – has not only weathered this ongoing storm with remarkable resilience but is additionally proving to be an essential lifeline for those in need, between 25 March to 17 April, under the aegis of the Ministry of Railways, special parcel trains have been instrumental in transporting 5.2 million tonnes of food grains across the country. In addition, the supply of fuel stocks, medical equipment and supplies, Personal Protective Equipment (PPE) and general goods are being made available in cities and villages through the Indian Railways. Due to this proactive stance, shortages of goods and food stocks have been largely minimized. Indian Railways staff has been working tirelessly since 28 March 2020 to provide hot cooked meals to needy people after the lockdown due to COVID-19.

Railways has been providing bulk cooked food with paper plates for lunch and food packets for dinner through IRCTC base kitchens, RPF resources and contribution of NGOs. As of 20 April, Indian Railways crossed three million mark in distribution of free meals.

Undoubtedly, the efficient response and farsightedness of the Indian Railways during this emergency is an exemplary testimony of public commitment. Acknowledging this, Prime Minister Shri Narendra Modi recently said in a tweet, "Proud of the Indian Railways team. They've been continuously helping our citizens during this crucial time. "This paper examines the various noteworthy measures taken by the Indian Railways so far, in response to the COVID 19 pandemic.

❖ **PROACTIVE MEASURES UNDERTAKEN PRIOR TO THE LOCKDOWN EXECUTIVE/ ADMINISTRATIVE MEASURES**

1. Creation of an 'Online Dashboard' for better coordination between officials of the Railway Ministry and various Zonal Railways. Through this dashboard, online monitoring of day-to-day COVID-19 preparedness activities and their progress can be tracked.
2. Constitution of a 'COVID-19 Rapid Response Team' comprising of six executive directors from Railway Board to coordinate the efforts of Indian Railways across all the zones. The Indian Railways has a total of 17 zones or divisions in which it operates. One nodal officer from each zone will serve as a point of contact for all COVID-19 preparedness measures and will be in constant touch with the COVID-19 response team of the Railway Board.
3. Advisories were being issued to passengers to avoid non-essential train journeys and to ensure that they do not have running fever while they are commencing the journey. At any point during the journey, if a passenger feels that he's having fever, he can contact the railway staff for medical attention and further assistance.

❖ **ADDITIONAL MEASURES**

1. To discourage unnecessary travel and to prevent the vulnerable category of senior citizens from undertaking unnecessary travels, concessional booking of all tickets except patients, students and divyangjan (specially-abled) category (for unreserved and reserved segment) were suspended on 20 March 2020.
2. As a precautionary measure and to discourage non-essential travel and overcrowding of trains, a total of 155 pairs of low occupancy trains were cancelled up to 31 March 2020.
3. Indian Railways had also facilitated return of students stranded in northern part of the country, due to sudden closure of educational institutions, to their homes in southern, northern-eastern and eastern regions of India.
4. To avoid unnecessary crowding at railway stations in wake of the spread of COVID-19, it had been instructed to Divisional Railway Managers (DRMs) to review the situation in railway stations and lift the worth of platform ticket to INR 50 wherever necessary.
5. Regular announcements were being made on railway stations and in trains to sensitize public about COVID 19.

❖ **Discussion Questions : :**

1. What were the 2 types of proactive Measures undertaken by Indian Railways prior lock down.
2. List 3 Executive / administrative measures taken by Indian Railways.

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**2.14 FURTHER READING :**

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International Tourism Development, S.P.Singh, ABD Publishers, 2005



**UNIT STRUCTURE**

- 3.0 Learning Objectives
- 3.1 Introduction
- 3.2 Classification of Airways
- 3.3 Airlines in India
- 3.4 Sea Transport
- 3.5 Cruises of India
- 3.6 Let's sum up
- 3.7 Answers for Check your progress
- 3.8 Glossary
- 3.9 Assignment
- 3.10 Activities – Multiple Choice Questions,
- 3.11 Case Study
- 3.12 Further reading

**3.0 LEARNING OBJECTIVES :**

After working through this unit, you would be able to :

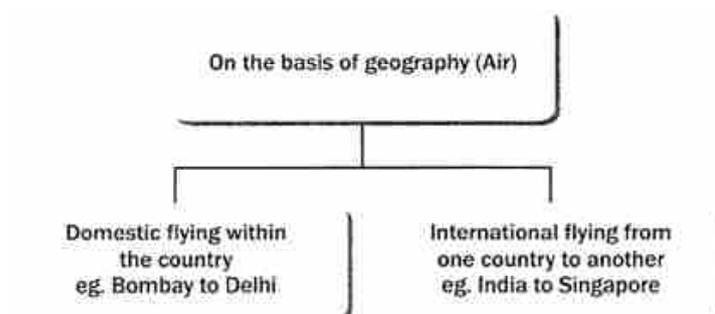
- Explain the classification of airways in India
- Name the different airlines that operate in India
- Distinguish between the modes of sea transport
- Identify the cruises of India

**3.1 INTRODUCTION :**

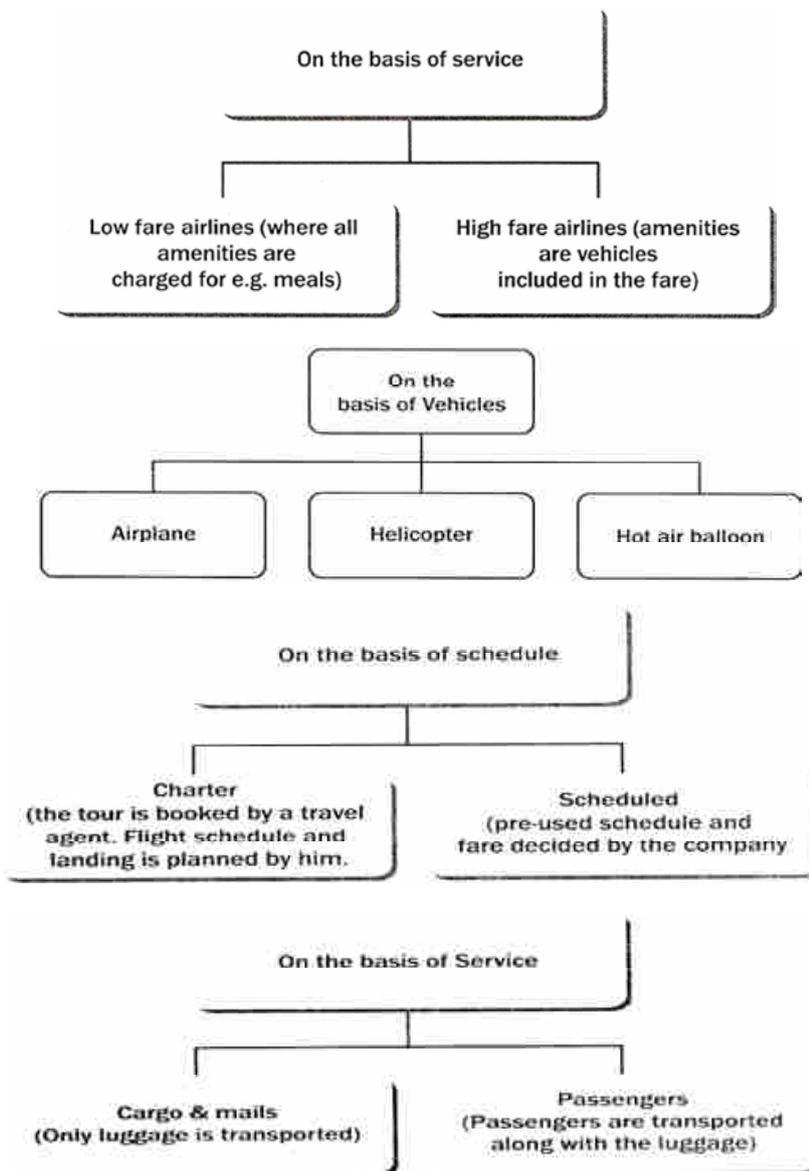
Air travel is a form of travel using a vehicle like an airplane, helicopter, hot air balloon or anything else that can sustain flight. Air travel can be separated into two general classifications as cargo and passenger flights.

**3.2 CLASSIFICATION OF AIRWAYS :**

Following are the various classifications based on different parameters like geography, vehicles, schedules and service.



**Principles and Practices of Tourism**



*Fig. 2.1 : Aeroplane*



*Fig. 2.2 : Helicopter*



*Fig. 2.3 : Hot Air Balloon*

Rapid economic growth in India has made air travel more affordable. Air India, India's flag carrier, presently operates a fleet of 159 aircraft and plays a major role in connecting India with the rest of the world. Several other foreign airlines connect Indian cities with other major cities across the globe.



*Fig. 2.4 : Cable Car*

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### **3.3 AIRLINES IN INDIA :**

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**Air India** is a state-owned flag carrier and currently the oldest airline of the Republic of India. It is a part of the Indian government-owned National Aviation Company of India Limited (NACIL). Air India was founded by J. R. D. Tata in Oct 15, 1932 as Tata Airlines programme run by Air India.

- **The premium lounge** is offered to First class and Business class passengers. Air India shares lounges with other international airlines at international airports that do not have a Maharaja Lounge available.
- Flying Returns is Air India's frequent flyer programme. The programme is also shared by Indian and all other NACIL carriers.
- **In-flight entertainment (IFE)** is the entertainment available to aircraft passengers during a flight.



*Fig. 2.5 : Air India's Maharaja Lounge  
at New York City's John F. Kennedy  
International Airport*

**Air India Express** is a low-cost airline subsidiary of Air India. It operates services mainly to the Middle East and Southeast Asia. The airline belongs to Air India Charters Limited, a completely owned subsidiary of National Aviation Company of India Limited, which was formed in order to facilitate the seamless merger of Air India and Indian. Today Air India Express operates nearly 100 flights per week, mainly from southern states of India. Despite of being a low cost carrier, Air India Express offer a complimentary pre-set snack box or light meal to its passengers with veg and non-veg options. In-flight entertainment and read materials are available on board for purchase. In-flight duty free purchases can be made, which will be delivered at the destination airport.

**Principles and Practices of Tourism**

Now, there are many private companies in India e.g.

- **Jet Airways** is a major Indian airline based in Mumbai, Maharashtra. It is India's largest airline and the market leader in the domestic sector. It operates over 400 flights daily to 67 destinations worldwide



*Fig. 2.6 : A plane of Jet airways*

- **Kingfisher Airlines** is one of the seven airlines to be ranked as a 5-star airline by the independency research consultancy firm. Kingfisher operates more than 375 daily flights to 71 destinations, with regional and long haul international services. In May 2009, Kingfisher Airlines carried more than a million passengers, giving it the highest market share among airlines in India.



*Fig. 2.7 : A Kingfisher Airlines Plane*

- **Spice Jet** : It is a low-cost airline headquartered in Gurgaon (Haryana). It began service in May 2005 and by 2008, it was India's second-largest low-cost airline in terms of market share. Spice Jet flies to 22 destinations across India, Nepal and Sri Lanka. It commenced international operations with flights from Chennai to Colombo, Sri Lanka on 7 October 2010 and flights from New Delhi to Kathmandu, Nepal on 9 October 2010.



**A Spice Jet Boeing 737-800 at Indira Gandhi International Airport**

- **Indigo airlines :** IndiGo is a private domestic low-cost airline based in Gurgaon, Haryana, India. It operates domestic services linking 25 destinations. Its main base is Delhi's Indira Gandhi International Airport. Being a low-cost carrier, IndiGo does not offer complimentary meal services to its passengers. However, it does offer buy-on-board food services where items such as sandwiches, parathas, cookies, nuts, soft drinks and mineral water can be purchased. Purified drinking water is provided free of charge.



**An IndiGo Airbus A320-200 at Bengaluru International Airport**

❑ **Check Your Progress – 1 :**

1. Write 3 names of Airlines in India
2. Air India was found by JRD Tata in \_\_\_\_\_ (Date).
3. Full form of NACIL.

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**3.4 SEA TRANSPORT :**

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Like the railways, shipping made a significant contribution to travel during the nineteenth century. While railways were responsible for inland travel, especially in Europe, the steamship crossed the boundaries and made strides in intercontinental travel. The shipping technology made a number of innovations in the nineteenth century. In America, a number of sailing ships were built, which were considered superior to those built in England or elsewhere. The English felt a great need for improved communications across the Atlantic with America for the purpose of trade and commerce and passenger transportation.

America was considered at that time the 'new world', full of opportunities and fortunes for people in Europe. A great number of people from the continent started going to America in search of fortunes. First, Great Britain and later Germany, along with other countries, became the principal generators of emigrants to the 'new world'. Many also travelled to see the new world.

❖ **Types of Water Transport :**

**Ferries** are a form of transport, usually a boat or ship, but also other forms, carrying (or ferrying) passengers and sometimes their vehicles. Ferries are also used to transport freight (in lorries and



sometimes–unpowered freight containers) and even railroad cars. Most ferries operate on regular, frequent, return services. A foot–passenger ferry with many stops, such as in Venice, is sometimes called a waterbus or water taxi. Ferries form a part of the public transport systems of many waterside cities and islands, allowing direct transit between points at a capital cost much lower than bridges or tunnels.

**A cruise ship** or cruise liner is a passenger ship used for pleasure voyages, where the voyage itself and the ship's amenities are part of the experience, as well as the different destinations along the way. Transportation is not the prime purpose, as cruise ships operate mostly on routes that return passengers to their originating port, so the ports of call are usually in a specified region of a continent.



**Boat :** A boat is a watercraft of modest size designed to float or plane, to provide passage across water. Usually this water will be inland (lakes) or in protected coastal areas. However, boats such as the whaleboat were designed to be operated from a ship in an offshore environment.



*Fig. 2.10 : Boat*

**Ships :** Ships are generally distinguished from boats based on size and cargo or passenger capacity. Ships may be found on lakes, seas and rivers and they allow for a variety of activities, such as the transport of people or goods, fishing, entertainment, public safety and warfare. Historically, a ship refers to a vessel with sails rigged in a specific manner.



*Fig. 2.11 : Ship*

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### **3.5 CRUISES OF INDIA :**

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Following are the cruises of India, even though cruise market of India is limited as there are no international cruises from India.

- 1. M. V. Lakshadweep Sea :** The popular package tour Coral Reef is a five–day cruise on the new passenger ship M.V. Arabian Sea that takes tourists to Kavaratti, Kalpeni and Minicoy or Kadmat for day excursion. During the day, lunch and refreshments will be served ashore. Night spends onboard the ship. The organized activities include shore excursions, water sports and entertainments that include folk dances and cultural activities in different islands. Swimming, boating, snorkelling and other water sports is arranged during the day tour.
- 2. Vivada Cruise to Sunderban :** As per UNESCO in 1985, Sunderban is declared as World Heritage Site as the largest mangrove ecosystem in the

world and was honoured as a Biosphere Reserve in 1989. The cruise starts at Kolkata and then goes to Namkhana Bhagabatpur – Lothian Island, Netidhopani – Dobanki, Sudhanyakhalai Sajnekhali, Bali Village. The international standard facilities and the complete on board service that the cruiser offers are exquisite. The other facilities available on cruise are Ayurvedic treatment, Cruise gym and onboard entertainment.

☐ **Check Your Progress – 2 :**

1. Write 2 names of Indian cruises :
2. Types of water Vehicles.

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**3.6 LET US SUM UP :**

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**In this unit, we :**

- Explained the classification of airways in India
- Studied the different airlines that operate in India
- Distinguished between the modes of sea transport
- Studied the cruises of India

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**3.7 ANSWERS FOR CHECK YOUR PROGRESS :**

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☐ **Check Your Progress 1 :**

1. Air India, King fisher Airline, Jet Airways
2. 15th October 1932
3. National Aviation Company of India Limited

☐ **Check Your Progress 2 :**

1. (A) Vivada (B) M.V Cruise
2. Ferries, Boats, Ships, Yachts etc.

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**3.8 GLOSSARY :**

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**Tourist, Domestic** A local person who makes a tour, travelling from place to place for pleasure, business, family mission, meeting etc. within the country.

**Tourist, International** A person who makes a tour travelling from place to place for pleasure to areas foreign to his residence.

**Tourist Region** A branch of economic region with specific high dependence on natural and man-made tourist attractions.

**Tourist Visa** A document issued under the authority of the Government to a person visiting a particular country as a tourist.

**Transfer** The service provided to travellers when they arrive in and leave a given city– taking them from the airport, air terminal, pier or railway station to their hotel and vice versa, generally accompanied by the local representative of the other operator who planned the tour.

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**3.9 ASSIGNMENT :**

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List down all types of International and domestic Cruiseliners from Internet sources.

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### **3.10 ACTIVITY :**

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1. Find information on at least 2 luxury cruises that operate internationally.
2. Visit nearby airport and mark available facilities over there.
3. On the airport, list down the classes available in-flight for Domestic & International as well.

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### **3.11 CASE STUDY :**

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#### **❖ DOMESTIC CRUISE TOURISM IN INDIA :**

As India sits astride the busy Sea Lines of Communication that crisscross the Indian Ocean, its nine coastal states, 7516km long coastline, and 14,500km of inland waterways, collectively impart to the country, a natural advantage in the development of cruise tourism. The Indian peninsula extends over a thousand miles into the Indian Ocean, and this provides an additional comparative advantage for the development of the cruise tourism sector in the country. According to a 2015 report, India ranks ninth in a list of the world's most popular tourist destinations, and is a preferred cruise destination. Indian ports are 2 primary ports of call for foreign cruise lines. In 2015–16, cruise vessels made 128 calls at five major ports – Mumbai, Cochin, Goa, New Mangalore and Chennai. Presently, while foreign cruise ships are allowed only in Mumbai, Chennai and Kochi, domestic operators offer river cruises on the Brahmaputra and Ganga, which are a part of the National Waterways 1 & 2, and sea cruises to the Lakshadweep Islands and the Andaman and Nicobar Islands, from the ports of Mumbai, Kochi, Chennai and Kolkata. In India, there is a lack of awareness and several misconceptions about cruise tourism, and there is little or no realization of the opportunities it offers in the Indian market. India's culture and heritage have attracted tourists from various countries, and for that reason, India has a very large number of well-developed tourist locations. Knowing that India's major heritage sites happen to be located in the coastal areas, cruise tourism development will surely be beneficial.

#### **❖ Discussion Questions**

1. Find out all the Domestic Cruise Companies in India and give information on any two of them ?
2. Write notes on any 1 of the International Cruise Company including trips and on board facilities provided.

---

### **3.12 FURTHER READING :**

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1. Managing Tourist Destinations, K.K. Kamra, Kanishka Publishers and Distributors, 2001
2. Tourism Planning and Development : J.K.Sharma, Kanishka Publishers and Distributors, 2000



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**BLOCK SUMMARY :**

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**Air and Sea Transport  
in India**

In this block, we studied different mediums of travel that is travel by Roadways, Railways, Seaways and Airways.

We saw how the transportation has evolved from Pre historic vehicles to modern vehicles. Now the modern vehicles have gained total popularity but still in some parts of India, rather in villages, old means of travel like bullock carts are still used.

Then we saw the conventional ways of railroads from horses pulling trams to invention of steam engine and traverse through electric trains and now luxury as well as Royal trains for vacationing.

So to conclude, different types of air travel vehicles and sea travel vehicles are also major important sources for boosting up Tourism industry globally.

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**BLOCK ASSIGNMENT :**

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❖ **Short Questions :**

1. List down all 4 major modes of travel and their related vehicles.
2. Discuss in a group, how the invention of automobile has changed the world to a global village.
3. Brief history of Invention of steam engine.

❖ **Long Questions :**

1. What are the effects of Invention of Airplanes ?
2. How have ships and steamers evolved to modern cruises and yachts ?
3. What measures must be taken to prevent wastage of excess fuel and maintain surplus fuel ?

# **PRINCIPLES AND PRACTICES OF TOURISM**



**DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY  
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The content is developed by taking reference of online and print publications that are mentioned in Bibliography. The content developed represents the breadth of research excellence in this multidisciplinary academic field. Some of the information, illustrations and examples are taken “as is” and as available in the references mentioned in Bibliography for academic purpose and better understanding by learner.’

## **ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING**

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

## **PREFACE**

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

# PRINCIPLES AND PRACTICES OF TOURISM

## Contents

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### **BLOCK 3 : TOURIST CIRCUITS**

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#### **Unit 1      Wildlife Sanctuary and National Parks**

Introduction, Wild Life Sanctuary, Project Tiger, Do's & Don't in a Wildlife Sanctuary, Kaziranga National Park, Jim Corbett National Park, Mudumalai Wildlife Sanctuary

#### **Unit 2      Famous Pilgrimage Places of India**

Introduction, Pilgrimage, Kumbh Mela, Char Dham, Badrinath, Dwarka, Jagannath, Rameshwaram, Vaishnodevi, Palitana, Ajmer Dargah

#### **Unit 3      Tourist Circuit : Meaning & Examples**

Introduction, Tourist Circuit, Golden Triangle, Bangalore Mysore Ooty, Buddhist Circuit, Bhuvneshwar Konark Puri



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**DHTM-103**

## ***Principles and Practices of Tourism***

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### **BLOCK 3 : TOURIST CIRCUITS**

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UNIT 1 WILDLIFE SANCTUARY AND NATIONAL PARKS

UNIT 2 FAMOUS PILGRIMAGE PLACES OF INDIA

UNIT 3 TOURIST CIRCUITS : MEANING & EXAMPLES

# **TOURIST CIRCUITS**

## **Block Introduction :**

A tourist Circuit is defined as a route on which at least three major tourist destinations are located in such a way that none of these is in the same town, village or city. At the same time, they are not separated by a large distance such that a tourist would not like to cover them in a sequence. It should have well defined entry and exist 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 one hand and to provide to the tourist the attraction of all the destinations located on the circuit.

The Circuit to be taken up will be identified by the Ministry of Tourism at the beginning of each year, in consultation with the State Government. While selecting the Circuit, the tourism potential of the places included would be borne in mind. It will be ensured that a circuit is identified for each State/UT in the full Plan period. A circuit could be limited to a State or it could be a regional circuit covering more than a State/UT. The identification of the project, the implementation agency and the mode of channelization of funds would be done in consultation with the State Government/UT Administration. However, for projects in the 'protected areas' under ASI, the implementing agency would be ASI/CPWD or any other agency to be decided by the Ministry of Tourism.

The successive units detail the famous tourist destinations in India and their characteristic and unique features. In addition, the various ways in which tourism is promoted in these destinations is detailed.

## **Block Objectives :**

**After learning this block, you will be able to understand :**

- Wildlife Sanctuaries & National Parks
- Religious Tourism in India
- Tourist Circuits in India

## **Block Structure :**

**Unit 1 : Wildlife Sanctuary and National Parks**

**Unit 2 : Famous Pilgrimage Places of India**

**Unit 3 : Tourist Circuits : Meaning & Examples**

# *Wildlife Sanctuary and National Parks*

## UNIT STRUCTURE

- 1.0 Learning Objectives
- 1.2 Introduction
- 1.3 Wild Life Sanctuary
- 1.4 Project Tiger
- 1.5 Do's & Don't in a Wildlife Sanctuary
- 1.6 Kaziranga National Park
- 1.7 Jim Corbett National Park
- 1.8 Mudumalai Wildlife Sanctuary
- 1.9 Let Us Sum Up
- 1.10 Answers for Check Your Progress
- 1.11 Glossary
- 1.12 Assignment
- 1.13 Activities
- 1.14 Case Study
- 1.15 Further Reading

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### 1.0 LEARNING OBJECTIVES :

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After working through this unit, you should be able to :

- Identify salient features of Wildlife sanctuaries and National Parks
- Know demographic characteristics of 4 National Parks in India

---

### 1.1 INTRODUCTION :

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The most significant challenge faced by governments of various countries today is the sustainable utilisation of natural resources for the purpose of economic growth and prosperity. In this regard, countries all over the world have placed a premium on such resources and have implemented a number of measures to ensure sustainable utilisation. Wildlife is one of these significant resources that have tremendous potential in tourism industry. This form of tourism has proved to be an important source of tourism revenue for a country thereby deemed crucial for socio economic growth.

Wildlife has been recognised, as one of the three main valuable natural resources, alongside minerals and rangelands. It contributes, to the cultural, socioeconomic and biological integrity, of the country. Further, it is important to note the other benefits arising from development wildlife tourism are generation of diversified economic opportunities, environmental stability through systematic programs for conservation and protection and lastly tourism development. Other aspects include aesthetic, scientific, nutritional and educational values.

---

## **1.2 WILDLIFE SANCTUARY :**

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A sanctuary is a "place of safety". A wildlife sanctuary is a place where wildlife can live or pause during migration and be protected from most human-created disturbances and sometime weather calamities.

A National Park is a tract of land managed by the National Park Service. Many national parks are also wildlife sanctuaries in that they protect wildlife and their habitat. National parks must also allow visitors to access the land and the wildlife, but other wildlife sanctuaries do not necessarily imply easy access for people. National parks and sanctuaries are administered at the state level and are promoted by them as a tourist attraction, which earns them sufficient revenue to keep the sanctuaries running.

India is home to several fabulous wildlife sanctuaries and national parks, which makes this country a nature lover's paradise. The wildlife sanctuaries in India are home to around two thousand different species of birds, 3500 species of mammals, nearly 30,000 different kinds of insects and more than 15000 varieties of plants. Travelers from all across the globe come to India to take a look at its rich wildlife and natural vegetation.

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

---

## **1.3 PROJECT TIGER :**

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The main objective of Project Tiger is to ensure a viable population of tiger in India for scientific, economic, aesthetic, cultural and ecological values and to preserve for all time, areas of biological importance as a natural heritage for the benefit, education and enjoyment of the people. Main objectives under the scheme include wildlife management, protection measures and site-specific eco-development to reduce the dependency of local communities on tiger reserve resources.

Project Tiger has put the tiger on an assured course of recovery from the brink of extinction and has resurrected the floral and faunal genetic diversity in some of our unique and endangered wilderness ecosystem. The population of tigers in the country has increased significantly to about 4000 from less than 2000 at the time of launch of the project.

The effective protection and concerted conservation measures inside the reserves have brought about considerable intangible achievements also, viz. arresting erosion, enrichment of water regime thereby improving the water table and overall habitat resurrection. Labour intensive activities in tiger reserves have helped in poverty alleviation amongst the most backward sections and their dependence on forests has reduced. The project has been instrumental in mustering local support for conservation programme in general.

**Approach :** Elimination of all forms of human exploitation and disturbance from the core and rationalisation of such activities in the buffer, limitation of the habitat management to repair damage done by man, researching facts about habitat and wild animals and carefully monitoring changes in flora and fauna.

There has not been any major problem in release of the budget outlay in the last three years under the scheme. However, actual utilisation of funds has been affected due to delay in release of funds by the State Government to the field units. This matter has been discussed in the Steering Committee of the Project Tiger meeting held on 8.5.2000. On the part of this Ministry, it has been decided to release the first instalment of Central assistance without waiting for the submission of UCs. However, the second instalment is released only after obtaining UCs. In order to monitor the expenditure, it is proposed to request the State Government to furnish its allocation along with the quarterly financial and physical targets of Annual Plan of operations

❑ **Check Your Progress – 1 :**

1. There are nearly \_\_\_\_\_ National parks & \_\_\_\_\_ Wildlife Sanctuaries in India.
2. The population of tigers in the country has increased significantly from \_\_\_\_\_ to about \_\_\_\_\_ at the time of launch of the project.

---

**1.4 DO'S & DON'TS IN A WILDLIFE SANCTUARY :**

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- Blend in with the natural surroundings : The first and simplest rule is to blend in with the natural surroundings; no loud noises, no jarring colors, no bright lights if you are on a night safari etc. You will get to spot more wildlife if your presence is not made obvious; it is with a purpose that dull colors like browns, olive greens and khakis are worn on safaris. Flash and spotlights for photography are prohibited to prevent startling animals.
- Do not litter the forest : While this reflects poorly on your upbringing and basic concepts of hygiene and orderliness, it also airs out a callous attitude towards protection of the environment. Avoid using polythene bags, tetra packs and other bio non-degradable material or if they have to be used, carry them back with you after use, to be disposed off properly. They can harm animals if they are accidentally eaten by them and spoil the beauty of sanctuary.
- Keep your calm and maintain composure : This should be followed when in close proximity with animals. Children must be entrusted with able persons who can control them well. It is important to maintain a reasonable distance from all the animals since approaching too closely can disturb or provoke them.
- Remember that animals by nature are shy and tend to hide : When they see a 'foreigner' namely a human being; they are unpredictable too; that is why they are 'wild' animals. Thus do not attempt to catch their attention so as to lure them out by throwing stones or making noises or grimaces
- Be careful not to leave any combustible material around carelessly : This can start a forest fire. Smoking is strictly prohibited in the forest to minimise the risk to the wild life here. Also, do ensure that mosquito coils or candles are tightly secured before lighting them.
- Never stray away from the group, especially at riversides : Remember that you are the guest here and the hosts need not always be hospitable here. The allotted route maps are to be strictly followed and attention should be paid to the instructions given to you by trained personnel and guides.

## **Principles and Practices of Tourism**

- Keep alcohol and other intoxicants away : This can lead to serious lapses in judgment, which can prove fatal in the jungle and all its wild ways that we humans are not very well versed with.
- Do not disturb anything in the forest : Avoid collecting any plants or animals. Remember it is your responsibility to leave the forest the same way you found it for the next visitor and generations to come!
- Report any instance of irresponsible behavior on the part of visitors or even staff /guides : As responsible people, do the authorities a favor by reporting any instance of irresponsible behavior on the part of visitors or even staff / guides. Poaching is another evil can be combated with your support. It is needless to say that your valuable suggestions and recommendations are most welcome, which will be forwarded to the relevant team to be looked into.

### ❖ **Must haves**

- Mosquito / Insect Repellent
- Sunscreen, Hat and Sunglasses
- Antiseptic Cream, Medication and First Aid Kit
- Socks and comfortable, sturdy shoes or boots
- Binoculars and Camera (with Extra Film Rolls and Batteries)
- Water Bottle and Rucksack with essential food supplies
- Warm Clothing (in winters)
- Small Torch
- Personal hygiene requisites
- Rain wear and umbrella

**Note :** Under the Wildlife Protection Act, one can be penalised up to amount of Rs. 25,000/- and an imprisonment up to seven years for the wildlife offence.

### ❑ **Check Your Progress – 2 :**

1. What are the things to be avoided while in a Wildlife sanctuary ?
  - (a) Small Torch
  - (b) Umbrella
  - (c) Tetra Bags & polythene disposables
  - (d) Sturdy shoes

---

## **1.5 KAZIRANGA NATIONAL PARK :**

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Kaziranga is a title of a remarkable success story of conservation of the One Horned India Rhinoceros and other wild lives in the North East India. It is not only the homeland of the Great Indian One Horned Rhinoceros, but also provides shelter to a variety of wild lives.

Located on the banks of the mighty Brahmaputra River in the far North East of India, Assam, Kaziranga National Park covers an area of approximately 430-sq-kms with its swamps and tall thickets of elephant grass making it the ideal habitat for the Indian One-Horned Rhino. Due to limitless poaching of this prehistoric survivor, the Kaziranga National Park was declared a wildlife sanctuary in 1940.



**Climate :** Sub-Tropical Monsoon with average rainfall of 1320 mm and temperature ranging from 8° C in Winter to 38° C in Summer. Besides the great one-horned Indian Rhino, the other major wild attractions include a large population of Indian Elephants, Indian Bison, Swamp Deer or Barasingha, Hog Deer, Sloth Bears, Tigers, Leopard Cats, Jungle Cats, Otters, Hog Badgers, Capped Langurs, Hoolock Gibbons, Wild Boar, Sambar Jackal, Wild Buffalo, water buffaloes, Indian bison porcupines, Pythons, Monitor Lizards etc.

Besides these, the park has a respectable avian population, which increases considerably in the winter, when migrating birds visit the park. Kaziranga National Park is a birding paradise; the grasslands are a raptor country that can be seen on safari makes a remarkable experience. These include the Oriental Honey Buzzard, Black-Shouldered Kite, Black Kite, Brahminy Kite, Pallas's Fishing Eagle, White Tailed Eagle, Grey-Headed Fishing Eagle, Himalayan Griffon etc. Huge numbers of migratory birds descend on the park's lakes and marshy areas during winters, including Greylag Geese, Bar-Headed Geese, Ruddy Shelduck, Gadwall, Falcated Duck, Red-Crested Pochard and Northern Shoveller.



**Best Time to Visit Kaziranga National Park.** Kaziranga's visiting season is from mid-November to early April months. During the monsoons, the Brahmaputra River bursts its banks, flooding the low-lying grasslands and causing animals to migrate from one area to another within the Kaziranga National Park.

**□ Check Your Progress – 3 :**

1. When was Kaziranga park declared as national park ?  
(a) 1930                      (b) 1940                      (c) 1950                      (d) 1960
2. Kaziranga's visiting season is from \_\_\_\_\_ to \_\_\_\_\_ months.



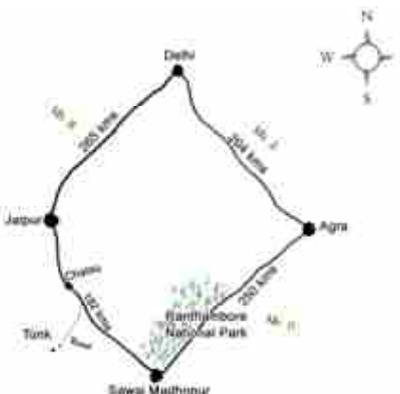
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## 1.7 RANTHAMBHORE NATIONAL PARK :

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## Wildlife Sanctuary and National Parks

The name Ranthambore is derived from two hills in the area, Ran and Thanbhor. Another version says that Ranthambore was once called Rana Stambhapura or City of the Pillars of War. Ranthambore National Park is one of the biggest and most renowned national parks in Northern India. The park is located in the Sawai Madhopur district of south eastern Rajasthan, which is about 130 km from Jaipur. Being considered as one of the famous and former hunting grounds of the Maharajas of Jaipur, today the Ranthambore National Park terrain is a major wildlife tourist attraction spot that has pulled the attention of many wildlife photographers and lovers in this destination. Ranthambore National park is spread over an area of 1,334 sq km along with its nearby sanctuaries such as the Mansingh Sanctuary and the Kaila Devi Sanctuary. The park is majorly famous for its tigers and is one of the best locations in India to see the majestic predators in its natural habitat. The tigers can be easily spotted even during the daytime busy at their ordinary quest– hunting and taking proper care of their young ones.



Ranthambore is also counted as the famous heritage site because of the pictorial ruins that dot the wildlife park. Certainly, a visit to Ranthambore National Park is a treat for every wildlife and nature lover. The time spend on watching tigers roaming around, verdant greenery, a gamut of other species of chirpy birds and animals is priceless and worth enough to be explored at least once in a life.

**Animals :** Tigers, Leopards, Striped Hyenas, Sambar deer, Chital, Nilgai, Common or Hanuman langurs, Macaques, Jackals, Jungle cats, Caracals, Sloth bears, Black bucks, Rufous tailed Hare, Indian Wild Boar, Chinkara, Common Palm Civets or Toddy cat, Common Yellow Bats, Desert Cats, Five striped Palm Squirrels, Indian False Vampires, Indian Flying Foxes, Indian Foxes, Indian Gerbilles, Indian Mole Rats, Indian Porcupines, Long eared Hedgehogs, Ratels, Small Indian Mongoose, Small Indian Civets and Common mongoose.



**The Reptiles in the Ranthambore Wildlife Sanctuary :** Snub Nosed Marsh Crocodiles, Desert Monitor Lizards, Tortoise, Banded Kraits, Cobras, Common Kraits, Ganges Soft Shelled Turtles, Indian Pythons, North Indian Flap Shelled Turtles, Rat Snakes, Russel's Vipers, Saw-scaled Vipers and the Indian Chameleon.

**The Fish in the Ranthambore National Park :** Ranthambore, due to its numerous water bodies, has a relatively large variety of fish to boast of. These species consist of Bita (Labio Rohita), Catla (Catla catla), Greyei (Chhana matulion), Lanchi (Walago auto), Mahseer (Tor tor), Mirgal (Cirrchinus mrigala), Rohu (Labio rohita), Savank (Chhana punctatus), Seenghari (Mystus seenghala)

**Best time to visit :** October to March. The park is closed from June to October. While May and June are hot, the increasing scarcity of water as summer approaches makes wildlife sighting easier as the animals flock to the waterholes.

❑ **Check Your Progress – 5 :**

1. Bita & Greyei are species of \_\_\_\_\_ at Ranthambhore WLS.

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**1.8 MUDUMALAI WILDLIFE SANCTUARY :**

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It lies on the northern and north western side of the Nilgiri (Blue Mountains), about 80 km north–west of Coimbatore in the extreme north western corner of Tamil Nadu, on the interstate boundaries with Karnataka and Kerala states in southern India. This 321–sq–kms wide sanctuary includes a National Park measuring an area of 103–sq–kms. The sanctuary has various mixtures of flat land, open grassland, swamp and valleys. Apart from the wide range of animal and bird life, the rich fauna of this sanctuary has made Mudumalai very popular with wildlife enthusiast. It was the first sanctuary in South India and established in the year 1940. It covers an area of 321 Sq. Km. comprising of pristine tropical wilderness. The place is rich in its bio–diversity especially the avifauna (Birds). The river Moyar that flows along the border of Tamil Nadu and Karnataka separates the two. The Mysore – Ooty highway runs through the park. Mudumalai forest attracts a large number of wildlife enthusiasts every year, coming from all over the planet. To accommodate the increasing number of tourists, the Indian Forest Department located in Mudumalai National Park created many wildlife resorts and forest lodges situated in Mudumalai forest itself. It is included as part of the Nilgiri Bio–sphere reserve which is the first of its kind to be declared as a biosphere reserve in the country. A variety of habitats ranging from Tropical Evergreen forest, Moist mixed deciduous, Moist Teak forest, Dry teak forest, Secondary grasslands, Shrubs and Swamps exists here. The bird diversity in these habitats is unbelievably rich and is a welcoming place for bird watchers from everywhere. This park harbours over 200 species of birds from 48 families and is one of the richest bird areas in the State of Tamilnadu. Some of the rarely seen Birds of prey like the rufous–bellied hawk eagle can be occasionally seen in this sanctuary. Nights are fascinating especially during the month of April, when the whole sanctuary is illuminated with millions of glowworms.



**The Tree house experience – at Mudumalai Wildlife Sanctuary**

The wildlife in the Mudumalai National Park can be divided into the following categories :

❖ **The Mammals :**

The major wildlife in the Mudumalai National Park include,

- The Asian elephant, Tiger, Leopard, Gaur, Hyena
- Jackal, Sloth Bear, Sambar, Chital, Muntjac
- Mouse Deer, Wild Boar, Stripe-necked Mongoose, Nilgiri Tahr (adjoining areas), Porcupine
- Giant Flying Squirrel, Bonner Macaque, Barking Deer, Four-horned Antelope, Otter and Langurs

❖ **The Birds :**

Eight percent of bird species in India occur in Mudumalai Wildlife Sanctuary. Among the 227 bird species found in Mudumalai, 110 species are insectivores, 62 are carnivores, 23 species are fishivores, 12 species are omnivores and 20 species are grainivores. These include the unique near threatened Black-and-orange Flycatcher.

The major birds found in the Mudumalai National Park include,

- The Crested Hawk Eagles, Crested Serpent Eagle, Malabar Trogon, Malabar Whistling Thrush, Large Racket-Tailed Drongos
- Spotted Babbler, Green Pigeons, Brown Dove, Malabar Grey Hornbill, Parakeets
- Bulbuls, Cuckoos, Hornbills, Scops Owl, Tiny-eared Owl
- Black Woodpecker, Mynas, Barbets, Buzzards, Harriers, Falcons and the King vulture.

❖ **The Reptiles :**

Mudumalai forest can be found among the picturesque surroundings of Tamil Nadu. Nilgiri Hills is a part of the Mudumalai National Park, which, in turn, is a component of the greater Nilgiri Biosphere Reserve.

- The reptile population in the Mudumalai National Park mainly consists of the Crocodiles and Pythons.
- Common Krait and Bamboo Pit Snake are the other major reptiles in the park.



- The park also supports a variety of turtles, frogs and amphibians.

The entire sanctuary can be covered by car or on trained elephants provided by the Forest Department on hire. The best season to visit the sanctuary is during March–June.

The sanctuary is divided into 5 ranges – Masinagudi, Thepakadu, Mudumalai, Kargudi and Nellakota.

The Mudumalai Sanctuary is as an important wildlife habitat due to its strategic position as a Wildlife corridor between several other protected areas that are a part of the Nilgiri Biosphere Reserve. To the north is the Bandipur National Park and Nagarhole National Park. To the west is the Wayanad Wildlife Sanctuary and in the south are Mukurthi National Park and Silent Valley National Park. To the east is the Segur plateau, which connects to the Sathyamangalam wildlife sanctuary and Reserve forests and Biligirirangan Hills Wildlife Sanctuary. These parks, sanctuaries and the adjoining Reserve forests cover over 3,300 square kilometres (1,300 sq mi) of forest supporting a population of 1800– 2300 elephants.

There are three main types of forest in the sanctuary : tropical moist deciduous occur in the western Benne Block, where rainfall is higher than in the other blocks. Tropical dry deciduous forest occurs in the middle and southern tropical dry thorn forests are in the east. In addition, there are patches of tropical semi evergreen forest in the Southwest and Western part of Mudumalai. The annual rainfall there exceeds 2,000 mm (79 in).

The nearest airport is at Coimbatore (160 km (99 mi)) and the closest railway station, is at Udthagamandalam (67 km (42 mi)). However, in terms of travel practicality, the convenient railway station is at Mysore (90 km (56 mi)), which is on the major broad gauge line and is served by trains from across the country.

The park is most conveniently accessible by road from Mysore on NH 212 to Gundlupet, then NH 67 to Teppakadu. A little past Bandipur cross the Ari Gouder bridge to a state border check post, passing here one will enter Mudumalai National Park. Coming from Ooty, there are two different routes. One is via Kallatty, 36 km (22 mi) from Ooty on the Masinagudi road that has 36 hairpin bends through natural forests. The other route is by NH 67 via Gudalur, which is 67 km (42 mi) from Ooty. There are regular bus services that connect all the major adjoining cities with this sanctuary.

**☐ Check Your Progress – 6 :**

1. Mudumalai is in the \_\_\_\_\_ State of India.

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**1.9 LET US SUM UP :**

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**In this unit, we :**

- Identified salient features of Wildlife sanctuaries and National Parks
- Studied demographic characteristics of 4 National Parks in India

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**1.10 ANSWERS FOR CHECK YOUR PROGRESS :**

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**☐ Check Your Progress 1 :**

1. 80 & 441
2. 2000 to 4000

- ❑ **Check Your Progress 2 :**
  1. (C)
- ❑ **Check Your Progress 3 :**
  1. (B) (1940)    2. Mid November to Early April
- ❑ **Check Your Progress 4 :**
  1. 600
- ❑ **Check Your Progress 5 :**
  1. Fish
- ❑ **Check Your Progress 6 :**
  1. Tamil Nadu

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### **1.11 GLOSSARY :**

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**Attractions** Natural or man-made features, which collectively or singly create the appeal of a country.

**Destination** The place at which a traveler terminates his journey; the ultimate stopping place according to contract of carriage.

**Domestic Tourism** A form of tourism where people of a country travel within the boundaries of their country.

**Domestic Tourist** A local person who makes a tour travelling from place to place for pleasure, business, family, mission, meeting etc. within the country.

**Ecotourism** Ecology oriented green tourism in which tourists seek out environmentally sensitive travel or vacations that help improve the knowledge of an environment of the area.

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### **1.12 ASSIGNMENT :**

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Make a chart with Rows containing names of Wildlife Sanctuaries and National parks as well as Columns containing state located in, best seasons to visit, types of animals found.

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### **1.13 ACTIVITY :**

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Collect pictures of different types of birds & animals in India from internet sources and try to identify them in a group quiz.

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### **1.14 CASE STUDY :**

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#### **Project Tiger : A Case Study On Jim Corbet National Park**

It is a known scientific fact that habitat diversity is the leading factor that effectively facilitates growth of different species of fauna anywhere on planet earth and Corbett Tigers Reserve is no exception. This is because it features an array of fauna. Jim Corbett National Park has been popular since time immemorial because of its resident tigers. It happens to be the first Indian national park in and therefore the oldest as logic would dictate. It is among the 9 existing tiger reserves that were designed and built during the pompous launch of the famous Project Tiger back in the year 1973.

## **Principles and Practices of Tourism**

The Indian national park has a rich historical background that dates back to the early 1800. That was the time when the forest where the Indian national park is located were strictly private property. These were the Tehri Garhwal's rules. During the 1820s, this portion of the state was issued to be a part of the jurisdiction of the British Rulers. This was a form of gratitude that was directed to them in regard to the valuable assistance they provided at the trying period of the Gurkha invasion. It is only through their help that victory was realized.

In 1858, Major Ramseyin spearheaded the very first efforts that were aimed at offering the much needed protection to the vulnerable forest on the Corbett National Park. The Forest Department assumed control of the entire area and proceeded to declare it to be a Reserve Forest under the Forest Act in the year 1879. This meant that no unauthorized activity especially those that degraded the forest were to be carried out on the Corbett National Park.

In 1934, Governor Malcom Hailey offered his full support for the proposal and officially declared it a Reserve Forest by law. On the 6th day of August in the year 1936, the famous U.P National Park Act was successfully enacted to name Hailey National Park after Governor Malcom Hailey. It is after this historic event that it went ahead to become the very first National Park in India. It was also the third National Park to be established in the globe with a substantive area of approximately 325 sq.kms.

The year 1972 saw the successful enactment of the Wildlife Protection Act. The Jim Corbet National Park was among the leading National Parks to embrace Project Tiger which was conservation project that was sponsored by the government to save tigers and their natural habitats. This was on the historical date of 1st April in the year 1973.

The year 1991 saw the expansion of the area that the reserve occupied so as to include the Sonandi Wildlife Sanctuary. Currently, the Corbett National Park is among the top examples of conservation efforts. It has been ranked as the best Tiger Reserve and Protected Forest on the entire globe.

In the beginning, Project Tiger kicked off with a Tiger Reserve that covered an area of only 16,339 sq.km and a tiger population of 268. As we speak, there are twenty seven Tiger Reserves that cover a total area of 37761 sq. km with some 1498 tigers. The total area of the Tiger Reserves constitutes to approximately 1.14% of the country's entire geographical area.

The tiger population in the country has exponentially from under two thousand tigers to a population of nearly four thousand at the time the Project Tiger was being launched.

### **❖ Aim :**

1. The main aim of the project is to guarantee that India has a tiger population that is viable.
2. The primary aim is to make site specific eco–development and wildlife management protection measures inclusive the elaborate scheme. This is in a bid to decrease the high dependency the local communities have on the resources of the Tiger Reserves.

**Research techniques** The research techniques that were used in the comprehensive study are discussed under the following subheadings :

**Main data** The main data that was utilized in the study was collected by way of a questionnaire that had a sample size of a hundred people hailing Jim Corbet in India. This was prepared so as to establish the total area that is being used for Project Tiger since its inception. The secondary data was obtained from a number of sources such as books, magazines, newspaper, internet and even brochures.

**Conclusion and recommendation** In the compilation of this document, it is quite evident that there is a myriad of problems that plague all of our nineteen Project Tiger reserves. These are the sources of fresh air that support life in our subcontinents and are therefore critical to the survival and continued existence of mankind. From the time that Project Tiger started a while back, India's population has swelled by about three hundred million people and close to a hundred million livestock.

Each and every Tiger Reserve is threatened by rising biotic pressure and that is the main reason why the total reserve area has decreased and there is no significant increase in the reserve's total area.

Eco-development plans that are site specific are being formulated to guarantee the involvement of the local communities in protection measures of these valuable natural resources.

Our aim is to guarantee their continued survival, decrease the pressures they are experiencing and establish good relations between the local communities and all of the nineteen Tiger Reserves.

Neither the Tiger Reserves nor the biodiversity that thrives in them shall be commercially exploited, used as sites for the construction of dams or for any other projects regardless of their magnitudes. Each of the Tiger Reserves faces threats from smugglers and poachers.

Trade in tiger bones is a thriving business in the Far East India will therefore take the necessary steps to guarantee the safety of her tigers and will go an extra mile to ask all communities in the world to withdraw support for the medicinal use of tiger-bones in the Far East.

A fresh strategy will be rolled out to reinforce the protection that is already being provided in the Tiger Reserves with regard to new pressures experienced as well as effective legal procedures that are being formulated for a timely and quick action.

In a majority of Tiger Reserves, the estimation of population with regard to predators and their corresponding prey base leaves a lot to be desired as they suffer from gross margins of errors as a result of either under or over estimation. This is regardless of the fact that the pug mark technique has challenges of field implementation in several areas. In many areas, the population of tigers have already reached their peak capacity or at least appear to do so in the first 5 years.

**Recommendation** Tigers are a sign of the wilderness and an indication of the good health of the eco-system as a whole. Through tiger conservation efforts the eco-system is conserved as well. Wilderness conservation is vital to maintenance of life on earth and continued survival of man.

**Principles and  
Practices of Tourism**

All forms of biotic disturbances and human exploitation should be eliminated from the Tiger Reserves. There should be constant monitoring of floral and faunal changes that occur over time by carrying out extensive research on wildlife.

❖ **Discussion Questions :**

1. Discuss the importance of Wildlife in an ecosystem.
2. Jot down points about how Tigers can be preserved ?

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**1.15 FURTHER READING :**

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Managing Tourist Destinations, K.K. Kamra, Kanishka Publishers and Distributors, 2001



## *Famous Pilgrimage Places of India*

### UNIT STRUCTURE

- 2.0 Learning Objectives
- 2.1 Introduction
- 2.2 Pilgrimage
- 2.3 Kumbh Mela
- 2.4 Char Dham
  - 2.4.1 Badrinath
  - 2.4.2 Dwarka
  - 2.4.3 Jagannath
  - 2.4.4 Rameshwaram
- 2.5 Vaishnodevi
- 2.6 Palitana
- 2.7 Ajmer Dargah
- 2.8 Let Us Sum Up
- 2.9 Answers for Check Your Progress
- 2.10 Glossary
- 2.11 Assignment
- 2.12 Activity
- 2.13 Case Study
- 2.14 Further Reading

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#### 2.0 LEARNING OBJECTIVES :

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After working through this unit, you should be able to :

- Understand Meaning of Pilgrimage
- Know Famous pilgrimage in India
- Know about Kumbhmela
- Know about Chardham
- Know about Vaishnodevi

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#### 2.1 INTRODUCTION :

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Pilgrimage is the journey carried out to search god or self. With devotion and religious fervour in the hearts millions conquer mountains, wade rivers and trek through dense forests to get a glimpse of revered gods and demigods. India's wondrous temples, mosques, synagogues and shrines are fancied by millions the world over.

In this unit, we will discuss about various pilgrimage in India.

First, we will discuss the kumbh mela, which is the largest gathering of people for a religious purpose in the world. The time for Kumbh-mela is judged by the astrological positions of Jupiter and the Sun. A huge temporary city is created for the millions of pilgrims that arrive for the most auspicious bathing days. Kumbh Mela is like a Yogi Convention, where yogis, sadhus (saints), holy people and pilgrims come from all over India. The main bathing days are known as Shahi Snans or Royal Bathing Days. The chanting of OM – the supreme combination of letters – and Sanskrit mantras issued from the lips of every pilgrim. In 2010, Haridwar (where the river Ganga enters the plains from Himalayas) was the venue for Kumbh mela.

The Char Dham yatra of whole India includes the following four religious places :

1. **Badrinath** : It is situated in the lap of Nar-Narayan Parvat, with the towering Neelkanth peak (6,597mts.).
2. **Dwarka** : Dwarka, on the west coast of Gujarat on the shore of the Arabian Sea, features in most of the legends surrounding Lord Krishna. It is from here that the grown Lord Krishna is supposed to have ruled his kingdom.
3. **Puri** : With the arrival of the Gangas in the 12th century, Puri emerged as one of the centers of Vaishnavism. Anantavarman Chodaganga, one of the powerful rulers of Puri, established the Purusottama temple in 1135. Purusottama Temple later came to be known as the Jagannath Temple in the 15th century.
4. **Rameshwara** : Rameshwaram is an island situated in the gulf of Manar at the very tip of the Indian peninsula. Both the Vaishnavites and Shaivites visit this pilgrimage, which is known as the Varanasi the south.

Mata Vaishno Devi Temple is one of the oldest and most visited pilgrimage centers in India. It is perched on the Trikuta Mountain at a height of 5,300 ft. Four objectives of human life as brought forward by Indian spiritual beliefs are– Dharm (righteousness), Arth (Wealth), Kaam (Pleasure) and Moksh (Knowledge). When people visit the holy shrine of Vaishno Devi Maa, all these four blessings are conferred on them. It is believed that no one goes empty handed from the great pilgrimage of Vaishno Devi Maa.

Palitana is the place where millions and millions of Jain sadhus and munis got salvation. The Palitana temples are considered the most sacred pilgrimage place or tirth by the Jain community. A recently concluded count reveals that there are more than 27,000 idols of Jain god on this mountain alone.

Sufi Saint Hazrat Khwaja Moinuddin Hasan Chishti (R.A) occupies a prominent place among the spiritual healers of the world. He is a direct descendant of Prophet Hazrat Muhammad. He is called "Sultan-Ul-Hind".

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## **2.2 PILGRIMAGES :**

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In religion and spirituality, a pilgrimage is a very long journey or search of great moral significance. Sometimes, it is a journey to a shrine of importance to a person's beliefs and faith. Members of many major religions participate in pilgrimages. A person who makes such a journey is called a pilgrim.

### **Pilgrimage centres in various times and cultures :**

Many ancient religions had holy sites, temples and groves, where pilgrimages were made.

- Karnak, Egypt
- Thebes, Egypt
- Kurukshetra, India
- Oracle of Delphi, Greece
- Dodona, Epirus, Greece
- Ephesus Temple of Diana, Turkey
- Baalbek, Lebanon
- Jerusalem, Israel

A pilgrimage is a ritual journey with a hallowed purpose. Every step along the way has meaning. The pilgrim knows that life-giving challenges will emerge. A pilgrimage is not a vacation; it is a transformational journey during which significant change takes place. New insights are given. Deeper understanding is attained. New and old places in the heart are visited. Blessings are received and healing takes place. On return from the pilgrimage, life is seen with different eyes.

Why do people go on pilgrimage ?

- Some are seeking inspiration.
- Some desire a new perspective, a change of mind.
- Some are studying various spiritual paths.
- Some are learning methods of meditation.
- Some are deeply questioning their life's purpose.
- Some are committed to the idea and practice of pilgrimage.
- Some are purifying their hearts, confusion giving way to clarity.
- Some want to be in harmony with the natural world.
- Some are spiritual adventurers or just like to be on the road.
- Some want to calm their minds and find peace.
- Some are singers and are looking for something to sing or write about.

**□ Check Your Progress – 1 :**

1. Write the relevant country names for cities given :  
(a) Baalbek      (b) Kurukshetra      (c) Karnak  
(d) Epirus      (e) Jerusalem

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### **2.3 KUMBH MELA :**

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Kumbh Mela is a mass Hindu pilgrimage. The normal Kumbh Mela is celebrated every 3 years, the Ardh (half) Kumbh Mela is celebrated every six years at Haridwar and Prayag, the Purna (complete) Kumbh takes place every twelve years, at four places (Prayag, Allahabad; Haridwar; Ujjain and Nasik). The Maha (great) Kumbh Mela, which comes after 12 Purna Kumbh Melas or after 144 years, is held at Allahabad. The last Ardh Kumbh Mela was held over a period of 45 days beginning in January 2007. More than 70 million Hindu pilgrims took part in the Ardh Kumbh Mela at Prayag and on January 15, the most auspicious day of the festival of Makar Sankranti, more than 5 million participated.

The major event of the festival is ritual bathing at the banks of the river in whichever town it is being held. Nasik has registered maximum visitors

## **Principles and Practices of Tourism**

amounted nearly to 75 million. Other activities include religious discussions, devotional singing, mass feeding of holy men and women and the poor and religious assemblies where doctrines are debated and standardised. Kumbh Mela is the most sacred of all the pilgrimages. Thousands of holy men and women attend and the auspiciousness of the festival is in part attributable to this. The sadhus are seen clad in saffron sheets with ashes and powder dabbed on their skin per the requirements of ancient traditions.

The Kumbh Mela became an important meeting ground for the devout Hindus and its importance has not diminished over the years. Even today, millions of pilgrims from all over the world, from various walks of life, sects and communities, gather at the Kumbh. For most, it is a once-in-a-lifetime trip. They probably plan and save over many years to make this visit to the king of tirthas, the Purna Kumbh, seeking salvation. For thousands of traders, shopkeepers and peddlers who gather there, the mela means business and profits. Many come to enjoy the lively and colorful bustle of crowds buying curios and magical stuff and generally having fun. It is both a holy day and a holiday for the people.

Northern Railways announced that in order to clear extra rush of passengers during Kumbh Mela at Haridwar, they will run special trains as per the programme.

**Ministry of Tourism :** The Government is building 73.50 km of approach roads to the shrines fanning out radially from the Shiva temple at Har-ki-Pauri and the Brahma Kund – the area where the Shahi Snans (holy dips) are scheduled to begin at midnight Jan 14.

The state Government has allocated Rs.19.39 crore to "improve power supply in Hardwar and to set up new sub-power stations and transmission channels while Rs.4.72 crore has been earmarked for street illumination".

The capacity of generating drinking water has been hiked from 63 mld (million litres daily) to 106 mld,

As part of the Save-the-Ganga mission, which is the civic and religious cornerstone of the 2010 Kumbh Mela, the state government has sanctioned Rs.23.85 crore to build 4.75 km of new bathing ghats – enclaves – and 33.97 km of new sewer lines at a cost of Rs.37.84 crore.

The new infrastructure includes a modern car park, footbridges and a network of arterial roads connecting Har-ki-Pauri to the neighbouring shrines and residential areas.



*Fig. 2.1 : Har Ki Pauri at Haridwar*

❑ **Check Your Progress – 2 :**

1. Write down relevant time period in front of the each Kumbh Mela given below
 

(a) Ardh Kumbhmela	(b) Kumbhmela
(c) Maha kumbhmela	(d) Purna Kumbhmela

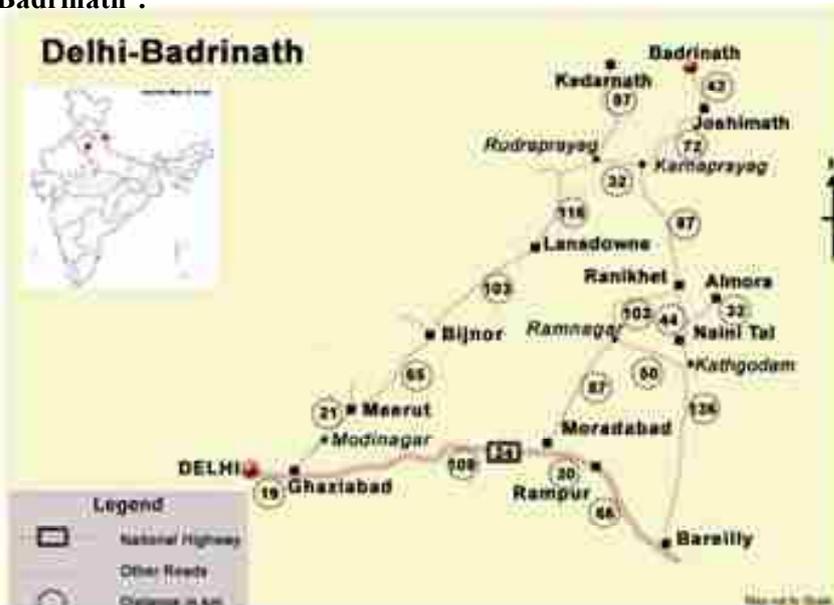
**2.4 CHAR DHAM :**

Char Dham (are the names of four pilgrimage places in India that are widely revered by most of the "Hindus". They are Badrinath, Dwarka, Jagannath Puri and Rameshwaram.

Geographically speaking, the char dham make a perfect square with Badrinath and Rameswaram falling on same longitude and Dwarka (old) and Puri on same latitude, representing the farthest north, east, west and south points of India (at that time, before coastlines changed).

The Char Dham defined by Adi Shankaracharya consists of two Vaishnavite, one Shaivite and one mixed site. Over the years, the term "Char Dham" has lent itself to the all-denomination Char Dham pilgrimages in the Garhwal Himalayas, where Adi Shankaracharya attained freedom from embodiment. Earlier known as Chota Char Dham or 'Little' Char Dham to differentiate them from the bigger circuit of Char Dham sites, after the mid-20th century they themselves started being called the Char Dham. Today, the term "Char Dham" usually refers to the all-denomination Himalayan Char Dham. The Char Dhams are often considered the most revered sites for Hindus that have to be visited in one's lifetime.

**2.4.1 Badrinath :**



Located in the North Indian state of Uttarakhand, Badrinath is the most important of the four sites of Char Dham. It is in the Garhwal hills, on the banks of the Alaknanda River. The town lies between the Nar and Narayana mountain ranges and in the shadow of Nilkantha peak (6,560m).

According to the Bhagavata Purana, "There in Badrikashram the Personality of Godhead (Vishnu), in his incarnation as the sages Nara and Narayana, had been undergoing great penance since time immemorial for the welfare of all living entities."

## **Principles and Practices of Tourism**

The legend goes that Shankara discovered a black stone image of Lord Badrinarayan made of Saligram stone in the Alaknanda river. He originally enshrined it in a cave near the Tapt Kund hot springs. In the sixteenth century, the King of Garhwal moved the murti to the present temple.

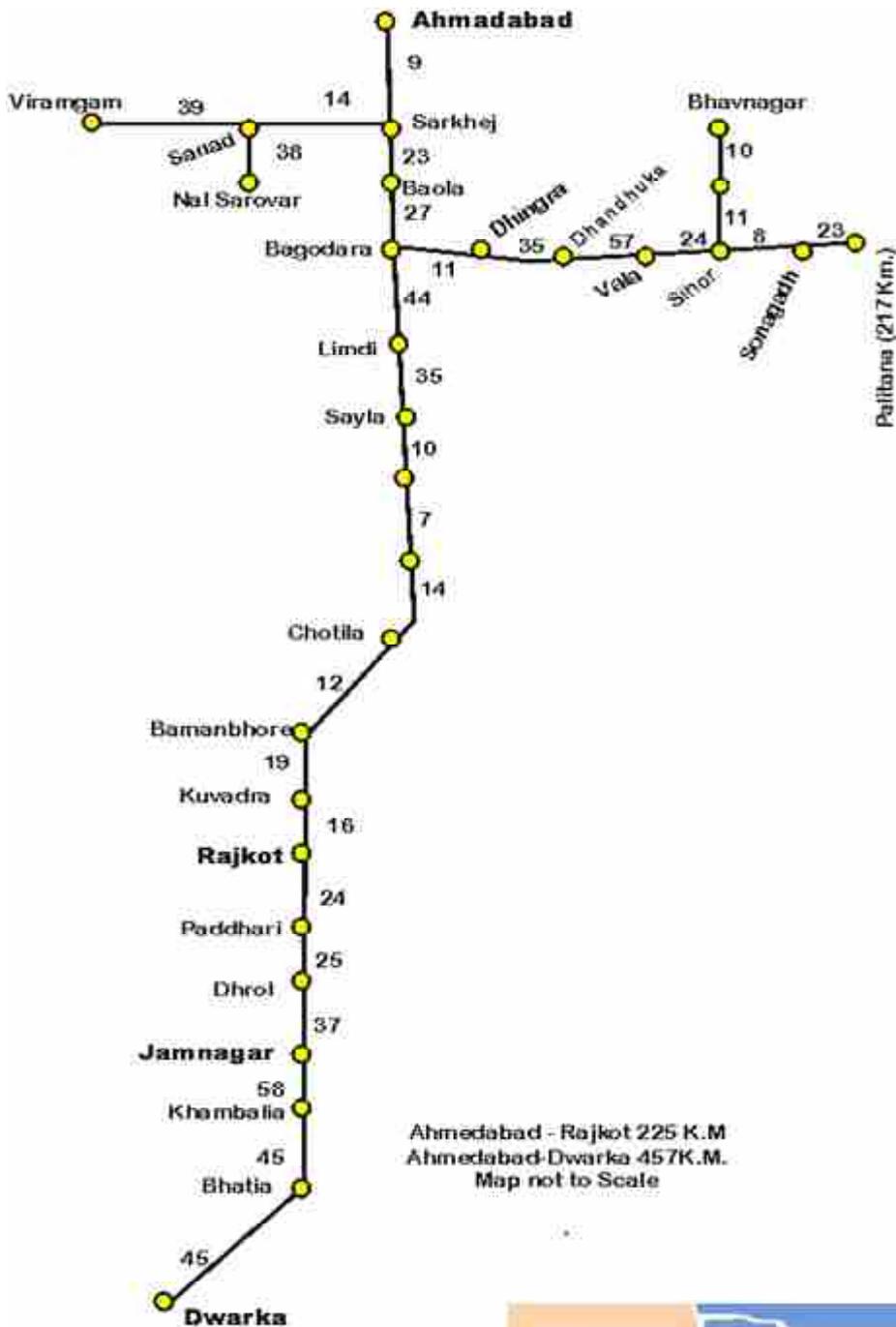


Since it is located only a few kilometers from the Indo–China (Tibet) border, Badrinath is generally a two–day–long journey from either Kedarnath, the site that precedes it in the Char Dham circuit or one of the main disembarkation points on the plains. Hemkund Sahib, an important Sikh pilgrimage site, is on the way to Badrinath, so the road is especially crowded during the summer pilgrimage season. The nearest airport is the Jolly Grant Airport near Dehradun, (317 km). The nearest railway stations are at Haridwar (310 km) and Rishikesh (297 km) and Kotdwar, (327 km) respectively. There are regular buses operating to Badrinath, from New Delhi, Haridwar and Rishikesh.

### **2.4.2 Dwarka :**

Dwarka is located in the West in the state of Gujarat, India. The city derives its name from word dvar meaning door or gate in the Sanskrit language. It is located close to where the Gomti River merges into the Gulf of Kutch. The city lies in the westernmost part of India. The city derives its name from word dvar meaning door or gate in the Sanskrit language. Dwarka is considered to be one of the holiest cities in Hinduism and one of the four "dhams" along with Badrinath, Puri, Rameswaram. The city is especially respected by Vaishnavas.

**Famous Pilgrimage  
Places of India**



The Jagatmandir temple which houses the Dwarkadish, a form of Krishna is also located in Dwarka. Nageshwar Jyotirling, one of the 12 holy shrines of Lord Shiva, is located near Dwarka.

Dwarka is also the site of Dwaraka Pitha (also known as Sharada Pitha), one of the four cardinal mathas established by Sri Adi Shankaracharya, the others being those at Sringeri, Puri and Jyotirmath. The legendary city of Dvaraka was the dwelling place of Lord Krishna. It is believed that due to damage and destruction by the sea, Dvaraka has submerged six times and modern day Dwarka is the 7th such city to be built in the area.



## Principles and Practices of Tourism

The present temple was built in 16th century CE, while the original temple was believed to have been built by Krishna's grandson, Vajranabha. The 5–storied temple is made of limestone and sand. A flag hoisted in the temple tower five times each day. There are two gateways – Swarga Dwar, where pilgrims enter and Moksha Dwar, where pilgrims exit.



### 2.4.3 Jagannath Temple Puri :



Puri located in the East is located in the state of Orissa, India. Puri is one of the oldest cities in the eastern part of the country. It is situated on the coast of the Bay of Bengal. Puri is also famous for its annual Ratha Yatra or "Festival of Chariots", when the deities Jagannath, Balabhadra and Subhadra, are brought out of the temple and placed in a chariot procession. This festival occurs on various dates of the Gregorian calendar, typically in the month of July.



The main deity is Shri Krishna, celebrated as Lord Jagannatha. It is the only shrine in India, where goddess, Subhadra, sister of Lord Krishna is worshipped along with her brothers, Lord Jagannatha and Lord Balabhadra. The main temple here is about 1000 years old and constructed by Raja Choda Ganga Deva and Raja Tritiya Ananga Bhima Deva. Puri is the site of the Govardhana Matha, one of the four cardinal institutions or Mathas established by Adi Shankaracharya.

The town is famous for its many Mathas (Monasteries of the various Hindu sects). It also houses the relics of many Hindu figures as traditionally it is seen as a holy place to die in or to be cremated. As a result, it has had a disproportionate

number of widows. Like other old Hindu religious towns it has a lot of character that is difficult to be glimpsed or picked up on easily by a casual visitor.

#### **2.4.4 Rameshwaram :**

It located in the South is in the Indian state of Tamil Nadu. It is situated in the Gulf of Mannar at the very tip of the Indian peninsula. According to legends, this is the place from where Lord Rama, built a bridge Ram Setu to Lanka. The Ramanatha Swamy Temple dedicated to Lord Shiva occupies a major area of Rameshwaram. The temple is believed to have been consecrated by Shri Rama.



Rameshwaram is significant for the Hindus as a pilgrimage to Benaras is incomplete without a pilgrimage to Rameswaram. The presiding deity here is in the form of a Linga with the name Sri Ramanatha Swamy, it also is one of the twelve Jyotirlingas.



#### **❑ Check Your Progress – 3 :**

1. Badrinath is situated on the banks of which river ?
2. Dwaraka is located in which state of India ?

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#### **2.5 VAISHNODEVI :**

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Pilgrimage of Mata Vaishno Devi is said to be one of the holiest pilgrims in world. Sri Mata Vaishno Devi resides in a cave and the cave is situated in the three peaked mountain called as Trikoot. Lakhs of devotees pay homage to Mata Vaishnodevi Ji every year. Mata Vaishnodevi fulfills all the wishes of her devotees and now the number of devotees have exceeded to 5 million every year. Devotees coming to Vaishno Devi are not only from India but also from abroad. Approximately 8 million pilgrims (yatris) visit the temple every year and it is the second most visited religious shrine in India, after Tirumala Venkateswara

**Principles and Practices of Tourism**

Temple. The Shri Mata Vaishno Devi Shrine Board maintains the shrine. A rail link from Udhampur to Katra is being built to facilitate pilgrimage. The nearest airport is Jammu Airport which has very high flight frequency. All leading domestic airlines have their services to Jammu Airport.

Shri Mata Vaishno Devi is believed to grant all the four boons to those who visit Her Holy Shrine. She is considered to fulfill anything

and everything that a person wishes for in life, in a righteous way. It is an experience of all, that no one goes empty handed from Her Great Pilgrimage.

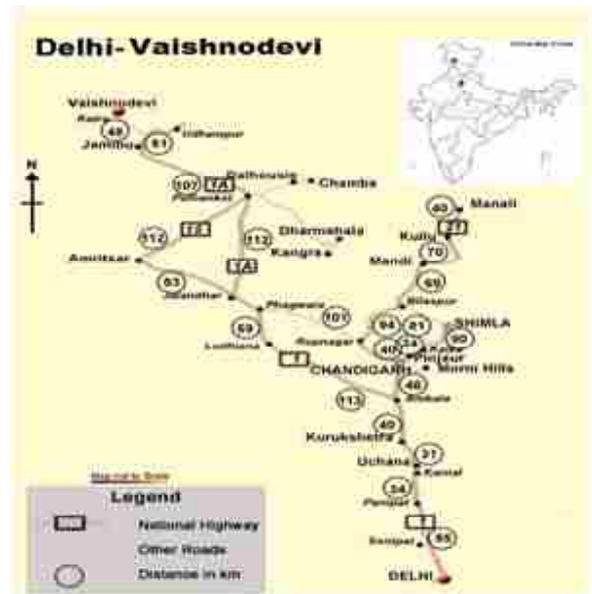
The journey to the Holy Shrine of Mata Vaishno Devi is thus an enchanting journey of the places where Mata Vaishnavi had spent some time while observing various spiritual disciplines and penances. The culmination of this journey is at the Holy Cave where she merged Her Human form with the astral form of her creators, the three Supreme Energies.

The most convenient and less time consuming mode of transportation for reaching Vaishno Devi is by air. The nearest airport is located in Jammu which is well-connected to the other destinations of India, Delhi, Leh and Srinagar being the major among them. The major domestic airlines operate their flights to and from Jammu.

**How to reach Vaishno Devi by Rail** Reaching Vaishno Devi by railway is a relatively economical option as well as an interesting one as you will get a glimpse of rural India from up close. Jammu is the main railhead for Vaishno Devi one can get the superfast and express trains for the various destinations of India including Delhi, Kolkata and Mumbai.

**How to reach Vaishno Devi by Road** Road access to Vaishno Devi is very convenient as the region has well-maintained network of state and national highways. The various nearby destinations that connect Jammu, (the nearest transit point of Vaishno Devi) are Tarn Taran, Amritsar, Jalandhar, Ludhiana, Patiala, Chandigarh, Delhi, Jwalaji and Srinagar.

**Helicopter Service** Deccan aviation and Pawan Hans boards helicopter from Katra on the foothills and the flight will drop you at Sanjchhatt. This visit to the sacred shrine, enveloped by the clouds is the beginning of a breathtaking heli-hop. The flights operate everyday. 5-6 passengers can be accommodated in one flight.



**Best Season** The Yatra to the Holy Shrine of Mata Vaishno Devi Ji is open throughout the year. The summer months of May, June and July and the festival period of Chaitra (spring) and Sharad–Ashwin (Autumn) Navratras and New Year vacations witness peak rush.

For the convenience of the pilgrims, the Shrine Board offers Free as well as Rented Accommodation at Jammu, Katra and also along the Holy Track. At Jammu, accommodation is available at Vaishnavi Dham and Saraswati Dham complexes located right next to Jammu Tawi Railway Station. At Katra, accommodation is available next to the main Bus Stand. Accommodation is also available at Adhkuwari, Sanjhichat and Bhawan.



❑ **Check Your Progress – 4 :**

1. Sri Mata Vaishno Devi resides in a cave which is situated in the three peaked mountain called as \_\_\_\_\_.

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## 2.6 PALITANA :

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Amongst all the Jain temples, Palitana temples are considered to be the most sacred. Located on Shetrunjaya hills there are 863 temples, exquisitely carved in marble. No one is allowed to sleep overnight including the priest, because the temple city has been built as an abode for the Gods. The town is considered by many Jains to be more important than the temple covered hills of Bihar, Gwalior, Mt Abu and Girnar. Palitana was the capital of a princely state of the Gohil Rajput clan. It is also one of the greatest tourist attractions in Gujarat for foreign tourists.



Palitana is located in the western Indian state of Gujarat, 51 km south west of Bhavnagar. It is a part of the Saurashtra region famed for its spectacular temple sites, cities, beautiful beaches and wildlife. The town has a good road and rail network that connects it to the other cities of Gujarat, especially Bhavnagar.

## Principles and Practices of Tourism

Palitana houses perhaps the largest cluster of Jain temples anywhere. From the base to the peak of the Shatrunjaya Hill, where the Palitana temples are located, there are in all 863 temples. These temples were built in two phases—the 11th and 12th centuries as a part of the resurgence of temple building all over India and in the 16th century. Some of the earliest temples built in the 11th century were destroyed by Muslim invaders in the 14th and 15th centuries. The current temples date back to 16th century onwards. Not any one person or group was responsible for the construction of these magnificent temples. It was the effort of the wealthy businessmen who were followers of Jainism that these buildings came into existence.

The temples are exquisitely carved in marble, veritable prayers in stone. To an observer, these appear to be ivory miniatures when seen from a distance. Created by master craftsmen, the most important temple is that of the first teerthankara, Shri Adishwar. It has ornate architectural motifs, though in its overall plan it is simpler than the Choumukh. Other notable temples are those of Kumarpal, Vimalshah and Sampriti Raja. Kumarpal Solanki, a great Jain patron, probably built the earliest temple. The temple has a fabulous collection of jewels and these can be seen with special permission. The temples date from 11th to the 20th century. Palitana town is a good place to shop for textile related handicrafts and has a Jain kala sansta. Every devout Jain aspires to climb to the top of the mountain at least once in his lifetime, because of its sanctity. The journey is arduous. The walk up the stone stairway hewn into the mountain face takes about an hour and a half. For those unable or unaccustomed to the strain, sling-chairs are available at a bargain. The code for the climbers is stringent, in keeping with the rigours of the Jain faith. Food must neither be eaten nor carried on the way. The descent must begin before it is evening, for no soul can remain atop the sacred mountain during the night. Such is the mystique of Palitana, the summit of Shatrunjaya. While atop one can also visit a Muslim shrine of Angar Pir. The childless women seek the Pir's blessings to be blessed with children. They offer miniature cradles to the Pir and the shrine is strewn with such cradles.



### ❖ How to Reach :

- **By Air :** Bhavnagar, the nearest airport lies at a distance of 51 kilometer from Palitana, but the most convenient airport is Ahmedabad as it is connected through regular flights to many important cities of the country like Mumbai and Delhi.

- **By Rail :** Palitana is a small railway station and has connection only with Bhavnagar. Most of the trains stop at Sihor, which is connected to Ahmedabad and Gandhinagar.
- **By Road :** There are hourly buses for Bhavnagar from Palitana. Regular buses are also available for Ahmedabad, Talaja, Una and Diu. The total journey time to Una or Diu is around 6 hours as the roads are not in a good condition. Taxis are also available on hire for Palitana from Bhavnagar. The bus stand is situated 800 meters away from the Palitana railway station

❑ **Check Your Progress – 5 :**

1. Jain temples are also called as Jain \_\_\_\_\_.

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## 2.7 AJMER DARGAH :

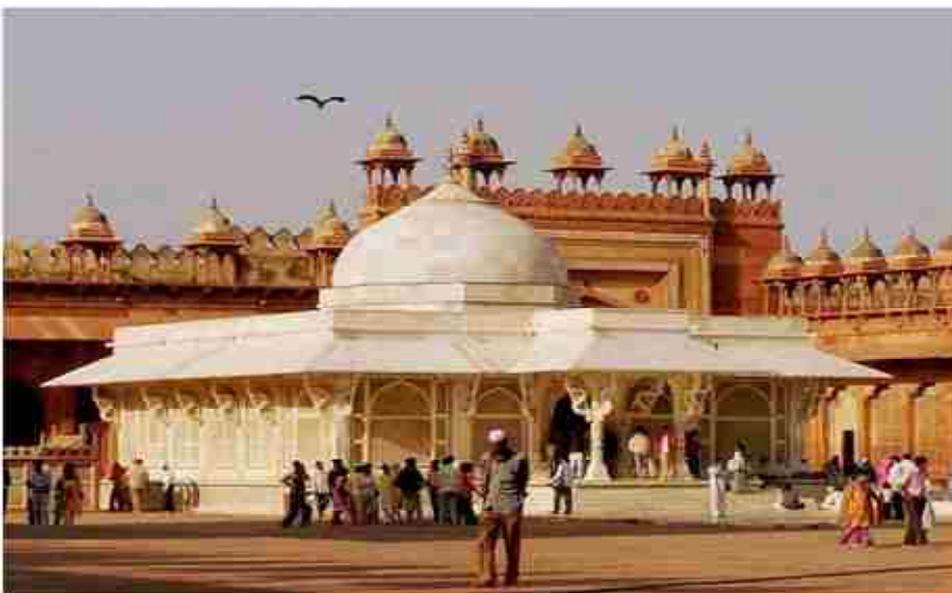
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It is one of the holiest places of worship in India not only for the Muslims but also for the people of other faiths who hold the saint in high esteem and reverence. The Khwaja Saheb, as a 'living spirit' of peace and harmony, enjoys universal respect and devotion ever since he set his holy feet on the soil of Hindustan.



Hazrat Khawaja Muinuddin Chisty was one of the greatest Sufi saints the world has ever known. His spiritual influence and benedictions have been and are still a perpetual source of inspiration courage and guidance to the afflicted humanity, irrespective of caste, creed or religion.

Mu'nuddīn Chishtī turned towards India, reputedly after a dream in which Prophet Muhammad blessed him to do so. After a brief stay at Lahore, he reached Ajmer along with Mohammad of Ghori and settled down there. In Ajmer, he attracted a substantial following, acquiring a great deal of respect amongst the residents of the city. Mu'nuddīn Chishtī practiced the Sufi Sulh-e-Kul concept to promote understanding between Muslims and non-Muslims.



**Principles and Practices of Tourism**

Hazrat Shaikh Khwaja Syed Muhammad Mu'tnuddin Chishti was born in 1141 and died in 1230 CE. Also known as Gharib Nawiz or 'Benefactor of the Poor', he is the most famous Sufi saint of the Chishti Order of the Indian Subcontinent. He introduced and established the order in South Asia. The initial spiritual chain or silsila of the Chishti order in India, comprising Mu'tnuddin Chishti, Bakhtiyar Kaki, Baba Farid and Nizamuddin Auliya (each successive person being the disciple of the previous one), constitutes the great Sufi saints of Indian history.



**The Dargah :** At the foot of a barren hill, is situated India's most important pilgrimage center for people from all faiths. It is the splendid tomb of the Sufi saint Khawaja Moinuddin Chisti more popularly known as Khawaja Saheb or Khawaja Sharif. The shrine is next only to Mecca or Median for the Muslims of south Asia. Akbar used to make a pilgrimage to the Dargah from Agra once a year. The mausoleum has a gigantic gate, which was built by the Nizam of Hyderabad. The two massive cauldrons in the courtyard are of particular interest and on the right side of the courtyard ins the Akbari Masjid built in white marble. There is another mosque in the courtyard built by Shahjhan.

The saint's tomb with a splendid marble dome is in the centre of the second courtyard which is surrounded by a silver platform. The shrine attracts thousands of pilgrims during the Urs—commemorating the death anniversary of the Saint, held from the 1st to 6th day of the Islamic month of Rajab. A colourful fair that springs up during this time is the major attraction.

**Shahjhan's Mosque :** In the corner of the inner court of the Dargah, is a magnificent building in white marble with a long (30.5m) and narrow court having low arcade and delicate carvings with trellis-work. It is the most marvelous of all the sanctums within the sanctuary of the Dargah.

### Getting there

**By Air :** Indian airlines, Jet airways and Sahara airlines have regular service to Jaipur. All the major cities are connected to Jaipur.

**By Road :** Rajasthan Roadways have regular bus services from New Delhi, running deluxe and air conditioned coaches from Bikaner house, Delhi. Ajmer is also well connected with the other cities of Rajasthan. With good road conditions you can also travel by private car/taxi.

**By Train :** Shatabdi connects Ajmer to Delhi. Shatabdi is fully air conditioned train starts from Delhi (5.55 AM) to Jaipur (10.35 AM). There are other trains also to Ajmer from other cities in Rajasthan.

#### Check Your Progress – 1 :

1. The mausoleum has a gigantic gate, which was built by the \_\_\_\_\_

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### 2.8 LET US SUM UP :

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#### In this unit, we :

- Understood meaning of pilgrimage
- Studied famous pilgrimage in India
- Studied features of Kumbhmela
- Studied features of Chardham
- Studied features of Vaishnodevi

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### 2.9 ANSWERS FOR CHECK YOUR PROGRESS :

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#### Check Your Progress 1 :

- (a) Lebanon (b) India (c) Egypt (d) Greece (e) Israel

#### Check Your Progress 2 :

- (a) 6 (b) 3 (c) 144 (d) 12

#### Check Your Progress 3 :

- (1) Alaknanda (2) Gujarat

#### Check Your Progress 4 :

- (1) Trikoot

#### Check Your Progress 5 :

- (1) Jain Derassar

#### Check Your Progress 6 :

- (1) Nizaam of Hyderabad

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### 2.10 GLOSSARY :

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**Cultural Tourism :** A form of tourism in which the culture and traditions of the region is the main attraction.

**Destination Tourist :** A tourist who terminates his journey at a particular country for the purpose of making a tour travelling from place to place for pleasure in that country.

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**2.11 ASSIGNMENT :**

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List down the features of Chardham yatra in India.

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**2.12 ACTIVITY :**

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Visit Pilgrimage place nearby your city and discuss its history in a group.

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**2.13 CASE STUDY :**

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Vrindavan, just 15 kilometers from Mathura is another major place of great importance– a pilgrimage. The term,'Vrindaban', as Vrinda–Van means the Van or forest of Vrinda, or Tulasi– a plant of Basil–plant family. This name evokes the divine playfulness and most lovable lilas of Shri Krishna with gwalas (playmate boys) and gopis (playmate girls) and His consort Shri Radha. This town of about 60–70 thousand residents hold more than 5000 temples, along with some major temples of great historical and religious significance. The two small groves known as the "Nidhi–Ban" and "Seva–Kunj" are recognized to be the most sacred because it is believed that Radha–Krishna with their divine friends still play out their lilas every night within these groves. All the major and minor activities including social, religious and economic revolve around Radha–Krishna and their devotees. In fact, the residents and the pilgrims in this town belonging to various Hindu social strata and castes, including Sikhs, Muslims, and Christians imbibe Krishna tradition. One can also discover that the saints and devotees belonging to almost all kinds of religious traditions–some from other countries such as the members of International Society of Krishna Consciousness (ISKCON) – hold their permanent places, often called ashrams, in Vrindaban : this place has become such a place of magnetic attraction.

❖ **Discussion Questions :**

1. Write a short note on Religious Tourism in India.
2. Describe brief history of Vrindavan.

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**2.14 FURTHER READING :**

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International Tourism Development, S.P.Singh, ABD Publishers, 2005



## *Tourist Circuit : Meaning & Examples*

### **UNIT STRUCTURE**

- 3.0 Learning Objectives
- 3.1 Introduction
- 3.2 Tourist Circuit
- 3.3 Golden Triangle
- 3.4 Bangalore Mysore Ooty
- 3.5 Buddhist Circuit
- 3.6 Bhuvneshwar Konark Puri
- 3.7 Let Us Sum Up
- 3.8 Answers for Check Your Progress
- 3.9 Glossary
- 3.10 Assignment
- 3.11 Activity
- 3.12 Case Study
- 3.13 Further Reading

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### **3.0 LEARNING OBJECTIVES :**

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**After working through this unit, you should be able to explain :**

- What is tourist circuits
- Tourism related information on Bangalore, Mysore and Ooty, Buddhism Places and Bhubaneshwar Konark, Puri.

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### **3.1 INTRODUCTION :**

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A tourist Circuit is defined as a route on which at least three major tourist destinations are located such that none of these is in the same town, village or city. At the same time, they are not separated by a large distance such that a tourist would not like to cover them in a sequence. It should have well defined entry and exist 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 one hand and to provide to the tourist the attraction of all the destinations located on the circuit.

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### **3.2 TOURIST CIRCUIT :**

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A tourist Circuit is defined as a route on which at least three major tourist destinations are located such that none of these is in the same town, village or city. At the same time, they are not separated by a large distance such that a tourist would not like to cover them in a sequence. The Circuit to be taken up will be identified by the Ministry of Tourism at the beginning of each year, in consultation with the State Government. While selecting the Circuit, the tourism

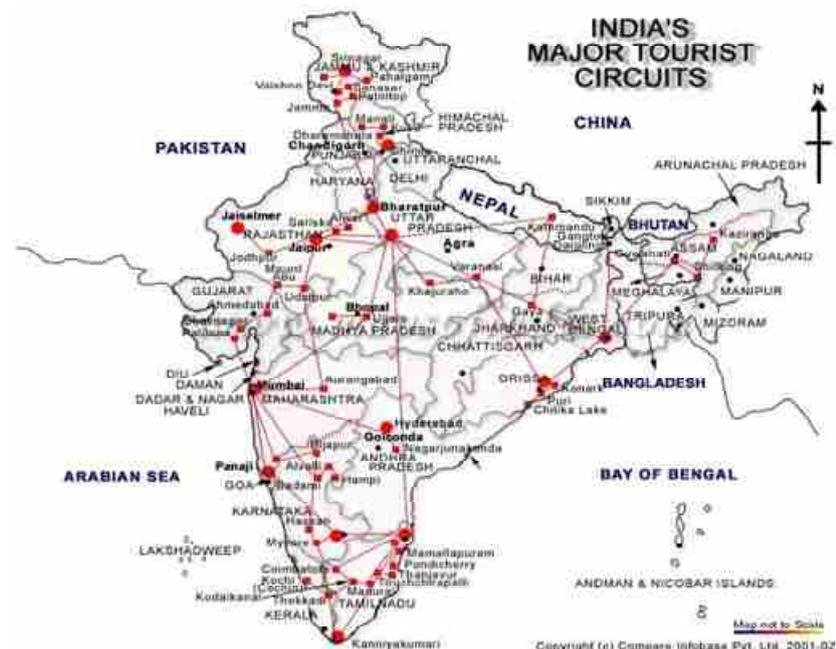
## Principles and Practices of Tourism

potential of the places included would be borne in mind. It will be ensured that a circuit is identified for each State/UT in the full Plan period. A circuit could be limited to a State or it could be a regional circuit covering more than a State/UT. The identification of the project, the implementation agency and the mode of channelization of funds would be done in consultation with the State Government/UT Administration. However, for projects in the 'protected areas' under ASI, the implementing agency would be ASI/CPWD or any other agency to be decided by the Ministry of Tourism.

### The following works may be taken up under the Scheme :

- Improvement of the surroundings of the destination : This would include activities like landscaping, development of parks, fencing, compound wall etc.
- Illumination of the Tourist destination and the area around the SEL Shows etc.
- Providing for improvement in solid waste management and sewerage management
- Construction of budget accommodation, wayside amenities
- Procurement of equipment directly related to tourism, like water sports, adventure sports, eco-friendly modes of transport for moving within the tourism zone
- Construction of public buildings, which are required to be displaced because of implementation of the master plan
- Refurbishment of the monuments
- Signage
- Tourist arrival centers/reception centers/interpretation centers.
- Other work/activities directly related to tourism

A State level monitoring committee would be set up under the Chairmanship of the respective Secretary (Tourism) of the State Government. The Committee would comprise a nominee of the Ministry of Tourism of Government India and a nominee of the executing agency.



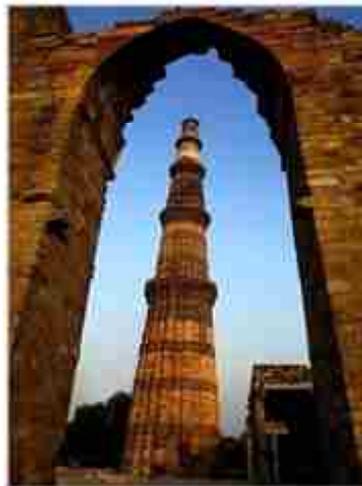
❑ **Check Your Progress – 1 :**

1. The Circuit to be taken up will be identified by the \_\_\_\_\_.

**Tourist Circuit :  
Meaning & Examples**

**3.3 GOLDEN TRIANGLE :**

Golden triangle is one of the most popular tourist circuits in India. It is preferred by both domestic and international tourists due to the charm attractions that are covered under this circuit. Golden triangle comprises visit to three popular cities of North India. These cities are Delhi, Agra and Jaipur. There are many tourist sites at these places. Most of the attractions of these places are historical in nature. So, plan a trip to golden triangle to feel the majesty of golden past of India. Golden triangle tour starts with Delhi. Delhi is the capital of India and represents the mixed culture. People from all state dwell in Delhi. So, one can see blend of different cultures in Delhi. Global tourists visit Delhi to explore its popular attractions. Popular attractions of Delhi are Red Fort, Qutub Minar, India Gate, Humayun's Tomb, Old Fort, Tughlaqabad Fort, Jama Masjid, Lotus Temple, Akshardham Temple etc. These attractions are known for their architectural wonder. Lotus Temple has won many awards for its unique flower like structure. It is a world heritage site.



**Agra** (Uttar Pradesh) is one of the most visited cities in India. It is famous for Taj Mahal, one of the Seven Wonders of Modern World. It is also a World Heritage Site. Taj Mahal is one of the most beautiful monuments of India. Its interior is very beautiful and stuns the imagination of the people. Taj Mahal is the essence of golden triangle tour. Apart from Taj Mahal, there are numerous attractions in Agra. Some of the attraction places that are worth visiting are Akbar's Tomb at Sikandra, Panch Mahal and Buland Darwaza at Fatehpur Sikri, Agra Fort, Jama Masjid, Jodhabai Palace, Salim Singh ki Chisti etc.



**Taj Mahal (Agra)**



**Hawa Mahal (Jaipur)**

**Jaipur** (Rajasthan), the Pink City of India is one of the most charming cities of India. There are many tourist attraction sites in Jaipur. Some of the must visit sites are Hawa Mahal, City Palace, Amber Fort, Nahargarh Fort, Jaigarh Fort,

Albert Hall Museum, Jantar Mantar etc. Hawa Mahal and Amber Palace are major attractions of Jaipur. The forts and palaces of Jaipur represent the golden past of Rajasthan. In past days, every royal family had flagship fort or palace. Their lifestyle was royal and lavish.

❖ **Modes of transport :**

Distance between New Delhi to Agra 203 km

Train : The main railway station in Delhi is New Delhi Railway Station (NDLS) but trains to Agra also depart Delhi from H Nizamuddin Railway Station, which is around 20 minutes from New Delhi Railway Station. The main railway station in Agra is Agra Cantt. (AGC). Bhopal Shatabdi, Taj Express Superfast, Taj Express, NDLS Shatabdi, Palace on wheels

Flights – Air India, Indigo

Distance between Agra and Jaipur – 232 km

Trains – Marudhar express, Intercity express, Guwahati Barmer express, Kolkata Bikaner express, Sealdah Ajmer express, Palace on wheels

Flights – Indian Airlines, Indigo

Trains from Jaipur to New Delhi– Shatabdi Express, Palace on wheels, Rajdhani express, Uttaranchal express, Garibrath express, Ajmer Haridwar Mela special etc.

Flights – Indian Airlines, Indigo

Interstate board buses as well as private buses and taxis are also available.

❑ **Check Your Progress – 2 :**

1. Name three cities covered in Golden Triangle Circuit.

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### **3.4 BANGALORE MYSORE OOTY :**

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**Bangalore** is the most happening city in India and is called the Silicon Valley of India for its fast growing software industry. Vidhan Soudha, home to the State legislature and the Secretariat. Built of Granite, it is a four–storied structure known for the Neo–Dravidian style of architecture. Lal Bagh Gardens, Cubbon Park, the Government Museum, Tipu Sultan's fort and palace, the Bull Temple and the Ulsoor Lake.



**Mysore Palace**

**Bangalore Government House**  
**Mysore** – Mysore Palace, is the landmark of the city and perhaps the most ornate example of Indo–Sarcenic architecture. A solid gold throne studded with the jewels remains the most resplendent object that visitors throng to see here. Other attractions are St. Philomena's Church, Chamundi Hills, Brindavan Gardens, Mysore Zoo, Jagan Mohan Art Gallery and Varshaswamy Temple.



**Bangalore Government House**

## Tourist Circuit : Meaning & Examples

**Ooty** is a beautiful hill station located in the Nilgiri hills. Places of interest are Botanical Gardens, Ooty Lake, it is an artificial lake constructed by John Sullivan, the then Collector of Coimbatore. Boat races are conducted here during the summer festival. Other attractions are Government Museum, Dodabetta Peak, Lamb's rock, Kokanadu's View Point, Kotagiri and Coonoor etc.

### ❖ **Kalhatty Waterfalls :**

Distance between Bangalore and Mysore is 140 km.

Trains – Mysore Passenger, Tippu Exp, Chamundi Exp, Mysore exp, Mangalore exp, Shatabdi Exp, Ajmer Mysore Exp, Jaipur Mysore Exp.



Distance between Mysore Ooty is 160Kms via Gudalur and 130Kms via Kallatty.

Trains – Nearest broad gauge railway head is Mettupalayam (46 kms). Major broad-gauge railway junction is Coimbatore. It is connected with all major cities. Mettupalayam to Ooty is connected by a Mountain Railway (toy train) which is 4 hours journey.

Ooty is well connected by good roads.

Flight – The nearest airport is in Coimbatore, 100 km away. You can catch a direct flight to Coimbatore from Chennai, Kozhikode, Bangalore and Mumbai. Indian Airlines flies Delhi–Kochi via Mumbai and Coimbatore.

Flight – The nearest airport is in Coimbatore. A taxi from here to Ooty will take 3–1/2 hour and do negotiate on the fare. Indian Airlines, Indigo

Distance between Bangalore Ooty

There is no direct rain from Ooty to Bangalore. One has to travel by toy train from Mettupalayam to reach Coimbatore.

Flight– Spice Jet, Indian Airlines, Indigo

### ❑ **Check Your Progress – 3 :**

1. Bangalore is also called \_\_\_\_\_ of India.

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## 3.5 BUDDHIST CIRCUIT :

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The Buddhist Circuits are the places of all high significance and holy sites of Buddhism, where Lord Buddha was born, attained Enlightenment, preached his first Sermon and reached Nirvana.



**Principles and Practices of Tourism**

**Lumbini :** Lumbini in southern Nepal is where Queen Mayadevi gave birth to Prince Siddhartha. It is just a short distance from the Shakya capital of Kapilavastu. Pilgrimages focus on the sacred garden, which contains the site of the birth, the Mayadevi temple, the Pushkarni pond and the Ashoka pillar.



**Mayadevi Temple**

**Bodhgaya (Bihar) :** It was in Bodhgaya in Bihar, India that Prince Siddhartha found Enlightenment (nirvana) under the bodhi tree after meditating for 49 days. No longer a bodhisattva (mentor), he became Lord Buddha, the Enlightened One.



**Sarnath (U.P) :** Buddha gave his first sermon at Sarnath after achieving enlightenment, about 10 km from the ancient holy city of Varanasi. It was here that the Buddha established his first disciples (sangha) to promote his new doctrine. The splendid Dhamekha Stupa at Sarnath was originally erected by King Ashoka, as was the famous lion capital pillar, now the proud symbol of India.



**Kushinagar** : At Kushinagar, Lord Buddha fell ill and left this world in 543 BC. His mortal remains were preserved in eight commemorative chortens and then further distributed by King Ashoka into 84,000 stupas across his kingdom and beyond.



### Tourist Circuit : Meaning & Examples

❖ **Modes of transportation :**

Distance between Lumbini and Bodhgaya is 161 km.

Train– Nearest railway station is at Gorakhpur in India. It is 122 km from Lumbini. Where to stay in Lumbini

Distance between Bodhgaya to Sarnath is 247km.

Train – Bodhgaya does not have a railway station. Gaya is a railway station near it. Aerial distance between them is 10 km, Sarnath Exp, Howrah Mumbai Mail, Neelanchal exp, Doon Exp, JammuTawi Exp, Budhpoornima Exp

Flight–Sarnath does not have an airport.

Distance between Sarnath and Kushinagar is 266km.

There is no train connection between Sarnath and Kushinagar

❑ **Check Your Progress – 4 :**

1. List the holy sites in the Buddhist circuit.

### 3.6 BHUVANESHWAR KONARK PURI :

The eastern temple town triangle of the Bhubaneswar, Puri and Konark forms one of the most pious tourist circuits in India. The triangle reveals the rich heritage of the state of Orissa. Each of the three jewels in the crown of Orissa has its unique glitter.



The rulers of ancient Orissa left a mark by building spectacular temples, shrines and stupas. A rainbow of the monuments can be enjoyed by visiting this triangle. As other rulers of the country put their mark by building forts or mausoleums on the death of their beloved ones, these rulers preferred construction of religious shrines where each and everybody could gather without any distinction of caste or creed to find solace.

**Bhubaneswar** – It is the masterpiece of the Orissa style of temple architecture; Parashurameshwara Temple will charm any devotee with its carvings and sculptures. The city is also called the ' Temple Metropolis of India'. The finest example of purely Hindu temple in India, the Lingaraja temple will attract anyone.

Lingaraj Temple is a temple of the Hindu god Harihara and is one of the oldest temples of the Temple City Bhubaneswar, a revered pilgrimage centre and the capital of the state of Orissa.

## Principles and Practices of Tourism

The temple of Lingaraja, the biggest of all at Bhubaneswar is located within a spacious compound wall of elaterite measuring 520 feet by 465 feet. The wall is 7 feet 6 inches thick and surmounted by a plain slant coping. Alongside the inner face of the boundary wall there runs a terrace probably meant to protect the compound wall against outside aggression

The triangle of ancient Buddhist monuments at Lalitgiri, Ratnagiri and Udaigiri near Bhubaneswar are other attractions besides Dauli where King Ashoka took to Buddhism after the gory battle of Kalinga.



### ❖ How to reach Bhubaneswar :

**by Air :** Bhubaneswar is well linked by air to Delhi, Chennai, Varanasi, Nagpur, Calcutta and Vishakhapatnam on daily basis flights by Indian Airlines.

**by Rail :** Superfast trains connect Bhubaneswar to major cities of India Konark Exp, Tiruanantapuram–Howrah Exp, Tirupati–Howrah Exp, Madras–Howrah Mail, Hyderabad–Howrah (east Coast), Puri–Howrah Express Puri–Nizamuddin (Kalinga/Utkal Express), Madras –Howrah (Coromondal Express)

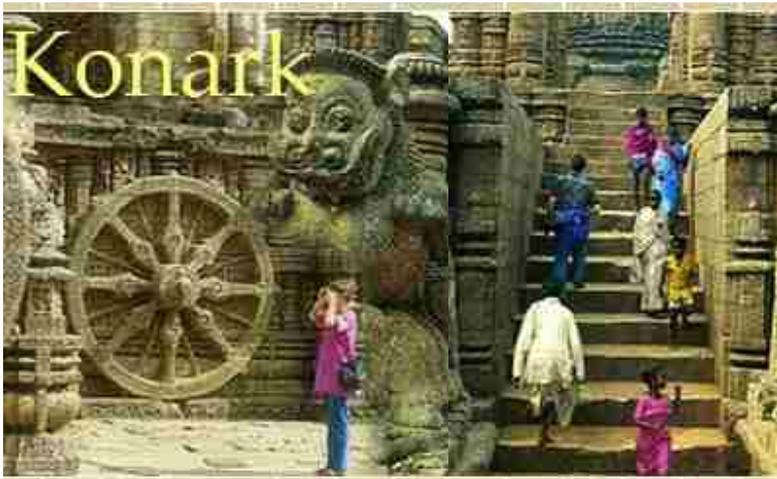
**by Road :** Bhubaneswar is well linked to the rest of India by the national highways Distance between Bhubaneswar– Konark is 64 Km.

**Konark** The Sun Temple of Konark, often called as the Black Pagoda, was constructed in the mid thirteenth century by Raja Narasingh Deva–I of the Ganga Dynasty. It is an ample testament to the artistic glory of the time. Conceived in the form of a huge chariot drawn by seven spirited horses on 12 pairs of exquisitely decorated wheels (after the mythical seven–horse chariot of Sun God), the temple was unique in its architecture and implementation.

Intricate carvings on the walls of the main temple and the Natya Mandap (a separate structure just in front of the temple) are a remarkable sight. It is often considered the best among other temples of its kind and that is saying something when you are talking about the golden triangle of Orissa, which boasts of Sri Jagannath temple and Lingraj Temple of Puri and Bhubaneswar.

The distance between Bhubaneswar to Konark is 35 km and is connected by road.

### **Tourist Circuit : Meaning & Examples**



**Puri** The temple of Lord Jagannath ('Lord of the Universe') at Puri is one of the most sacred pilgrimage spots in India, one of the four abodes (dhamas) of the divine that lie on the four directions of the compass. The present temple structure was built in the twelfth century by the Ganga king Chodagangadeva, replacing an earlier structure that probably dated to the tenth century.

**Gundicha Mandir (Temple)** This temple is located at the end of Grad road (the main road) about 3–km northeast of the Jagannatha temple. At the time of the 'Ratha–Yatra' festival, Lord Jagannatha goes to the Gundicha temple and stays there for one week. After one week, He returns to His original temple. It is said that the wife of 'Indradyumna', the king who originally established the temple of Jagannatha, was known as "Gundicha". The cleansing of the Gundicha temple takes place the day before the Ratha–Yatra festival as mentioned in "Chaitanya–Charitamrita".

Symbolically, the Rath Yatra (chariot festival) is a journey to light from the dark and begins on the second day of the bright fortnight in the month of Ashadh (June–July). It commemorates the journey of Krishna from Gokul to Mathura. This festival is celebrated at Puri with great pomp and ceremony. In this religious journey, Jagannath, Subhadra and Balbhadra are taken out in procession in three raths (chariots). The main rath is 43 ft high, 33 ft wide and has 16 wheels. The ropes of the chariots are pulled by millions of devotees.

**Nava Kalebara** Held once in every 12 to 19 years according to lunar calendar, on this religious ritual, the idols change their external forms. New idols are carved out of specially sanctified trees.

**Rath Yatra – The Car Carnival** Orissa is a land of innumerable fairs and festivals celebrated round the year but the most spectacular of them is the Rath Yatra, hitherto known as the Car Festival to western world.

- **Celebration :** The three wooden deities of lord 'Jagannatha', 'Balbhadra' and 'Devi Subhadra' with 'Sudarshan' are brought out of the main temple and taken to Gundicha temple for a week's visit in three beautifully decorated chariots.
- **Specialty :** From the many specialties of the festival, the most unique one is that, this is the only occasion to see, even embrace the deities irrespective of caste, colour and creed outside the Temple.

## Principles and Practices of Tourism

- **Legend :** After performing all the necessary prostrations, he carried the lump of wood to the temple and, following instructions from 'Brahma', called the court carpenter 'Vishvakarma' to carve out the image. Vishvakarma agreed to perform the task on condition that no one so much as set eyes on the deity until it was completed. The king, however, unable to contain his excitement, peeped through a crack in the door of the carpenter's workshop during the night to see how the job was progressing. Vishvakarma spotted him, downed tools just as he had promised and cast a spell on the deity so that no one else could finish it.
- **Sequence in the Rath Yatra :** Divine Procession (Pahandi Bije) : The deities are brought out of the temple to the chariots by rhythmic movement called "Pahandi" in a royal procession to the accompaniment of the beat of the 'cymbals' and drums and chanting of prayers by devotees.
- **Sweeping of the Chariots (Chhera Pahanra) :** After the deities are installed on their respective Chariots, the traditional King of Puri sweeps the Chariots with a golden broom, which is known as "Chhera Pahanra".
- **Pulling of Chariots (Rath Tana) :** The most exciting part of the Rath Yatra is the pulling of Chariots by thousands of devotees to the Gundicha Temple, which is about 3-kms away from the starting point of the 'yatra'. Devotees stay in the temple for a week.
- **Return Journey (Bahuda Yatra) :** On 'Ashadha Shukla Dasami', the 10th day of the bright fortnight of Ashadha (June-July), return journey or 'Bahuda Yatra' of the deities commences in the same manner from Gundicha temple to the main temple like Rath Yatra.
- **Suna Besha :** Before going in their original abode, the deities are dressed in Golden attire on the Chariots the next day.
- **Nabakalebar :** When two months of Ashadha fall in one year, Rath Yatra is observed as the festival of 'Nabakalebar' the old deities are buried within the temple premises ('Koilibaikuntha') and are replaced by new deities, carved out of Margosa trees for which there are set procedures. Double Ashadha occurs at intervals of 8 to 19 years. As history records, Nabakalebar was held in 1996, 1977, 1969, 1950 and 1931 during this century.
- Puri offers the tourist the rare opportunity of witnessing the colourful Sunrise and Sun set. Puri sea beach is the right place to spend and enjoy morning and evening. Thousands of people from different part of India and world spend their morning and evening at Puri sea beach each and everyday. Seashells are collected here in large quantity. These are the main wealth of Puri sea beach. Getting Around The nearest airport is Biju Patnaik Airport, Bhubaneswar, 60 km from Puri. Puri is well connected to New Delhi, Kolkata, Ahmedabad and Mumbai via railways. For intracity transportation, you can rely upon auto- rickshaws and cycle-rickshaws, which are economical enough and gives you a lot of time to explore the city.



The nearest airport is Bhubaneswar (65 kms). Puri is linked by rail to other cities in Orissa and the country including Bhubaneswar and Calcutta. Government State Transport and Orissa Road Corporation buses connect Puri with Bhubaneswar, Calcutta, Chilka, Konark, Madras, Sambalpur and

**Visakhapatnam.** The cycle rickshaw is the most popular mode of travel within Puri. Bicycles are also easily available for hire and are recommended for touring the temple and beaches.

**☐ Check Your Progress – 5 :**

1. The sun temple of Konark is also known as \_\_\_\_\_.

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### **3.7 LET US SUM UP :**

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**In this unit, we :**

- Studied what is tourist circuits
- Discussed tourism related information on Bangalore, Mysore and Ooty, Buddhism Places and Bhubaneswar, Konark, Puri

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### **3.8 ANSWERS FOR CHECK YOUR PROGRESS :**

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**☐ Check Your Progress 1 :**

1. Ministry of Tourism

**☐ Check Your Progress 2 :**

1. Delhi, Agra , Jaipur

**☐ Check Your Progress 3 :**

1. SiliconValley

**☐ Check Your Progress 4 :**

1. Holy sites in the Buddhist circuit :

- Lumbini    • Bodhgaya    • Sarnath    • Kushinagar

**☐ Check Your Progress 5 :**

1. Black Pagoda

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### **3.9 GLOSSARY :**

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**Tourist, Domestic** A local person who makes a tour, travelling from place to place for pleasure, business, family mission, meeting etc. within the country.

**Tourist, International** A person who makes a tour travelling from place to place for pleasure to areas foreign to his residence.

**Tourist Region** A branch of economic region with specific high dependence on natural and man-made tourist attractions.

**Suggested Itinerary** A preliminary itinerary provided by tour operators for the traveller's consideration. This generally shows routings and approximate times as well as recommended hotels and suggested sightseeing excursions and spells out the conditions under which these services will be provided.

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### **3.10 ASSIGNMENT :**

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Plan a half-day itinerary for a group of Americans who are interested in visiting mythological places in and around Nagpur.

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### **3.11 ACTIVITY :**

---

Plan a full day itinerary for a group of tourists who are interested in historical places.

---

### **3.12 CASE STUDY :**

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❖ **Ramayana Circuit :**

- Ramayana Circuit is one of the fifteen thematic circuits identified for development under the Swadesh Darshan scheme of Ministry of Tourism.
- The destinations under the circuit will be developed by bridging infrastructural gaps like provision of drinking water, accommodation facilities, etc.
- Then the 15 places will be connected to form a circuit.
- The scheme will be a joint effort of the states and the central government. It has a larger aim of providing job opportunities to local artisans, as it promotes local art and craft.

❖ **Destinations under Ramayana Circuit :**

The Ministry has initially identified fifteen destinations for development under the Circuit theme namely :

- Ayodhya, Nandigram, Shringeripur & Chitrakoot (Uttar Pradesh)
- Sitamarhi, Buxar & Darbhanga (Bihar)
- Chitrakoot (Madhya Pradesh)
- Mahendragiri (Odisha)
- Jagdalpur (Chhattisgarh)
- Nashik & Nagpur (Maharashtra)
- Bhadrachalam (Telangana)
- Hampi (Karnataka)
- Rameshwaram (Tamil Nadu).

❖ **Other such Tourism Circuits :**

- Krishna Circuit, Buddhist Circuit and Spiritual Circuit are three of the other 12 circuits under the Swadesh Darshan Scheme, which seeks to boost religious tourism in India.
- As of now, 10 destinations have been finalised under the Krishna Circuit, which will pertain to his journey in India.
- The 9 remaining circuits, though not for religious tourism, aim to connect all major cultural heritage spots and other touristy spots of India, making travel-planning easier.

❖ **Discussion Questions :**

1. Name the fifteen destinations to be included in Ramayan Circuit ?
2. What are the other 3 thematic circuits ?

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### **3.13 FURTHER READING :**

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Tourism Planning and Development : J. K Sharma, Kanishka Publishers.

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**BLOCK SUMMARY :**

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**Tourist Circuit :  
Meaning & Examples**

This block basically gives us an idea about Wildlife Sanctuaries, National Parks, and religious tourism in India as well as tourist circuits in India.

The visit to wildlife sanctuary well serves the ecosystem by its co-balanced natural processes of food cycle and food chain. It also suggests us how we can preserve the balance of natural ecosystem by protecting wildlife and natural surroundings as well as endangered species in national parks. In doing so, we must be careful of the after effects of our precautionary actions and steps.

The Famous pilgrimage places in India or in other words, Religious Tourism, gives us the glimpses of mass religious gatherings of Maha Kumbh in Kumbhmela and an idea of how Chardham are situated on extreme four points of India. In Indian Scriptures it has been written about this Chardham as if they are protecting India from four sides, North, East, West, South. Also the peripherals of our country is being protected by 12 Jyotirlingas. Such is our divine, royale and A' La Grant geography of our country.

Then we also saw some of the tourist circuits of India. It seems as these Tourist circuits are singing about our ancestral history and presenting the glory of the same. We also learned about Buddhist circuit which represents an Epic chapter of Lord Buddha in Indian History. The wisdom of Lord Buddha not only influenced our country but influenced Far eastern countries very effectively. Due to this the Buddhist Circuit developed in India works like a magnet for Far eastern Tourists. This not only enhances economical inclination in Indian Tourism but also has a rich and versatile cultural exchange from those visitors.

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**BLOCK ASSIGNMENT :**

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❖ **Short Questions :**

1. Differentiate between Wildlife Sanctuary and National Park ?
2. What are the 'Must haves' when you visit a wildlife sanctuary ?
3. Explain in brief Chardham Yatra ?
4. What are the types and duration of KumbhMela ?

❖ **Long Questions :**

1. Explain why should we protect Wildlife ?
2. Explain the DO's and Don'ts while in a Wildlife sanctuary ?
3. Name and explain the spots covered in Buddhist circuit ?

# **PRINCIPLES AND PRACTICES OF TOURISM**



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The content is developed by taking reference of online and print publications that are mentioned in Bibliography. The content developed represents the breadth of research excellence in this multidisciplinary academic field. Some of the information, illustrations and examples are taken “as is” and as available in the references mentioned in Bibliography for academic purpose and better understanding by learner.’

## **ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING**

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

## **PREFACE**

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

# PRINCIPLES AND PRACTICES OF TOURISM

## Contents

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### **BLOCK 4 : TOURISM ORGANIZATIONS AND PLANNING**

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#### **Unit 1      Tourism Organisations – I**

Introduction to Organisations, TAAI, IATO, Indian Tourism Development Corporation (ITDC), Bihar State Tourism Development Corporation (BSTDC), Karnataka State Tourism Development Corporation, Uttar Pradesh Tourism Development Corporation, Andhra Pradesh Tourism Development Corporation, Maharashtra Tourism Development Corporation, Kerala Tourism Development Corporation (KTDC), Rajasthan Tourism Development Corporation Ltd., TCGL (Tourism Corporation of Gujarat Limited)

#### **Unit 2      Tourism Organisations–II**

Introduction, IATA, UFTAA, ASTA, PATA, WTO, ICAO

#### **Unit 3      Successful Tourism Planning**

Introduction to Successful Tourism Planning, Need for Tourism Policy and Planning, Steps in Planning Process, Tourism Policy of India, Major policy Initiatives, National Action Plan for Tourism, 1992

#### **Unit 4      The Concept of Marketing**

Introduction, Marketing Mix, The Promotion, Advertising, Public Relations, Promotion of Sales



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**DHTM-103**

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### **BLOCK 4 : TOURISM ORGANIZATIONS AND PLANNING**

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- UNIT 1 TOURISM ORGANISATIONS – I
- UNIT 2 TOURISM ORGANISATIONS – II
- UNIT 3 SUCCESSFUL TOURISM PLANNING
- UNIT 4 THE CONCEPTS OF MARKETING

# **TOURISM ORGANIZATIONS AND PLANNING**

## **Block Introduction :**

Tourism has emerged as an instrument for employment generation, poverty alleviation and sustainable human development. Tourism also promotes national integration and international understanding and gives support to local handicrafts and cultural activities.

Tourism in India has grown substantially over the last three decades. Foreign tourist arrivals in India recorded an increase of 15–20% per cent since the year 2005 as compared. Domestic tourism plays a vital role in achieving the national objectives of promoting social and cultural cohesion and national integration. Its contribution to generation of employment is very high. With the increase in income levels and emergence of a powerful middle class, the potential for domestic tourism has grown substantially during the last few years. During the year 2007, about 5265.64 lakh domestic tourist visits were made and for the year 2009, it was there were 6500.39 lakh visits.

There are different national organisations in tourism some are formed at national level some of them have certain objectives. The first two units introduce you to the national and international tourism organisations with their aims and objectives.

The successive unit details the steps in planning tourism at a particular destination and all the corresponding intricacies involved in the same.

## **Block Objectives :**

**After learning this block, you will be able to understand :**

- Aims, objectives and functioning of different National Tourism Organisations like TAAI, IATO, ITDC etc.
- Aims, objectives and functioning of different International Tourism Organisations like IATA, UFTAA, ASTA, PATA, WTO, ICAO, FHRAI and their contributions towards tourism development.
- Need for tourism planning and its policy.
- The concepts of tourism marketing

## **Block Structure :**

- Unit 1 : Tourism Organisations – I**
- Unit 2 : Tourism Organisations – II**
- Unit 3 : Successful Tourism Planning**
- Unit 4 : The Concepts of Marketing**

**UNIT STRUCTURE**

- 1.0 Learning Objectives
- 1.1 Introduction
- 1.2 TAAI
- 1.3 IATO
- 1.4 Indian Tourism Development Corporation (ITDC)
  - 1.4.1 Bihar State Tourism Development Corporation (BSTDC)
  - 1.4.2 Karnataka State Tourism Development Corporation
  - 1.4.3 Uttar Pradesh Tourism Development Corporation
  - 1.4.4 Andhra Pradesh Tourism Development Corporation
  - 1.4.5 Maharashtra Tourism Development Corporation
  - 1.4.6 Kerala Tourism Development Corporation(KTDC)
  - 1.4.7 Rajasthan Tourism Development Corporation Ltd.
  - 1.4.8 TCGL (Tourism Corporation of Gujarat Limited)
- 1.5 Let Us Sum Up
- 1.6 Answers for Check Your Progress
- 1.7 Glossary
- 1.8 Assignment
- 1.9 Activity
- 1.10 Case Study
- 1.11 Further Reading

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**1.0 LEARNING OBJECTIVES :**

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**After working through this unit, you should be able to :**

- Identify National tourism organisations like TAAI, IATO, ITDC and their role in tourism Sector.

---

**1.1 INTRODUCTION :**

---

The organizations involved in the development of tourism at the Centre are Ministry of Tourism, Indian Institute of Tourism and Travel Management, National Council for Hotel Management and Catering Technology, India Tourism Development Corporation Limited, Indian Institute of Skiing and Mountaineering and National Institute of Water Sports.

The Ministry of Tourism is responsible for formulation and implementation of policies and programmes for the development of tourism within the country and for attracting foreign tourists to India by way of developing tourism infrastructure, publicity and promotion, dissemination of information, co-ordination and supervision of activities of various segments of industry such as hotels, travel agencies, tour operators etc. There are 20 field offices of the

Ministry of Tourism in India and 13 in other countries to undertake both developmental and promotional activities. While the overseas offices are in constant contact with tourists, travel intermediaries and media to promote tourism in India, the field offices in India provide facilitation services to tourists and co-ordinate with the State Governments on tourism infrastructural development. The main objectives of the overseas tourist offices are to position India in the tourism generating markets as a preferred tourism destination, to promote various Indian tourism products vis-a-vis competition faced from various destinations and to increase India's share of the global tourism market. These objectives are met through an integrated marketing strategy and synergized promotional activities undertaken in association with the Travel Trade and State Governments.

## 1.2 TAAI :

TAAI, short for the Travel Agents Association of India was formed towards the end of the year 1951 by a group of twelve leading Travel agents, who felt that the time had come to create an Association to regulate the Travel industry in India. The primary purpose was to protect the interests of those engaged in the industry, to promote its orderly growth and development and to safeguard the rights of the travelling public.



**Logo of TAAI**

TAAI represents all that is professional, ethical and dynamic in our nation's Travel related activity and has been recognised as the voice of the Travel and Tourism industry in India. Today TAAI is the largest and premier association of travel professionals

Category	Definition	Basic Criteria
Active Member	IATA approved Head Office location of a Travel Agent providing Comprehensive services	The applicant must be an IATA Agent with their Registered Office in the same location
Associate Member	Branch Office location of an Active Member	Applicant's registered Office or their Head Office must be an Active member of the Association.
Miscellaneous Services	Applicant's registered Office or their Head Office must be an Active member of the Association.	
Tour Operators Inbound		The applicant must have recognition from Department of Tourism, Government of India.
Tour Operators Outbound		The applicant must have recognition from Department of Tourism, Government of India.

TAAI endeavours to build in its constituents and others it deals with a commitment to :

- Apply superior technical skills to the job on hand.
- Deliver the highest quality of service.
- Act with responsibility within sound financial parameters.
- Build trust and credibility in the marketplace.

In fulfilling its mission and supporting traditional values as well as embracing change, TAAI's objectives are to work towards :

- A committed national membership
- Widening its area of influence by judiciously delegating authority and responsibility to Regions, Chapters and City Committees
- Professional management of its affairs at all levels
- A responsive and well equipped Secretariat which benefits all members.

**□ Check Your Progress – 1 :**

1. TAAI has been recognized as \_\_\_\_\_ of the Travel & tourism industry in India.  
(a) Fate                      (b) Face                      (c) Voice                      (d) All of the above

---

**1.3 IATO :**

The Indian Association of Tour Operators (IATO) is the National body of the tourism industry. It has over 1100 members covering all segments of Tourism Industry. Established in 1982, IATO today has international acceptance and linkages. It has close connections and constant interaction with other Tourism Associations in US, Nepal and Indonesia, where USTOA (United States Tour Operators Association), NATO (North Atlantic Treaty Organisation) and ASITA (ASSOCIATION OF THE INDONESIA TOUR and TRAVEL AGENCIES) are its member bodies; and is increasing its international networking with professional bodies for better facilitation to the International traveller visiting not only India but the entire Region.



**Logo of IATO**

IATO interacts closely with the Government on all critical Issues affecting the Tourism Industry in India with the highest priority to Tourism facilitation. It interacts closely with all Government Ministries / Departments, Chambers of Commerce and Industry, Diplomatic Missions etc. It acts as the common medium between the Decision Makers and the industry and presents the complete perspective to both sides, synergising their common agenda of Tourism facilitation. All IATO members observe the highest standards of professional ethics and offer personalised service to their clients.

Being the National Apex Body of the Tourism industry, IATO is always actively responsive to its social responsibility. All IATO members actively participate in meeting their Social Obligations not only during national emergencies and natural calamities but also as an ongoing venture. During the recent years, IATO Members contributed generously for the National Defence Fund and also

## **Principles and Practices of Tourism**

organised Blood Donation camps during the Kargil conflict, carried out relief work in the Cyclone affected areas in Orissa, set up emergency relief supplies for the victims of Gujarat Earthquake, besides adopting a village and providing them the necessary relief and rehabilitation infrastructure. IATO has contributed whole-heartedly to the Prime Minister's Relief fund, also to help the Government in their efforts during the national Crisis.

IATO has five categories of membership : Active, Allied, Associate, International and Honorary. All its active members are recognised and approved by the Indian government's Department of Tourism and have at least three years' experience of handling International Tourists to India, before being admitted to the IATO fraternity

IATO's affairs are managed by an Executive Committee, elected by the Active Members every two years. The Executive Committee is headed by The President with a team of six Office Bearers and nine Executive Members. The Executive Committee meets every month to discuss current Tourism Industry and Membership Issues. IATO networks through its State Level Chapters at the local level where all local issues are handled at the appropriate level.

IATO has 12 Action Committees, each focused on a specialised area headed by a Convener assisted by his committee members. They are :

- Adventure Tourism Development Committee
- Civil Aviation, Press and PR Committee
- Domestic Tourism Development Committee
- Grievances Committee
- Guides Coordination Committee
- Host Committee
- Hotel Relations Development Committee
- IATO News Committee
- Legal Affairs, Insurance and Consumer Committee
- Privilege Card Development Committee
- Railways Co-ordination and Dev. Committee
- Surface Transportation Development Committee
- Website Development Committee

IATO member meet every month on the first Saturday, for interaction with each other and with a Guest Speaker, who delves on current issues. The members are updated on the events of the month at this meet. With the feedback from the Chapters and the Action Committees, unresolved and major issues are focused and discussed at the IATO Annual Convention. All IATO annual conventions are held in different States of India every year. Different States vie for each other to hold this National Industry Convention.

The INDIAN ASSOCIATION OF TOUR OPERATORS has been founded in the general interest to promote international understanding and goodwill to the ultimate advantage. All income of the Association shall be utilized towards the promotion of the aims and objectives of IATO.

**The Aims and Objects of the Society are as Follows :**

1. To promote national integration, welfare and goodwill
2. To take all steps that 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
3. To Communicate with Chambers of Commerce, other Mercantile and Public Bodies in India, Government Departments or Committees, International Air Transport Association and various foreign and local associations and corporations, companies and concerns and promote measures in the interests of the travel trade and nominate members to act on them
4. To encourage and promote friendly feelings among the tour operators and travel agents on all subjects involving their common good and benefit
5. To try to amicably settle the disputes of the members of this Association by referring the disputes for settlement to a sub-committee to be constituted for such purpose by the Executive Committee
6. To protect the interest of the members of this Association from the malpractices of foreign tour operators
7. To set up and maintain high ethical standards in the industry
8. To undertake such welfare activities which the members cannot undertake individually
9. To get affiliation with similar organisation in other countries
10. To promote equal opportunities for all visitors to enjoy the Tourism and Travel facilities without distinction of race, colour, creed or nationality
11. To organise overseas promotional tours jointly with various airlines and Govt. of India Tourist Office abroad and other similar organisations
12. To conduct aiding and assisting seminars, group discussions, course of studies, cultural meetings
13. To institute awards for excellence in tourism related activities
14. 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
15. To institute chairs and fellowships in India
16. To take initiative and ensure that the problems affecting any of the services relating to the tourism trade are sorted out through the mediation of the Association, failing which joint legal action to be taken for and on behalf of the members of the Association for settling such problems
17. To produce regular reports about the achievements of the members of the Association and to do all such things as are incidental or conducive to the above objects
18. To print and publish information material for the benefit of its members

**☐ Check Your Progress – 2 :**

1. Which of the following is not the membership category ?
  - (a) Active
  - (b) Grievance Committee
  - (c) Honorary
  - (d) International

---

## **1.4 INDIAN TOURISM DEVELOPMENT CORPORATION (ITDC) :**

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ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country.

❖ **Objectives :**

- To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travellers' Lodges/Restaurants
- To provide transport, entertainment, shopping and conventional services
- To produce, distribute, tourist publicity material
- To render consultancy–cum–managerial services in India and abroad
- To carry on the business as Full–Fledged Money Changers (FFMC), restricted money changers etc
- To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation

The authorised capital of the Corporation is Rs 75 crores and the paid up capital as on 31.3.2005 was Rs 67.52 crores.

89.9748% of the paid up equity capital of the Corporation is held in the name of President of India. The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty free shopping facilities to the tourists. The Corporation has diversified into new avenues/innovative services like Full–Fledged Money Changer (FFMC) services, engineering related consultancy services etc. The Ashok Institute of Hospitality and Tourism Management of the Corporation impart training and education in the field of tourism and hospitality.



Presently, ITDC has a network of 8 Ashok Group of Hotels, 6 Joint Venture Hotels, 2 Restaurants (including 1 Airport Restaurant), 12 Transport Units, 1 Tourist Service Station, 37 Duty Free Shops at International as well as Domestic Customs Airports, 1 Tax Free outlet and 2 Sound and Light Shows. Besides, ITDC is also managing a hotel at Bharatpur and a restaurant at Kosi on behalf of the Department of Tourism.

### **1.4.1 Bihar State Tourism Development Corporation (BSTDC) :**



Bihar State Tourism Development Corporation (BSTDC) was established in the year 1981 for the development of tourism in the State of Bihar and for commercialisation of Tourist Resources available with the State. To achieve this objective, various tourist infrastructures like Tourist Bungalow, Cafeteria, Restaurant, Transportation facilities and Ropeway are provided at various tourist spots by Bihar State Tourism Development Corporation. BSTDC has taken major initiatives to show the potential of tourist places of Bihar to the World. This website is an effort to provide easy information to the tourists

visiting Bihar. It aims to provide information related to important tourist places of Bihar State. The details of available facilities such as Accommodation, Transport, Tour Packages, Tourist Information Centers are available online.

**❑ Check Your Progress – 3 :**

1. BSTDC was established in year \_\_\_\_\_.
- (a) 1980            (b) 1985            (c) 1986            (d) 1981

**1.4.2 Karnataka State Tourism Development Corporation :**

KSTDC whose second name has been Hospitality is the largest Travels Corporation of the State is a professionally run State Government Organisation. Established in 1971, KSTDC has ever been redefining the Hospitality. It has greatly been possible because of the healthy suggestions by the patrons of the arts and culture, who visit the State from different parts of the world. This has mainly been possible with the team of Professionals who is been trained repeatedly to keep updated with the technology to offer better service. The attitude of never say no has made this a success



KSTDC holds the mirror for the Karnataka's art and culture. KSTDC with its Conducted Tours across the state taking you to the Renowned Cities gives an insight to the blend of culture and growth. Probably the most refreshing example of the Largest Democracy also brings the comfort of travelling with ultra modern Aerotech Coaches. Maurya Group of Hotels, the premium Lodging and Restaurants setup maintained by KSTDC, are known for their high standard of service and excellent hospitality. KSTDC offices have been setup all over Karnataka to assist the tourists.

**❑ Check Your Progress – 4 :**

1. BSTDC was established in year \_\_\_\_\_.
- (a) 1971            (b) 1972            (c) 1973            (d) 1974

**1.4.3 Uttar Pradesh Tourism Development Corporation :**

**❖ UP Tourism :**

The Tourism Development Policy has been framed in Uttar Pradesh under which Tourist circuits are being developed in the following manner :

- Buddhist Circuit
- Bundelkhand Circuit
- Braj (Agra–Mathura) Circuit
- Awadh Circuit
- Vindhya Circuit
- Water Cruise Circuit
- Jain Shrines Circuit
- Sikh Panth Circuit
- Eco–Tourism Circuit



Efforts have been made to arrange high standard accommodation in hotels through the private sector and for this; a rational tax structure is in place. The Department is trying to provide accommodation at affordable rates to pilgrims

## Principles and Practices of Tourism

at the religious places. To encourage investments, tourism has been declared an industry.

### ❖ Aims :

Main aims of the Department of Tourism are as follows :

- To do proper publicity about such places which, because of their historical importance, may attract tourists ?
- To maintain the historical, religious and cultural traditions of Uttar Pradesh and to promote them
- To provide cheap, clean and satisfactory facilities to tourists in matters of transport, accommodation, food and recreation
- To get factual and informative literature printed which highlight tourist spots and monuments, their cultural importance and other details and make such literature available to tourists, which will serve as a guide and provide necessary information to them in order to help them to explore India
- To enhance and encourage the participation of the private sector in efforts of the state Government for providing necessary facilities to domestic and international tourists
- To organise cultural shows on occasion of different fairs festivals and seminars with a view to attracting more and more tourists

### ❑ Check Your Progress – 5 :

1. Which tourist circuits are being developed in Uttar Pradesh ?
  - (a) Water Cruise Circuit
  - (b) Jain Shrines Circuit
  - (c) Sikh Panth Circuit
  - (d) All of the above

### ❖ Administrative Arrangement :

In order to prepare schemes relating to the development of tourism and to execute them, the Directorate of Tourism was established in the year 1972 of which the Director General is an I.A.S. officer. In 1974, the Uttar Pradesh State Tourism Development Corporation was established to look after the commercial activities that are a part of development of tourism. Its Managing Director is also an I.A.S. office. In addition, the Food Craft Institute, Aligarh, which was under the control of Government of India and later transferred to the Department of Tourism on 1-7-198, provides training of subjects relating to tourism. In order to give training to students regarding the tourism and travel trade, a Tourism Management Institute has also been established in Lucknow.

#### 1.4.4 Andhra Pradesh Tourism Development Corporation :



Over the past four years, Andhra Pradesh Development Corporation (APTDC) has added an array of function to its lists of tasks, with a determination to show commendable performance. From just providing information to tourists, it has gone into serious business like accommodation, catering and such other service that have become essential for ensuring tourist infrastructure and service.

The Corporation's activities Accommodation, Catering, Conducted Tours, Package Tours, Leisure Cruises and Pleasure Boating, Water Sports, Sound and

Light Shows, Eco-Tourism, Adventure Tourism, Tourism Infrastructure Development, New Projects Implementation.

The Corporation chalked out an action plan covering all these vital functions. The organisational structure of the corporation has also been recast keeping in mind the growth and result oriented development activity in all these spheres.

The turning point the turnover of the Corporation in 1998 – 99 was Rs.328 lakh and this went on to become a whopping Rs.2004 lakh at the end of the financial year 2001 – 2002—a turnaround that no other tourism corporation in the country would have ever achieved in such a short time.

Keeping this performance in view, the Corporation has reset its goals to maintain the tempo and meet the ever – increasing challenges posed by such rapid development and resultant expectations.

The State Tourism Policy and its impact on the tourism Corporation entails Tourism being identified as an engine of economic growth, harnessing the direct and multiplier effects for employment generation and economic development in an environmentally sustainable manner.

Highlighting the opportunities the State has to offer to bring out the vast untapped potential in heritage, pilgrim, beach and convention tourism. Turning in to the concept of 'global village' against the background of world inter – relatedness and advanced communication to accord tourists to Andhra Pradesh the ideal, memorable, pleasurable and economically – friendly travel experience.

**❑ Check Your Progress – 6 :**

1. The Turnover of APTDC in 1998 – 99 was Rupees. \_\_\_\_\_ lakhs.  
(a) 2004            (b) 328            (c) 324            (d) 238

**1.4.5 Maharashtra Tourism Development Corporation :**

Maharashtra Tourism Development Corporation (MTDC) has been established under the Companies Act, 1956, for systematic development of tourism on commercial lines, with an authorised share capital of Rs.2500.00 lakhs. The paid up share capital of the Corporation as on 31st March 2001 is Rs. 1462.38 lakhs. The Corporation receives from the State Government financial assistance in the form of share capital contribution. The State Government has entrusted all commercial and promotional tourism activities to this Corporation.



MTDC has, since its inception, been involved in the development and maintenance of the various tourist locations of Maharashtra. MTDC owns and maintains resorts at all key tourist centres and having more resorts is on the plan.

**❑ Check Your Progress – 7 :**

1. MTDC was established with Authorised share capital of Rupees. \_\_\_\_\_ Lakhs.  
(a) 2300            (b) 2400            (c) 2500            (d) 2600

**1.4.6 Kerala Tourism Development Corporation (KTDC) :**

The Kerala Tourism Development Corporation (KTDC) is a public sector undertaking that conducts and regulates the tourism activities of Kerala was

## Principles and Practices of Tourism

formed in 1966. The KTDC is headquartered at Thiruvananthapuram and has offices across all the districts of Kerala. The agency also operates hotels, resorts and tourist rest houses in different key locations within the state. The department has the official slogan Official host to God's own country.

With sprawling properties, combining modern and traditional architecture in breath-taking exotic islands, luxuriant game reserves, mist-laden hills, palm-fringed beaches and tranquil backwaters; each property under the KTDC Hotels and Resorts is a destination by itself.



The properties ranging from Premium to Budget are designed to function as icons of Kerala heritage and to readily extend the warmth and excitement of traditional hospitality of Kerala. Further, an interesting fact is that all KTDC properties share one thing – they all assure our guests unique holiday experiences.

Resorts run by KTDC reflect the unique ambience of their location. With a wide range of services to choose from, the guests would not have a dull moment throughout their stay. In the efforts to provide the best to the guests, the corporation makes sure that they get what we have promised. And when it comes to sharing the essence of traditional lifestyle such as Ayurveda and Panchakarma, the best is in Kerala.

### ❑ Check Your Progress – 8 :

1. The KTDC was formed in year \_\_\_\_\_.  
(a) 1966                      (b) 1956                      (c) 1946                      (d) 1976

### 1.4.7 Rajasthan Tourism Development Corporation (RTDC) :

(RTDC) is a company registered under Companies Act 1958 with its head quarter at Jaipur. This company is fully owned by Government of Rajasthan. RTDC gives you the opportunity to experience the charm of the most exotic destination of Rajasthan in most refined lodging and cuisine at budgeted price. Let yourself enjoy its privileged offers to discover the authenticity of this exotic state and a stay especially made for you.

**RTDC MOTTO : We serve our customer with :**

**Respect**

**Trustworthiness**

**Dedication**

**Care**

RTDC acts as a catalyst to establish develop and execute projects and schemes that accelerate tourism in the state. Managing numerous restaurants, cafeterias, motels and bars to enhance the experience of the tourists, the Corporation also organises package tours, fairs, festivals and entertainment, shopping and transport services.

RTDC through its well-established marketing network in India and Abroad plays a vital role in promoting the tourism in impact services markets at domestic and International level.

The Corporation pioneered budget lodging has become the most recognised trademark in the travel industry. It has been successfully attracting customers and is in pace to meet the challenges of the future. Achieving quality is an on-going process that the whole company is firmly committed to. The cornerstone of our

quality process is the creation and nurturing of a "Culture of Customer Service". In fact, exceptional customer service is important to its business, because it believes that a warm and cordial reception of the guest is the key to hospitality.

The tourists demand service above the ordinary; a travel experience that is brazenly romantic and adventurous. Therefore, RTDC collaborated with Indian Railways to give travellers a royal experience aboard Palace on Wheels. The train is rated as one of the ten most luxurious trains. Today, you can enjoy an experience delivered with flair and originality for its sheer luxury and dining experience. In 2009 has launched another luxury train– Royal Rajasthan on Wheels.

RTDC also has successful history of public private partnership (PPP) in Jal Mahal Tourism Project with 100 acres of land at the threshold of Jaipur City in which a multi component tourism product having hotels, convention centre for above 1500 people with food courts, craft bazaar and recreational centre are in course of implementation. Yet another successful PPP is done for Tijara Fort, a Nazool Property of Govt. of Rajasthan.



The RTDC has convenient booking offices all over the country and it offers bookings through its wide network of agents throughout the world.

**❑ Check Your Progress – 9 :**

1. The head quarter of RTDC is in \_\_\_\_\_.
- (a) Bikaner      (b) Udaipur      (c) Jaipur      (d) Jaisalmer

**1.4.8 TCGL (Tourism Corporation of Gujarat Limited) :**

Over the years, the number of tourists to Gujarat has increased substantially, largely due to the development in infrastructure undertaken by the Corporation. In fact, the efforts in promoting infrastructure in keeping with the spirit of the state, its people and its natural environment have won the Corporation such prestigious awards as the National Tourism Awards–2005–06 for Best Kept Tourism Monument– Champaner and Excellence in Publication (Collateral). It has also received Best Tourism Film Award of Govt. of India during the Tourism Year 2006 for the tourism film "Glimpses of Glory"; National Tourism Award of Best Tourism Friendly Monument for Champaner–Pavagadh Archaeological Park in 2007, special National Tourism Award of Excellence in Publication (collateral) in 2007; award for Best ethnic tourism pavilion in SATTE–2007 in New Delhi; award for promotion of fairs and Festivals in August 2007 and awards at various tourism fairs and exhibitions for Excellence and for tourism promotion and the award for Best Tourism Film for "DHOLAVIRA – A FUTURIC METROPOLIS OF THE PAST" by Ministry of Tourism, Government of India. GUJARAT received "Best Tourism Pavilion" award on 19th April, 2008 at Asia's biggest Tourism and Travel exhibition – "SATTE–2008" held at New Delhi.



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**1.5 LET US SUM UP :**

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**In this unit, we :**

- Identified National tourism organisations like TAAI, IATO, ITDC
- Discussed their role in tourism sector

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## **1.6 ANSWERS FOR CHECK YOUR PROGRESS :**

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- Check Your Progress 1 :**  
1. (c)
- Check Your Progress 2 :**  
1. (b)
- Check Your Progress 3 :**  
1. (d)
- Check Your Progress 4 :**  
1. (d)
- Check Your Progress 5 :**  
1. (b)
- Check Your Progress 6 :**  
1. (c)
- Check Your Progress 7 :**  
1. (a)
- Check Your Progress 8 :**  
1. (c)

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## **1.7 GLOSSARY :**

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**Tourism Facilities** the Facilities, which include accommodation like hotels, boarding houses, guesthouses, youth hostels etc. They also include recreational and sport facilities of great variety and the entire necessary infrastructure like transportation and utilities.

**Tourism Policy** Guidelines and decisions designed to assist the tourism industry in meeting objectives and goals. Tourism policy usually results from the actions of the government's various agencies and organisations.

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## **1.8 ASSIGNMENT :**

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List down the State Tourism Development Corporations

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## **1.9 ACTIVITY :**

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Visit Tourism office in your city and go through the Handbook of that particular state Tourism Development Corporation.

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## **1.10 CASE STUDY :**

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### **Hyatt Hotels on developing an Integrated CSR Strategy**

#### **❖ The Challenge :**

One of the biggest industries globally, travel and tourism contributes up to 10 percent of the world's economy and about one in every 12 jobs. Yet most companies in this sector are still in the early stages of assessing and addressing their sustainability impacts. To better communicate the newly public company's commitment to responsible practices, and to prepare for the increased transparency required of public companies, Hyatt leaders partnered with BSR to articulate a vision for an integrated sustainability strategy.

❖ **Our Strategy :**

Our goal was to help Hyatt build a strategy that connects corporate responsibility objectives to business goals in ways that :

- Deliver value and innovation to Hyatt's operating companies.
- Identify and mitigate sustainability risks.
- Build trust externally and engage colleagues internally.

At Hyatt, which owns, manages, and franchises hotels, engaging internal stakeholders such as general managers, owners, associates, and executives was an essential first step in understanding the unique global and local sustainability challenges each property faces.

First, BSR interviewed several executives to establish senior management's current and future conception of CSR. We then conducted workshops in Asia, the Middle East, Europe, and the United States to identify current activities, prioritize CSR issues, and understand regional nuances. Several key themes emerged :

- Addressing poverty and inequality in local communities through education and economic self-sufficiency
- Recruiting, developing, and retaining staff
- Managing the environmental footprints of its hotels, expanding its commitment to sustainable sourcing, protecting the biodiversity of the areas surrounding its hotels, and using sustainable design and construction

❖ **Our Impact :**

This work allowed Hyatt to develop and implement "Hyatt Thrive," a strong, practical CSR vision representing Hyatt's goal of creating "thriving communities, places where we are proud to work, our neighbours want to live, and our guests want to visit." The platform, which establishes a global CSR framework with a common vision and strategic focus that can easily be implemented locally, is centered on four pillars : educational and personal advancement, health and wellness, environmental sustainability, and economic development and investment. Hyatt Thrives primary objective is to help the company communicate its philanthropic, environmental, and community engagement initiatives, and to position Hyatt to focus on and articulate the value it brings as a global company to the many communities it serves.

The CSR strategy has spurred additional sustainability initiatives, including a new human rights policy statement that references specific industry issues such as human trafficking. Hyatt Thrive also led to an improved approach to aligning Hyatt's giving and volunteerism with the four pillars of the Thrive framework.

❖ **Discussion Questions**

1. What were some key themes emerged after conducting workshops for CSR ?
2. Discuss the "HYATT THRIVE" vision in a group.

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**1.11 FURTHER READING :**

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Adventure Tourism, B S Badan and Harish Bhat,2007

Cultural History of Uttarakhand, D.D. Sharma,2009



**UNIT STRUCTURE**

- 2.0 Learning Objectives
- 2.1 Introduction
- 2.2 IATA
- 2.3 UFTAA
- 2.4 ASTA
- 2.5 PATA
- 2.6 WTO
- 2.7 ICAO
- 2.8 Let Us Sum Up
- 2.9 Answers for Check Your Progress
- 2.10 Glossary
- 2.11 Assignment
- 2.12 Activity
- 2.13 Case Study
- 2.14 Further Reading

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**2.0 LEARNING OBJECTIVES :**

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**After working through this unit, you should be able to :**

- Identify International Tourism organisations like IATA, UFTAA, ASTA, PATA, WTO, ICAO, FHRAI
- Explain their role in the development of the tourism sector

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**2.1 INTRODUCTION :**

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Over the decades and especially after the Second World War, tourism has experienced continued growth and diversification to become one of the fastest growing industries in the world. Modern tourism is closely linked to changes and developing a growing number of new destinations with multiplying employment opportunities and generation of foreign exchange. These dynamics have turned tourism into a key driver for socio-economic progress.

Today, the business volume of tourism equals or even surpasses many of the lucrative industries like oil exports, food products or automobiles. Tourism has become one of the key players in international commerce and represents at the same time one of the main income sources for many developing countries like India. This growth goes hand in hand with an increasing diversification and competition amongst the domestic as well as international destinations.

This global spread of tourism in industrialised and developed states has produced economic and employment benefits in many related sectors – from construction to agriculture or telecommunications.

The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer. The tourism organisations assist destinations in their sustainable positioning in ever more complex national and international markets.

The tourism organisations work on national as well as international basis.

The important international Organisations are

- WTO
- IATA
- UFTA
- ASTA
- PATA

## **2.2 IATA :**

The International Air Transport Association (IATA) is an international industry trade group of airlines headquartered in Montreal, Canada, where the International Civil Aviation Organisation is also headquartered.

IATA's mission is to represent, lead and serve the airline industry.

Currently, IATA is present in over 150 countries covered through 101 offices around the globe.

IATA was formed on 19 April 1945, in Havana, Cuba. It is the successor to the International Air Traffic Association, founded in The Hague (Netherlands) in 1919, the year of the world's first international scheduled services. At its founding, IATA had 57 members from 31 nations, mostly in Europe and North America. Today it has about 230 members from more than 140 nations in every part of the world and represents 93% of scheduled international air traffic.

IATA's stated mission is to represent, lead and serve the airline industry. All the Airline rules and regulations are defined by IATA. The main aim of IATA is to provide safe and secure transportation to its passengers.

The main objective of the organization is to assist airline companies to achieve lawful competition and uniformity in prices. For fare calculations, IATA has divided the world in three regions :



1. South and North America
2. Europe, Middle East and Africa : IATA Europe includes the geographical Europe and the countries Morocco, Algeria and Tunisia.
3. Asia, Australia, New Zealand and the islands of the Pacific Ocean

These areas are called as traffic conference areas and abbreviated as TC1, TC2 and TC3 respectively. IATA assigns 3-letter IATA Airport Codes and 2-letter IATA Airline Designators, which are commonly used worldwide.

Following are the examples of commonly used IATA codes.

<b>Sr. No</b>	<b>Name of the city</b>	<b>Country</b>	<b>IATA code</b>
1.	London	U.K.	LON
2.	Washington D.C.	U.S.A.	WAS
3.	Paris	France	PAR

4.	New Delhi	India	DEL
5.	Bangalore	India	BLR
6.	Chennai	India	MAA
7.	Kolkata	India	CCU
8.	Mumbai	India	BOM
9.	Sydney	Australia	SYD
10.	Singapore	Singapore	SIN

❑ **Check Your Progress – 1 :**

1. IATA is Head quartered at Which of the following
  - (a) Van Couver, Canada
  - (b) Orlando, Canada
  - (c) Montreal, Canada
  - (d) All of the Above

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### 2.3 UFTAA :

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The United Federation of Travel Agents' Associations (UFTAA) emanates from the Universal Federation of Travel Agents' Associations created in Rome, Italy, on November 22nd, 1966. UFTAA was originally founded as a result of a merger of two large world organisations, FIAV and UOTAA, recognising the need to unify travel agencies and tour-operators into one international federation.



In 1989, coming from Brussels (Belgium) UFTAA set up its General Secretariat in the Principality of Monaco (a microstate in Europe).

UFTAA started its operation as a Confederation on January 1st, 2003. It is a non-profit Confederation of international scope, representing Regional Federations comprising some 80 national associations.

UFTAA is a world body representing the travel agency and tourism industry. UFTAA effectively represents Travel Agents and Tour Operators' views on both Inbound and Outbound travel by continuous dialogue and consultation with other international organisations such as the International Air Transport Association (IATA), the International Hotel and Restaurant Association (IH & RA), the International Union of Railways (IUR), the International Road Union (IRU) and the International Chamber of Commerce (ICC). UFTAA has consultative status with the UN/NGO/ECOSOC and works closely with other world bodies such as UNESCO, WHO etc. for sustainable and responsible tourism. UFTAA is an affiliate member of the World Tourism Organisation (WTO) and its Business Council (WTOBC).

UFTAA's mission is to be an international forum where matters affecting the world travel industry are addressed, representing and defending the interests of incoming and outgoing tour operators, travel and tourism agencies before the governmental bodies, suppliers and other entities of international scope. It also aims at strengthening its members' image and enhancing the world travel and tourism industry and a sustainable tourism.

To comply with its mission, the Confederation develops the following functions :

- To unite and consolidate the Federations of Travel Agents' National Associations and to globally enhance the interests of their members

- To represent the travel agents' activities before various world-wide bodies, governmental authorities and suppliers
- To work towards the adoption of measures that will ease travel for the consumer and to offer services to its member federations
- To be an investigation and information centre supporting the member Federations' work and to offer information for technological development
- To offer, as a voluntary mechanism, an arbitration service which assists in solving conflicts resulting from commercial relations for which amicable settlement cannot be reached
- To organise a world congress of travel agents and other meetings necessary to the exchange and transmission of knowledge

About UFTAA Members and Membership

**Affiliates or Partners :** These categories include individual travel agencies, hotels, tourist offices and, generally speaking, the stakeholders of the tourism and travel industry.

**Members :** This category includes the national or regional associations of travel and/or tourism.

**☐ Check Your Progress – 2 :**

1. Which two large World organizations merged to form UFTAA ?

\_\_\_\_\_ & \_\_\_\_\_  
\_\_\_\_\_

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**2.4 ASTA :**

The American Society of Travel Agents (ASTA) is a business improvement organisation which represents and defends the business and regulatory public policy interests of travel intermediaries including travel agencies (including traditional "brick and mortar" agencies, online portals, mega- and corporate agencies and small and mid-market businesses) and tour providers (including wholesalers and operators). The headquarters are in Alexandria, Virginia state, (USA)

Its members include travel agents, intermediaries and supplier companies who offer travel products and services such as tours, cruises, hotels, destinations, tourist bureaus, ground transport, car rentals, local guides and hosts. ASTA calls itself the leading advocate for travel agents, the travel industry and the travelling public and has over 20,000 members in 140 countries. It is governed by a 15-member US-based Board of Directors drawn from members eligible to vote.

Most members are based in the USA. Voting members are only US-domiciled Travel Agent Members and Premium Members. According to ASTA bylaws (last revised in August 2009), ASTA has eight membership categories :

- Travel Agent Members
- Premium
- International Travel Agency Company
- International Travel Professional
- Travel School

## **Principles and Practices of Tourism**

- Allied Company (product, service and information suppliers to travel agencies)
- Allied Associate
- Honorary

Aims and objectives of ASTA, India are as follows :

- Increase membership to ASTA International by creating awareness of ASTA' International's activities, like trade shows, road shows, destination expo, IDE's etc.
- Encourage International members to become ASTA India Chapter members by highlighting the benefits like attending the Road Shows, Destination Expos and the business opportunities that it brings along with it.
- Educate the Indian membership on the various segments of travel market in the US and allow them the opportunity to explore a segment that they specialise in.
- Educate the Travel Agents in the US on Incredible India and its potential in the different segments of the market.
- Organise seminars and invite specialists as guest speakers.
- Maintain relations with Indian Tourism authorities and keep them updated on the ASTA International and ASTA India initiatives.
- Maintain a continuous line of communication with newsletters, destination and product updates and circulate it amongst ASTA International and ASTA India membership.
- Keep ASTA India members updated on the happenings in the US Political, Economic scenario and the American Travel Market in general.
- Organise FAM Trips for ASTA International agents to India.
- Meet regularly amongst ASTA India Membership and exchange views and have a guest speaker.

### **☐ Check Your Progress – 3 :**

1. Where is the headquarters of ASTA located ?

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## **2.5 PATA :**

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The Association began in 1951

The Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with PATA's private and public sector members, we enhance the sustainable growth, value and quality of travel and tourism to, from and within the region. On Tuesday, January 15, 1952, it was officially announced that 25 active and 12 allied members had signed the constitution and bylaws of what was now known as the Pacific Interim Travel Association (PITA). PITA was legally incorporated in the state of Hawaii two months later.

In its first year, PITA also worked with governments to ease entry and exit requirements for foreigners, seeing success in Japan, the US and the Philippines. By the second conference in March 1953 (held in Hawaii like the first) PITA had increased its membership from 33 active and allied members to 49. It was also at this conference that it was decided to change the association's name to the 'Pacific Area Travel Association' – or PATA.

Even with the clarity of vision that hindsight provides, it would be difficult to imagine a better time to have started the Pacific Interim Travel Association\* than that chosen by the organisers and 91 delegates to the First Pacific Area Travel Conference in 1952. They had displayed an uncanny sense of timing in addressing an issue whose time had come, which, in the largest sense, was developing travel to the Pacific region.

By the early 1950s, those who had an interest in the region were facing a tremendous range of opportunities. In 1952, commercial use of the jet airplane was still several years away and so was the explosion in Pacific travel that would occur in the 1960s. However, the Pacific Area Travel Conference of 1952 began to lay the essential foundation for the boom years to follow.

Fast forward to the present and travel and tourism is viewed by many notable economists to be one of the great growth industries of the 21st century. The Pacific Asia Travel Association (PATA)'s advantage is that it continues to influence the direction the industry takes through its unique membership structure of public–sector tourism organisations; air, land and sea carriers; and organisations engaged in the production, distribution, financing, consulting, educating and other technical aspects of the travel industry.

The theme "Proud Past, Promising Future" was adopted for the 50th PATA Annual Conference in 2001, during which members reflected on their Association's achievements. PATA has unquestionably contributed to the sustainable development and success of travel and tourism in both the Pacific and Asia; has become the leader of Asia Pacific travel and tourism. The story of PATA is the story of the Association's dedicated people – its members, officers, board and staff.

2004 saw PATA change its Mission Statement to include tourism 'to, from and within' Asia Pacific, thereby recognising the importance of the region as a growing outbound market. In 2010, PATA launched the Travel Intelligence Graphic Architecture (TIGA) initiative to enable better decision making by tourism professionals.

Anyone from the following sector can be a member of PATA.

- Airline
- Airport
- Consulting
- Cruise Line
- Destination Management Company
- Education
- Event Venue
- Finance
- Government (Tourism Organisation)
- Hotel Chain/Hospitality Management Company
- Individual
- Individual Hotel property
- Insurance
- Media
- On–line Travel Business

## **Principles and Practices of Tourism**

- Others
- PATA Affiliate Hotel
- Retail Travel Agent
- Students
- Tour Operator (Multi–Offices/Units)
- Tour Operator (Single Office)
- Tourist Attraction
- Transportation Provider
- Travel Agent
- Travel Association

### **☐ Check Your Progress – 4 :**

1. What was the initial name of PATA ?

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## **2.6 WTO :**

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The **World Tourism Organisation (UNWTO)**, based in Madrid, Spain, is a United Nations agency dealing with questions relating to tourism. It compiles the World Tourism rankings. The World Tourism Organisation is a significant global body, concerned with the collection and collation of statistical information on international tourism. This organisation represents public sector tourism bodies, from most countries in the world and the publication of its data makes possible comparisons of the flow and growth of tourism on a global scale.

The World Tourism Organisation plays a role in promoting the development of responsible, sustainable and universally accessible tourism, paying particular attention to the interests of developing countries.

The Organisation encourages the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximise the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimising its negative social and environmental impacts.



**The World Tourism Organisation Building in Madrid (Spain)**

UNWTO is committed to the United Nations Millennium Development Goals, geared toward reducing poverty and fostering sustainable development

Most recently, at the fifteenth general assembly in 2003, the WTO general council and the UN agreed to establish the WTO as a specialised agency of the UN. The significance of this collaboration would lie in "the increased visibility it gives the WTO and the recognition that will be accorded to. Tourism will be considered on an equal footing with other major activities of human society.

As of 2010, its membership included 154 member states, seven associate members, two observers. 15 of these members have withdrawn from the organisation for different periods in the past : Australia, Bahamas, Bahrain,

Canada, Costa Rica, El Salvador, Honduras, Kuwait, Malaysia, Nicaragua, Panama, Philippines, Qatar, Thailand and Puerto Rico. Additionally there are some 350 affiliate members, representing the private sector, educational institutions, tourism associations and local tourism authorities.

**Aims and objectives of WTO :**

- Promotional development of the tourism
- International understanding, peace, prosperity and human rights
- Fundamental freedom of all without distinction to race, caste, sex, language or religion.

To attain this aim, the organisation shall pay particular tension to the interest of the developing countries in the field of tourism. The organisation shall establish and maintain effective collaborations with appropriate organs of UN and other agencies.

**❑ Check Your Progress – 5 :**

1. Location of WTO ?

---

**2.7 ICAO :**

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The International Civil Aviation Organisation (ICAO), a specialised agency of the United Nations, codifies the principles and techniques of international air navigation and fosters the planning and development of international air transport to ensure safe and orderly growth. Its headquarters are located at Montreal, Quebec, Canada.

The ICAO Council adopts standards and recommended practices concerning air navigation, its infrastructure, Flight inspection, prevention of unlawful interference and facilitation of border-crossing procedures for international civil aviation. In addition, the ICAO defines the protocols for air accident investigation followed by transport safety authorities in countries signatory to the Convention on International Civil Aviation, commonly known as the Chicago Convention.

The ICAO should not be confused with the International Air Transport Association (IATA), a trade organisation for airlines also headquartered in Montreal, or with the Civil Air Navigation Services Organisation (CANSO), an organisation for Air Navigation Service Providers (ANSP's) with its headquarters at Amsterdam Airport Schiphol in the Netherlands.

The forerunner to the ICAO was the International Commission for Air Navigation (ICAN). It held its first convention in 1903 in Berlin, Germany but no agreements were reached amongst the eight countries that attended. At the second convention in 1906, also held in Berlin, 27 countries attended. The third convention, held in London, United Kingdom in 1912 allocated the first radio call signs for use by aircraft. The ICAN existed until 1945, when the Provisional International Civil Aviation Organisation (PICAO) was established. The PICAO became the ICAO in 1947.



**Flag of ICAO**

CAO members are 189 of the United Nations members and the Cook Islands. The non-member states are Dominica, Liechtenstein, Niue, Tuvalu, Vatican City and the states with limited recognition.

**Principles and Practices of Tourism**

The ICAO also standardises certain functions for use in the airline industry, such as the Aeronautical Message Handling System AMHS; this probably makes it a standards organisation.

The ICAO defines an International Standard Atmosphere (also known as ICAO Standard Atmosphere), a model of the standard variation of pressure, temperature, density and viscosity with altitude in the Earth's atmosphere. This is useful in calibrating instruments and designing aircraft.

The ICAO standardises machine-readable passports worldwide. Such passports have an area where some of the information otherwise written in textual form is written as strings of alphanumeric characters, printed in a manner suitable for optical character recognition. This enables border controllers and other law enforcement agents to process such passports quickly, without having to input the information manually into a computer. ICAO publishes Doc 9303, Machine Readable Travel Documents, and the technical standard for machine-readable passports. A more recent standard is for biometric passports. These contain biometrics to authenticate the identity of travellers. The passport's critical information is stored on a tiny RFID computer chip, much like information stored on smartcards. Like some smartcards, the passport book design calls for an embedded contactless chip that is able to hold digital signature data to ensure the integrity of the passport and the biometric data.

Communication, Navigation, Surveillance /Air Traffic Management (CNS/ATM) systems are communications, navigation and surveillance systems, employing digital technologies, including satellite systems together with various levels of automation, applied in support of a seamless global air traffic management system.

The ICAO airport code or location indicator is a four-letter alphanumeric code designating each airport around the world. Following are the examples of commonly used ICAO codes.

Sr. No	Name of the city	Country	ICAO code
1.	London	U.K.	EGLL
2.	Washington D.C.	U.S.A.	KIAD
3.	Paris	France	LFPG
4.	New Delhi	India	VIDP
5.	Bangalore	India	VOBG
6.	Chennai	India	VOMF
7.	Kolkata	India	VECC
8.	Mumbai	India	VABF
9.	Sydney	Australia	YSSY
10.	Singapore	Singapore	WSSS

**Check Your Progress – 6 :**

- Write the full forms of the following.  
(a) UFTAA      (b) ASTA      (c) PATA      (d) ICAO

---

## 2.8 LET US SUM UP :

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**In this unit, we :**

- Identified International tourism organizations like TAAI, IATO, ITDC
- Discussed their role in tourism sector

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## 2.9 ANSWERS FOR CHECK YOUR PROGRESS :

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**Check Your Progress 1 :**

1. Montreal, Canada

**Check Your Progress 2 :**

1. FIAV & UOTAA

**Check Your Progress 3 :**

1. Alexandria, Virginia, USA

**Check Your Progress 4 :**

1. PITA

**Check Your Progress 5 :**

1. Madrid, Spain

**Check Your Progress 6 :**

Full Forms of Following

(a) United Federation of Travel Agent's Association

(b) American Society of Travel Agents

(c) Pacific Asia Travel Association

(d) International Civil Aviation Organization

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## 2.10 GLOSSARY :

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**Visa :** An endorsement on the passport issued by the representative of a Government. The endorsement enables a person to travel to a country for which it is issued.

**Transit Traffic :** Persons (Tourists) carried by transportation lines and passing through a country en route to some other destination.

**Transit Visitor :** A visitor who is passing over or through a country enroute to some other destination. Unlike Destination Tourist, he spends limited time and visits few places of tourist interest.

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## 2.11 ASSIGNMENT :

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Find out the names of all International Tourism Organisations.

---

## 2.12 ACTIVITY :

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Find out and discuss about the objectives of International Tourism Organisations in a group.

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## **2.13 CASE STUDY :**

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### **Assessing the Value of Tourism in Small Regional Destinations**

It is important for tourism managers at local and regional levels to understand and communicate the value of tourism in order to access resources and develop strategies that will enhance management (Carson, Richards and Rose 2004). While most focus is on the economic value of tourism, techniques which assess social, cultural and environmental value are also important. In the economic sphere, a range of techniques including multiplier analysis, input/output modelling and computable general equilibrium modelling have been proposed and tested (Jacobsen and Carson 2004). It is clear that these techniques, while providing rich output and capable of addressing some of the key issues associated with complex industrial activity, are difficult or impractical to implement in small destinations. They rely on a variety and quality of data that is difficult to collect and manage over time. They deal poorly with extremely open systems of industrial activity. They are expensive to implement and maintain and the output is difficult to compare across regions. In assessing the economic value of tourism in small regional destinations, it is important to understand the proportional value of tourism in relation to overall business activity, employment and business income. It is also important to understand how the contribution of tourism has changed over time. Data sources must therefore be inexpensive enough to maintain over time and comprehensive enough to include both tourism and general economic activity. For regional destinations generally, the identification of relatively simple indicator variables which meet these criteria is a higher priority than implementation of complex economic modelling (Carson, Richards and Rose 2004). At present, there is no standard approach to local level data collection and poor understanding of the secondary data sources that may be available. We can suggest here some data sources which may assist regional destinations to undertake some fundamental tourism economic value assessments. When assessing the contribution of tourism to overall business activity, it may be possible to undertake a business survey such as that reported in the case study of Woodburn, New South Wales (see Chapter Fourteen). Alternatively, or additionally, data in Australia is available from the Sensis databases (Sensis is a fully owned subsidiary of Telstra and provides the database services for Australia's telephone directories). This data shows the number of businesses which identify themselves as operating in tourism related sectors (including various types of accommodation, tour operators, travel services, attractions and hospitality businesses) and can compare these businesses with the total number of listed businesses in a region. Importantly, this data is available over a relatively long period of time, with coverage and quality improving. Consequently, the relative proportion of businesses which operate in tourism related sectors can be tracked over time.

#### **❖ Discussion Questions :**

1. Why is it important for tourism managers at local and regional levels to understand and communicate the value of tourism ?
2. Discuss the importance of Data sources.

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## **2.14 FURTHER READING :**

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Culture and Tourism, B.S. Badan, 2007

Eco-Tourism and Environmental Management, Govind Prasadetal, 2007

**UNIT STRUCTURE**

- 3.0 Learning Objectives
- 3.1 Introduction
- 3.2 Need for Tourism Policy and Planning
- 3.3 Steps in Planning Process
- 3.4 Tourism Policy of India
  - 3.4.1 Major policy Initiatives
  - 3.4.2 National Action Plan for Tourism, 1992
- 3.5 Let Us Sum up
- 3.6 Answers for Check your Progress
- 3.7 Glossary
- 3.8 Assignment
- 3.9 Activity
- 3.10 Case Study
- 3.11 Further Reading

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**3.0 LEARNING OBJECTIVES :**

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**After working through this unit, you should be able to :**

- Appreciate the need for tourism policy
- Explain the tourism policy of the government of India

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**3.1 INTRODUCTION :**

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Growth of tourism industry, just like any other Industry, requires planning and coordination. Planning is the process of identifying objectives and defining and evaluating methods of achieving them. By comprehensive planning, we mean planning which considers all of the tourism resources, organisations, markets and programs within a region. Comprehensive planning also considers economic, environmental, social and institutional aspects of tourism development.

Tourism planning has evolved from two related but distinct sets of planning philosophies and methods. On the one hand, tourism is one of many activities in an area that must be considered as part of physical, environmental, social and economic planning. Therefore, it is common to find tourism addressed, at least partially, in a regional land use, transportation, recreation, economic development or comprehensive plan. The degree to which tourism is addressed in such plans depends upon the relative importance of tourism to the community or region and the sensitivity of the planning authority towards tourism activities. Tourism may also be viewed as a business in which a community or region chooses to engage in. Individual tourism businesses conduct a variety of planning activities including feasibility, marketing, product development, promotion, forecasting and strategic planning. If tourism is a significant component of an area's economy or

development plans, regional or community-wide marketing plans are needed to coordinate the development and marketing activities of different tourism interests in the community.

Evolution of the concept of tourism marketing can be associated with various business and social changes, which have occurred since the introduction of industrialisation. Industrialisation had brought about the need for holidays and travel, even in its early stages as the workers felt the need for temporary rest and relaxation, after long hours of work. Industrialisation, enabled societies especially in the western countries and later on, elsewhere, to produce a range of consumer products, in large quantities. The products were to be sold to the consumers, to be consumed. Selling thus became an important business function.

Tourism products are no exception to the need of marketing. This need is, probably, even more because it is an industry, in which the customer has immense variety of choices, as also varied motivations for travel. The marketing concept helps in understanding and identifying the needs and desires of holidaymakers and then satisfying the same. These aspects are the fundamental functions of tourism marketing and the industry is increasingly becoming aware of its importance. Marketing and its role today, has changed drastically over the years. However, markets and marketing systems were in existence much earlier. It is therefore important to understand how the markets and marketing systems were evolved before discussing marketing concepts in the tourism industry. From the time of simple barter to the present day complex marketing systems exchanges have undergone a great change since the advent of the industrialised societies, first in the west and, subsequently, all over the world. Most of an industrialised country's production was conducted in small manufacturing units. In the nineteenth century, the market for the goods was limited to the areas surrounding the manufacturing unit. It was rare that a particular manufacturer's product found place in other parts of the country. The primary cause for these products not travelling to other parts of the country was due to the absence of proper distribution networks and non-availability of products, in sufficient quantities, as required by these channels. The absence of quality products and the means of transport to carry these goods over to distant areas were the other inhibiting factors. A large majority of people during this period had limited purchasing power because of considerable unemployment. A large population was deprived of purchase and enjoyment of luxury goods because goods in the market were limited only to the essentials for day-to-day life. This gave rise to a segment in the society, which had the privilege to buy luxury goods.

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### **3.2 NEED FOR TOURISM POLICY AND PLANNING :**

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While discussing the history of Tourism, it has already been pointed out modern tourism is different from the tourism of past. Similarly, the constituents of the tourism industry are also varied and there is intense competition among the destination to attract tourist though many countries may be late entrants in the business of tourism, they have the advantage of evaluating and using to their own benefit the experience of others in this area.

In order to direct the development of tourism in country or at destination, there has to be a policy with identified targets and a plan to achieve them. This is necessary in order to maximise the benefits, prevent the negative impact of uncontrolled mass tourism and go in for sustainable development. Hence, tourism planning is needed for various reasons like :

- Co-ordinate the role of public private sector
- Achieve proper and direct development
- Demarcate the areas for development
- Specify the types of tourism to be promoted
- Remove or prevent negative impact of tourism
- Improve infrastructure
- Create trained manpower to fulfil the need of tourism industry
- To market tourism product (destination)

Developing countries such as India are giving priority to tourism policy formation and setting of goals.

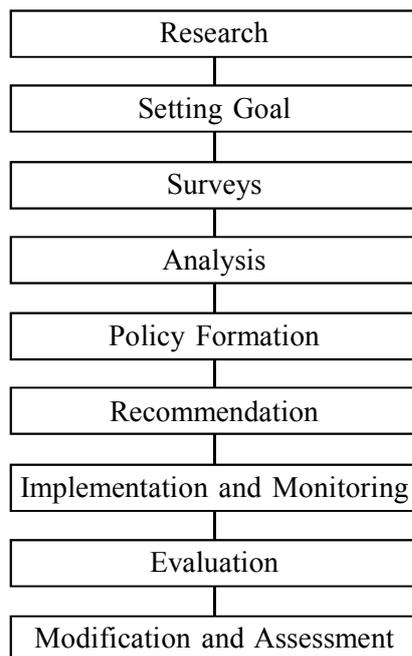
❑ **Check Your Progress – 1 :**

1. Which of the point is not a reason for tourism planning ?
  - (a) Specify types of tourism
  - (b) Infrastructure improvement
  - (c) Motivation
  - (d) Achieve proper & direct development

---

**3.3 STEPS IN PLANNING PROCESS :**

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**Fig. 3.1 : Steps in Planning Process**

1. Identifying the project of study and its terms of references
2. Setting the goal, i.e. setting objective and goals of the project (it can be modified later depending on the nature of feedback)
3. Surveys, i.e. having an inventory of the development area in terms of prevailing situation etc.
4. Analysis, i.e. analysing and synthesising the survey out comes, as to what kind of approach is required
5. Formulating a policy for development along with operational aspects

6. Recommendation, i.e. how to go about
7. Implementation, i.e. Putting planned policy in to operations
8. Monitoring, i.e. continuous feedback on the implementation
9. Evaluation, i.e. whether things are going in desired direction
10. Modification and assessment, i.e. to analyze whether any changes are required.

After studying tourism planning and steps in planning processes, further we will be discussing the tourism policy and plan of the Indian government. As tourism professional you must remember that policy and planning is essential for every enterprises and services in tourism, e.g. hotels, travel agencies etc. all of them must formulate their own policies and plan of action

**❑ Check Your Progress – 2 :**

1. Arrange the following in sequence  
(a) Survey            (b) Set goal            (c) Analyze            (d) Identify

---

### **3.4 TOURISM POLICY OF INDIA :**

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The objective of this unit is to assess the impact of Tourism Policy on the tourism sector. A study, commissioned by equations, Bangalore, utilised a methodology involving a historical preview, of the evolution of the Tourism Policy since 1982 and an exploratory assessment, of the impact.

The Tourism Policy, as a statement of intent by the Government, would form the reference point, for action and criticism. Any initiative by the Government in Tourism, by way of legislation or direct investment, is envisaged, within the framework, of Tourism Policy. The debates in Parliament, had taken recourse, to the received policy, of the Union Government, while referring, to particular cases. The backdrop of a policy, always serves, as a guideline, for further executive and legislative initiatives. It would be cynical to regard these policy statements as mere exercises in eloquence and additions to the already existing volumes of wishful thinking.

#### **3.4.1 Major Policy Initiatives :**

The first ever Tourism Policy was announced by the Government of India, in November 1982. It took ten long years, for the Government, to feel the need, to come up, with a possible improvement, over this. Thus, the National Action Plan for Tourism (NAP) was announced in May 1992. Between these two policy statements, various legislative and executive measures were brought about. In particular, the report of the National Committee on Tourism, submitted in 1988 needs special mention. In addition, two five-year plans, the Seventh and the Eighth, provided the basic framework for operational initiatives.

The Tourism Policy, 1982, was more an aggressive statement in marketing, than a perspective plan, for development. Its main thrust was aimed, at presenting India, to the foreigners, as the ultimate holiday resort. With a view, to reach this destination, the following measures, were suggested by the Policy :

1. To take full advantage of the national heritage in arriving at a popular campaign for attracting tourists
2. To promote tourist resorts and make India, a destination, of holiday resorts
3. To grant the status of an export industry, to tourism

4. To adopt a selective approach, to develop few tourist circuits
5. To invite private sector participation, into the sector

The National Action Plan (NAP) for Tourism published in May 1992 and tabled in the Lok Sabha on 5 May 1992, charts 7 objectives, as central concerns, of the Ministry of Tourism :

- Socioeconomic development of areas
- Increasing employment opportunities
- Developing domestic tourism, for the budget category
- Preserving national heritage and environment
- Development of international tourism;
- Diversification of the tourism product
- In addition, increase in India's share in world tourism (from the present 0.4% to 1% during the next 5 years).

The tourist organisation had its beginning, in the report, of the Sergeant Committee. In 1946, Sir John Sergeant, the educational adviser to the Government of India, was the chairman of a committee set up to survey the potential of developing tourist traffic in his country. The committee recommended that it would be in the interest of India, to develop tourist traffic, both internal and external. An ad hoc tourist traffic committee was appointed in 1948, to suggest ways and means, to promote tourist traffic. On its recommendations, a tourist traffic branch was set up in 1949, with regional offices in Bombay and Delhi. In 1951, similar regional offices were opened in Kolkata and Madras. These offices were assigned the following tasks :

- To survey tourist resources available in the country
- To advise the government regarding measures, whereby resources in the form of accommodation and transport could be enlarged and improved
- To keep in touch with the state governments travel trade and finally, to disseminate tourist information and tourist literature, on their respective areas

The first overseas office was opened in New York in 1952, to carry out promotional programmes for India, followed by offices in London, Paris, Colombo, Melbourne and San Francisco. The Colombo office, was later closed, because the local government, imposed restrictions on travel, of its citizens abroad. A tourist office was opened in Frankfurt in 1957.

On 1st March 1958, a separate Department of Tourism was created in place, of a tourist traffic branch, under the Ministry of Transport and Communication. It was headed by a Director General, in the rank of Joint Secretary to the Government of India who was assigned the task of dealing, with all matters concerning development and promotion, of tourism. He was assisted by one Deputy Director General and a few Directors-in-Charge, of different sections. Simultaneously, an advisory council, called the Tourist Development Council, was constituted, which was chaired, by the ministry, in charge of tourism. Its membership included select members of parliament, ministers of tourism from the states, representatives of the travel industry and senior government officials dealing with tourism.

### **3.4.2 National Action Plan for Tourism, 1992 :**

The development of a plan for tourism, during the Eighth Plan (1992–97), was based on the "National Action Plan for Tourism, 1992" and presented in the Parliament on 5 May 1992. It proposed to achieve diversification of tourism products, accelerated growth of tourism infrastructure and effective marketing and promotional efforts in the overseas markets and removal of all impediments to tourism. A major component of the action plan was the development of all-inclusive 'special tourism areas' and intensive development of selected circuits.

However, the action plan did not specify the infrastructural requirements and the investments needed to meet the targets and the sources of funding for the same.

#### **❖ Objectives :**

The objectives of the New Action Plan for Tourism, 1992 are delineated below :

- a. Socioeconomic development of underdeveloped areas :** Tourism conferred considerable socioeconomic benefits, thereby uplifting the quality of life. It can further foster development, even in areas, where other economic activities, would be difficult, to sustain.
- b. Increasing employment opportunities :** The tourism industry generates employment, directly and indirectly, for about 13–14 million persons. The employment opportunities, should at least double, at the present level, before the turn, of the century.
- c. Developing domestic tourism especially for the budget category :** Domestic tourists form the bulk of world tourist traffic. In India also, facilities for domestic tourist, will be improved and expanded particularly for the budget category so as to ensure an affordable holiday for them.
- d. Preservation of national heritage and environment :** Tourism would be developed, in such a manner, that our cultural expression and heritage, are preserved in all its manifestations, including support to arts and crafts. Preservation and enrichment of the environment should also form an integral part, of tourism development.
- e. Development of international tourism and optimisation of foreign exchange earnings :** International tourism contributes substantially, to foreign exchange earnings and keeping in the view the country's requirements, tourism, will be so developed, that foreign exchange earnings, will increase from Rs. 2440 crores to Rs. 10,000 crores, by the end of the century.
- f. Diversification of the tourism product :** While retaining the traditional image of cultural tourism that India enjoys, diversification of the tourism product, would continue, particularly in the field of leisure, adventure, conventional and incentive tourism, thereby responding to the changing consumer needs.
- g. Increase in India's share in world tourism :** Presently, the foreign tourist arrivals in India constitute only about 0.4 percent of the total foreign tourist movement all over the world. One of the objectives of the action plan would be to increase India's share to 1 percent within the next five years.

**❑ Check Your Progress – 3 :**

1. The National Action Plan(NAP) for Tourism was
  - (a) Published in \_\_\_\_\_
  - (b) Tabled in Lok Sabha on \_\_\_\_\_.
2. A Tourist Traffic branch was set up in the year \_\_\_\_\_.  
At Bombay & Delhi.  
A tourist office was opened at Frankfurt in \_\_\_\_\_.

---

**3.5 LET US SUM UP :**

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**In this unit, we :**

- Appreciated the need for tourism policy
- Learned about the tourism policy of the government of India

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**3.6 ANSWERS FOR CHECK YOUR PROGRESS :**

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**❑ Check Your Progress 1 :**

1. (C)

**❑ Check Your Progress 2 :**

1. d, b, a, c

**❑ Check Your Progress 3 :**

1. May 1992, 5th May 1992.
2. 1949
3. 1957

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**3.7 GLOSSARY :**

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**Excursionist** A temporary visitor staying less than twenty–four hours in the country visited.

**Embarkation** The boarding of an aircraft for commencing a flight, except by such crew or passengers as have embarked on a previous stage the same through– flight.

**Interline** Between two or more transportation lines.

**Package** A travel plan, which includes most elements of a vacation, such as transportation, accommodations and sightseeing.

**Stopover** A point, between origin and destination of an itinerary, at which passenger remains for a period of time.

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**3.8 ASSIGNMENT :**

---

Name the famous tourist places in India and classify them with respect to demography.

---

**3.9 ACTIVITY :**

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Plan an Itinerary from –

Ahmedabad – Gir – Ahmedabad (including Dwarka, Somnath, Bhavnagar, Virpur, Porbandar)

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### **3.10 CASE STUDY :**

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#### **Development of Community Based Tourism –**

Tourism is often criticized for the dominance of business by the outsiders where locals/hosts usually get low end jobs for lack of relevant skills. As a result host community feels alienated in their own places with no substantial economic benefits flowing to them from the new developments and traditional systems disintegrating. Community Based Tourism (CBT) has been offered as an alternate to solve such issues where community is kept at the centre of tourism development. CBT models of tourism development include tourism facilitation by local community with their involvement at every stage and level. (Pearce and Moscardo 1999) pointed out that the concept "tourism community relationship" is frequently cited in research planning documents and often given priority status in the list of global, national and local tourism research agendas. From these forces, the concept Community Based Tourism has arisen. Page | 6 The growth of Community Tourism perspectives is based on a growing awareness of the need for more resident responsive tourism, that is more democratic participation in tourism decision making by grass-roots members of a destination society (Dann 1999). Community Based Tourism is a type of sustainable tourism that promotes pro-poor strategies in a community setting. CBT initiatives aim to involve local residents in the running and management of small tourism projects as a mean of alleviating poverty and providing an alternative income source for community members. CBT initiatives also encourage respect for local traditions, culture and natural heritage. A number of tourism-related organizations around the world promote "people" in the "community" as the "centre" or "heart" of tourism development. In CBT, the hosts play a central role in determining the form and process of tourism development (Timothy 2002). Community Based Tourism is the other popular alternative offered to traditional tourism development styles and it can be defined as tourism based on negotiation and participation with key stakeholders in the destination.

#### **❖ Discussion Questions :**

1. Explain "Tourism is often criticized for the dominance of business by the outsiders".
2. Discuss in a group about integration of traditional systems and new developments.

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### **3.11 FURTHER READING :**

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Financial Management of Travel and Tourism, B.S. Badan, 2007



**UNIT STRUCTURE**

- 4.0 Learning Objectives
- 4.1 Introduction
- 4.2 Marketing Mix
- 4.3 The Promotion
  - 4.3.1 Advertising
  - 4.3.2 Public Relations
  - 4.3.3 Promotion of Sales
- 4.4 Lets Sum Up
- 4.5 Answers For Check Your Progress
- 4.6 Glossary
- 4.7 Assignment
- 4.8 Activity
- 4.9 Case Study
- 4.10 Further Reference

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**4.0 LEARNING OBJECTIVES :**

---

**After working through this unit, you should be able to :**

- Describe the concept of marketing
- Discuss the basis of marketing strategies
- Compare various methods of promotion for tourist products

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**4.1 INTRODUCTION :**

---

Various experts with an authority on marketing have defined marketing, but so far no universally accepted definition, has been devised. This is perhaps, due to the fact, that 'marketing', as a comprehensive management function, is a recent concept, which effectively only started to be applied, in the early 1950s. It is important to note that increasing number of organisations are becoming aware and appreciating the relevance of marketing in product promotion, especially, in the case of consumer products. In the last few decades, however, marketing has become an established excluding only such activities, as involve a significant change, in the form of goods".

**Some experts have tried defining marketing and their definitions of marketing are given below :**

**Philips and Duncan :** "Marketing includes all the activities necessary to place goods and services, in the hands of consumers and industrial users".

**Carl Dysinger :** "Marketing is finding out what the consumer wants and selling it to him at a profit".

**Neville Teller** : "As the efficient utilisation, of a company's resources, to match existing or future consumer demand and the manipulation and promotion, to ensure, that the products of these resources, are in the right place, at the right time and at the right price, to meet that demand".

**Eugene J. Kelly** : "As a business discipline, marketing consists of a systematic study, of the demand generating or consumer motivating forces, the temporal and spatial considerations, influencing economic transactions and the interacting efforts and responses, of buyers and sellers, in a market".

It is clear from the above definitions that the concept is customer orientation backed by integrated marketing, aimed at generating customer satisfaction. The important aspects of marketing, which emerge are :

- Identification of customer needs
- Prediction of customer behaviour
- Converting customer needs and motivation into effective demand
- Moving the product to the final consumer or user to achieve the objectives set by the organisation

The American Management Association has defined marketing as, "The identification or creation, of customer needs and thereafter, the motivation and coordinated use, of all functions, within a business, that can fill those needs and benefit both the buyer and the seller".

The British Institute of Marketing has formulated the following definition : "Marketing is the management function, which organises and directs, all those business activities, involved in assessing and converting, customer purchasing power, into effective demand, for a specific production or service and in moving the product or service, to the final customer or user, so as to achieve the profit target or other objectives, set by the company".

The Institute of Marketing, has defined Marketing as, "The creative management function, which promotes trade and employment, by assessing consumer needs and initiating research and development, to meet them. It coordinates the resources of production and distribution, of goods and services; determines and directs the nature and scale of the total effort, required to sell profitably, the maximum production, to the ultimate user."

❖ **The Definition :**

Tourism marketing is defined in a number of ways. It could be defined, as the "Systematic and coordinated efforts, exerted by the National Tourist Organisations and /or, the tourist enterprises, at international, national and local levels, to optimise the satisfaction of tourists, groups and individuals, in view of the sustained tourism growth".

According to Krippendorf, marketing in tourism means, "A systematic and coordinated execution, of business policy, by tourist undertaking, whether private or state owned, at local, regional, national or international level, to achieve the optimal satisfaction, of the needs, of identifiable consumer groups and in doing so, achieve an appropriate return".

❑ **Check Your Progress – 1 :**

1. Suggest author name for the following :

**"Marketing is finding out what the consumer wants and selling it to him at a profit".**

## 4.2 MARKETING MIX :

The Tourist 'marketing mix' is largely a complex group of several factors, intervening to achieve the marketing 'end product', which is increased effectiveness in demand output, in relation to supply and marketing investment, by tourist enterprises. A marketing mix helps the marketing manager, of an enterprise, whether individual or firm or an official tourism organisation, to understand, where marketing action, can be initiated, to improve the acceptability, of a tourist product and stimulate the demand, within the market. A tourist enterprise, with a combination, of specific activities, can achieve the best possible results. It can decide which specific activity to use, how to use it, when and where to use and what resources to allocate to them.

The different components or elements of the mix may be seen, as cooperating with or replacing each other, as complements or substitutes. An example would be a policy of price reduction, by an enterprise, to tourist services or facilities, which could be substituted, by enhancing/increasing, available facilities and services, for the same price, or by strengthening, various promotion activities, in view of the competition offered by competitors and thereby, increasing the sales output. A strategy, to combine both reduction of prices and at the same time, offering extra facilities, or extra advertising and promotion, may or may not however, always be efficient or result oriented. It is therefore essential, that the target markets must be clearly defined, for the success of marketing mix strategy.

The concept of 4 Ps of marketing mix has been long used for the product industry while the later it is expanded by the adding three additional Ps, which is more useful for service industry. These are as follows :

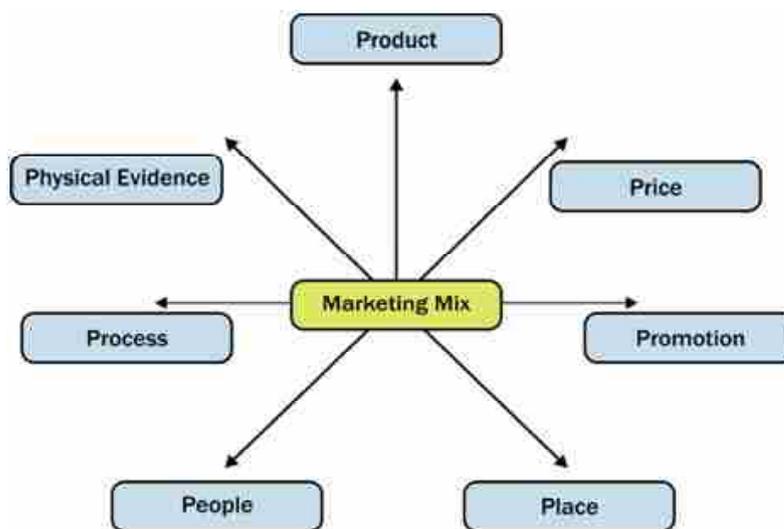


Fig. 4.1 : 4 Ps of Marketing

- Product
- Price
- Promotion
- Place
- People
- Process
- Physical Evidence

## **Principles and Practices of Tourism**

### ❖ **Price :**

Price includes the following elements :

- Normal
- Promotional Corporate
- Discounted
- Wholesaler
- Seasonal

### ❖ **Promotion :**

Promotion includes the following elements :

- Advertising
- Sales promotion
- Press and public, relations
- Brochure / Folder
- Personal selling
- Direct mail
- Outdoor
- Sponsorship
- Point-of-sale material

### ❖ **Place (Distribution) :**

Place (Distribution) includes the following elements :

- Travel agents
- Tour operators
- Airlines
- Reservation systems
- Direct from producers
- Trade fairs and exhibitions
- Clubs
- General Sales agents (GSA)

### ❖ **People :**

This refers to the customers, employees and management and others involved in it. People involved in providing services are the image builders of an organisation.

### ❖ **Process :**

This is referred to methods, mechanisms and flow of activity by which services are consumed.

### ❖ **Physical Evidence :**

The ability and environment in which the service is delivered, both tangible goods, that helps to communicate and perform the services and intangible experience of existing customers and the ability of the business to relay that customer satisfaction to potential customers.

❑ **Check Your Progress – 2 :**

1. What are the 7 P's for Marketing Mix ?
2. Match the Following sources with their relevant elements :
  - a. Price                1. Methods
  - b. Promotion        2. seasonal
  - c. People             3. Personal selling
  - d. Process            4. Employees

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### **4.3 THE PROMOTION :**

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There are many variables in a marketing mix. Promotion is the most important and visible of all variables. It is however, not only the target customers, who need to be influenced, by the various promotional techniques, there is also the need, to influence intermediaries, like retail agents and suppliers, opinion leaders, like journalists, travel writers etc. However, the primary target for promotion is the target markets and group of current and potential customers.

In an applied traveller industry such as tourism, the most important function of marketing is to bring about, an awareness, of the product and its benefits, in the minds, of both current, as well as, potential customers. The message, about the product must, reach the customer, through a variety of channels. All this activity forms a part of the overall marketing communication. Systematic communication, both with the actual, as well as potential customers, as also, with trade intermediaries and opinion leaders, is very essential, with a view, to bridging the gap, between the procedures of services on the one hand and the customer on the other.

Communication is therefore necessary. Like in any other industry, successful marketing in tourism cannot rely on a product, of the right kind or a market related pricing policy, or a reliable and effective distribution network alone.

The primary role of promotion thus, is to convince the potential customers, of the various advantages, of buying or using the products and services, of a particular enterprise, organisation or a firm. Coulson–Thomas, in the year 1986, has defined the concept as, : "The role of promotion, is to communicate, with individuals, groups or organisations, so as to directly or indirectly, facilitate exchanges, by informing and persuading, one or more of the audience, to accept an organisation's products." The term promotion is interpreted, to refer, to informing, persuading, encouraging or more specifically influencing, the potential customers and trade intermediaries, such as travel agents, tour operators, reservation services, hotel and charter brokers etc. about the benefits, of the product. In other words, promotion is creating awareness, among the potential customers, about the product. The question now arises, as to how this awareness, is to be brought about, in the minds, of consumers and intermediaries. Tourist enterprises use different methods of communication, to achieve their objectives. However, there are certain identifiable methods, which are being used, by almost all the marketing organisations. Broadly, these are : (i) Advertising {ii) Press or public relations (iii) Sales promotions (iv) Publicity.

#### **4.3.1 Advertising :**

Advertising is a paid form of non–personal communication, about an organisation's product or service, communicated through a message. The sales

message is delivered, through a paid medium, for the purpose of influencing, the buying behaviour of the purchasers. The term, may be defined as, "Any activity, designed to spread information, with a view, to promoting, the sales, of marketable goods and services". As such, it operates in two ways : firstly, by spreading information among consumers, about the possibilities of consumption and secondly, by seeking to influence, their judgment in favour of the particular goods, which are the subject, of the advertisement. Use of certain paid media space is, however, a prerequisite.

**Aims and Objectives :** An advertising objective, is a clear and concise description, of exactly what, the advertising programme is intended to accomplish, in a given period. Very often, the management is not sure exactly why, it is spending money and time, on advertising, without realising what it expects to achieve, from this in return. Advertising is an investment and like all investments, it should produce measurable results. Measuring, results with reference to inputs put in terms of investment is, therefore, very important and a crucial aspect, which each organisation needs to take care of. The first and the foremost reason for setting advertising objectives is, therefore, to measure the return on one's advertising investment to increase sales directly by :

1. Encouraging potential purchasers to visit dealers or distributors
2. Announcing special sales, contests or other promotions
3. Securing new dealers or distributors
4. Inducing professional persons, e.g. doctors and architects, to recommend a product
5. Distributing coupons to be redeemed on purchase; to create awareness and interest in the company's product by :
  - a. Informing potential buyers, about product features
  - b. Announcing the availability of new products
  - c. Demonstrating the benefits of a product's use
6. Comparing a product with a competing product, showing how a product should be used Informing potential buyers, about a company's technical skills, production facilities, technical services etc.
7. Informing purchasers about where products can be obtained
8. Announcing changes in prices, packages, labels etc.
9. Publicising a new brand name or symbol

Although the examples given above refer to possible advertising objectives for manufacturers and consumer product advertising, these are also relevant for tourism product advertising. The broad objectives in tourism advertising include making of the tourist product as widely known as possible and to make it attractive for the prospective consumer.

#### **4.3.2 Public Relations :**

In simple terms, public relations involve measures designed, to improve the image of a service, to create a more favourable climate, for its advertising and sales support activities. It covers such a wide range of activities and is used for so many different aims, that it becomes difficult to define it. Public Relations, is the "Art and science, of planning and implementing honest, two way communication and understanding, between a company, or an organisation and

the many different groups, with which it is concerned, in the course of its operation." It is also defined as "Continuous and consistent representation, of an organisation's policies, to the public at large and to sections of the public, who have a special interest, in the organisation's activities, e.g. to various strata of employees, shareholders, actual and potential customers, as well as its local and national governments. Public Relations News, a weekly newsletter, written for the Public Relations (PR) profession in the United States of America (USA), defines PR as "A management function that evaluates public attitudes, identifies the policies and procedures, of an individual, or an organisation, as they affect the public interest and executes a programme of action, to earn public understanding and acceptance". The internationally accepted definition of PR however, is that it is, "The deliberate, planned and sustained effort, to establish and maintain, mutual understanding, between an organisation and its public.

From the above definitions of Public Relations, it is evident, that its main function is to inform the public, about the activities, of an organisation. In other words, it is a part of an organisation's total communication effort. Its purpose is to create the best possible reputation, for the organisation, by way of presenting facts. Implicit in all the above definitions, is the function of the professional public relations expert, which is threefold :

- To ascertain and evaluate public opinion
- To counsel management on ways of dealing with public opinion as it exists
- To use communications to influence public opinion

Public Relations (PR), is often confused with and used, as a handy synonym, for some of its functional parts, for instance, press agency, publicity, institutional advertising, propaganda, product promotion and lobbying. The field with which PR is most closely identified is advertising.

PR is the overall catchword for all of its functions.

Public Relations in the field of tourism, assumes special significance, because of the peculiar nature, of the product. Here, the need for making complete information and facts available to both potential and actual tourists assumes special significance. It involves measures designed to create and improve the image for the tourist product, create a more favourable climate, for its advertising and sales support activities, especially with regard to travel trade intermediaries and news media. Favourable acceptance of any tourist destination by the public is of utmost importance. In fact, no business is more concerned with human relations, than the business of tourism. Public relations in tourism is used to create and maintain a positive image, for a country, a tourist destination, in the minds of people who are in a position to influence public opinion (journalists, editors, travel writers etc.) or in the minds of sales intermediaries (travel agents, tour operators etc.). It is oriented towards creating and maintaining, an atmosphere, whereby the travelling public at large, is convinced of the advantages of visiting the country concerned.

Public Relations are one of the important functions of the official tourist organisation. In fact, tourist organisations are primarily public relations organisations. The objectives of public relations, in the field of tourism, may be divided into two parts, firstly the dissemination of information and secondly, the creation of a favourable image for the tourist product.

## **Principles and Practices of Tourism**

The Techniques : Public Relations make use of several communication techniques. These include :

- News and feature stories
- Press releases
- Films and slides
- Booklets and brochures
- Photographs, displays and exhibits
- Advertising
- House journals
- Radio and Television (TV) scripts
- Newsletters
- Stockholder reports

Public relations consist of a number of interrelated activities, oriented towards creating and maintaining, a favourable positive image, for the tourist product. The main tools of public relations, used by national tourist organisations, in tourist promotion are as follows :

1. Organising familiarisation tours for travel writers, editors, travel agents, photographers and other key personnel, from different parts of the world, as guests to visit the country and to get firsthand knowledge about it (These persons then write about the country visited in a well-known travel and other general interest magazines.)
2. Organising radio and television contests, featuring the destination country
3. Organising press releases and arranging press conferences, with key personnel, connected with the tourism field with a view to disseminating information about the destination.
4. Arranging seminars and workshops, in the place where the tourist promotion office is located.
5. Organising cultural programmes, musical and folk shows, Television (TV) interviews, exhibitions and national friendship weeks in the country, where the national tourist office is located.
6. Organising various types of contests about the country
7. Encouraging large departmental stores, organisers of fashion shows and manufacturing companies to project the country or a part of the country as a promotional showcase in their premises.

A professional Public Relations approach of a tourism organisation can develop and maintain the following features :

- a. Positive image for a country
- b. Increased visitor numbers
- c. Investment in plant
- d. Interest of intermediaries such as tour operators and travel agents

A professional Public Relations approach can best be achieved through :

- Professionally prepared publicity material distributed judiciously, to main population markets

- Arranging for key influential media representatives to visit the country on familiarisation tours
- Promoting package holidays and transport services
- Creating major revenue, which will draw attention to the country

#### **4.3.3 Promotion of Sales :**

Sales support activities are all those activities and measures, which establish personal or indirect contact with customers or trade intermediaries. In the field of tourism, it is considered to be all those promotional activities, designed to transmit to the public and to the travel trade, specific and detailed information, on aspects, like transport, accommodation prices, attractions etc. concerning the tourist services to be promoted, in the tourist markets. In addition, sales support, is also a process, of training employees, of an organisation, to be sales minded. In other words, through the process of information dissemination, regarding a product, the sales team, becomes motivated, to participate, in the product sale. Sales support, has certain distinct closely related functions, which neither advertising nor public relations, can be expected, to fulfil effectively. It is a channel of communication between the manufacturer or the 'producer' of a tourist service (accommodation unit, transport company etc.) and the 'distributor' or the 'seller' of that service. Secondly, it aids and assists the seller, to do his job more effectively with the support of different techniques. The aim of the sales support activities is :

- To inform the customers or trade intermediaries, travel agents, tour operators, airlines etc. about the various services available, their price and quality etc.
- To assist them in selling these services to the ultimate users
- To motivate them to devote a sufficient level of sales activity to the service promoted

Tourist service enterprises, tour operators and national and regional tourist organisations, recognise fully well that their sales and profit depend to a very large extent on the support and assistance, they provide to travel agents and also the way in which they motivate travel agents. This is done by way of sales support activities. In order to be able to sell a service (a room in a hotel or a seat in an airline) or a destination to the prospective tourists, travel agents or other sales intermediaries need to be aware of certain information, which includes :

1. The country's tourist facilities such as, existing as well as new establishments, accommodation capacities and price schedules, for various service.
2. Various travel regulations and formalities such as visa regulations including different certificates needed custom rules and rates of exchange for currency
3. The various transport and communication services available and the schedules of airlines, railways and road transport services, shipping services (where available) as well as their rates
4. Weather conditions at different times of the year and types of clothing required during different seasons
5. The utilisation (occupancy rates) of the existing tourist facilities at different times of the year

6. Plans for opening of new destinations, hotels, transport routes (railways, airlines etc.) and plans for expansion of the existing tourist facilities

Advertising creates a demand in the form of enquiries made by potential tourists, travel agents and other intermediaries. They now require, in addition to the type of information mentioned above, materials such as brochures, folders, booklets, guidebooks, directories, maps and illustrations, in order to be able to transform demand into definite bookings. Most of the above material is meant for distribution to potential tourists by the travel agents and other sales intermediaries such as tour operators, airlines etc. either directly or through mail. Almost all the tourist organisations and tourist service enterprises produce the material extensively and make use of it by way of distributing it to travel agents, tour operators etc. Tourist sales intermediaries, on their own, also produce sales support material for distribution to potential tourists.

**Sales Support Techniques :** Sales support techniques can be grouped into the following two main areas :

- **Printed material :** Printed material includes brochures, folders, direct mail material, display material etc.
- **Special offers :** As an example, My Fair Lady tour by Kesari travels is most popular 'ladies special tour' has been the 'biggest innovation of Kesari', which is creating waves across the World. This tour was born with an idea to give a chance to an Indian woman to explore and enjoy her freedom by visiting destinations around the world with woman alike. Thus emerged 'My Fair Lady', an original and pioneering innovation in the world of tourism. And the idea caught on like wildfire. Thousands of My Fair Ladies have travelled across the world in just a few months. What's more, MFL tour also includes a special celebrity, who makes the tour an even more memorable experience. Here Kesari travels have targeted people with special needs.
- **Brochures :** The tour operator's brochure is the most vital marketing tool. Since tourism, is an intangible product, which cannot be seen or inspected by the customer, prior to purchase, the brochure becomes the principal means of both, informing them about the product and also persuading them to buy the product. A brochure is a document bound in the form of a booklet. It is a voluminous publication with special emphasis on the quality of paper the reproduction of illustrations, graphic design of the cover and the layout of the pages. Special emphasis is laid on the quality of the paper and the printing. In view of the quality, the brochure represents a major proportion of a tour operator's marketing budget. Larger companies get their brochures designed and prepared either in their own advertisement departments or in conjunction with the design studio of their advertising agent, who negotiates with the printers to obtain the best quotations and ensures that print deadlines are met. The brochures contain comprehensive and detailed information about a destination including cruises, bus tours, safaris, charter vacations etc. with colour photographs regarding all the destinations, which a company is promoting. Detailed information about hotels, weather conditions, frontier formalities etc. is also given.



The price of various tours is invariably mentioned along with the dates when tours take place. Many established tour operators take great care with production of their brochures. There are, however, no travel industry standards or guidelines for the production of brochures. The following are some important areas, which need to be taken care of while getting the tour brochure printed : (i) Quality of paper (ii) Layout (iii) Quality of printing (iv) Photographs (v) Detailed itineraries (vi) Special features (vii) Weather conditions (viii) Maps of areas (ix) Tour conditions (x) Tips.

- **Folders** : A folder is a single piece, of illustrated paper, which can be folded. As compared to the brochure, the folder is less voluminous and its production is less time consuming. These are usually printed on a single sheet and then folded, = from a simple centrefold, to folds that are more complicated. It is perhaps the most widely used sales tool by official tourist organisations and by tourist service enterprises. It can be used alone or in conjunction with a 'sales letter'. It is less expensive and can be used in a variety of ways. While producing, special care needs to be taken about the quality of the paper and printing. The folder as compared to the brochure, is short, tastefully illustrated, attractively designed and produced.
- **Display Material** : Display material includes posters, dispensers for sales literature, cardboard stands, articles of handicrafts, exhibits etc. This material is used in the agency's office or in the travel agent's sales rooms. The material is displayed in such a way that it attracts the attention of a visitor as soon as he/she enters the office. In many cases, cinema slides are also used, either fixed or on an automatic projector for display purposes.
- **Special Offers** : Temporary price reductions, gifts, premiums and various types of contests are being used extensively in competitive industries such as cosmetics, packaged foodstuffs etc. The tourist industry has also started to adopt these techniques, as an additional sales support tool. Reduced airfares for students, 'affinity group' special off-season rates at hotels and tourist resorts are the examples of some of the special offers in the tourist industry.
- **Newsletters** : A Newsletter is yet another important promotional medium utilised extensively by tourism organisations. Its main purpose is to get the organisation's message across. A newsletter can be considered a major advertising medium. It is a personal reminder to regular clients that a company is still in business. Newsletters are also the best possible

instrument for image building. The strength of the newsletters is in the continuity they create. Published monthly, a newsletter, maintains a running dialogue with customers. It is also an inexpensive form of media to inform about staff etc. Similar information through newspapers and radio commercials may cost a lot of money.

- **Mailing Frequency :** Mailing should go out often enough to "Maintain the agency's identity with readers. In fact, it should be so frequent and regular that customers look forward to it and in fact, even miss it when they do not get it. At least four mailings a year are required, to maintain identity and continuity.
- **Attractiveness :** Newsletters should have short and crisp paragraphs, with clear photographs to illustrate or document a story. The layout must have a good look so that the message is readable and pleasing to look at.
- **Relevance :** In general, newsletters should address readers in their own frame of reference. Each idea or expression should be spelled out.
- **Simple Text :** A professional journalist is not required to write a newsletter. However, a copy should be clear, crisp and colourful. The message should be clear and simple. Any grammatical errors or misspellings should be avoided as this can damage the image one is trying hard to develop.
- **Mailing Lists :** Even the best newsletters, will lose most of their impact, if mailing lists are not kept up to date. These could be regularly updated through a proper system.
- **Publicity Media :** The publicity itself is carried out through media that has constantly new possibilities, which suggest themselves to the resourceful publicity expert. This is of particular relevance; with respect to tourist publicity, whose new forms and scientifically based planning in publicity are not so frequently discernible. At any rate, tourist publicity media are considered limited in appeal, as their publicity effect is limited to visual and additive synthesis. Illustration, copy and the spoken word are, therefore, the primary publicity media for tourism. They are multiplied through the media compounded out of them.

The role of promotion in tourism is of paramount importance. The various promotional techniques like advertising, public relations and sales support are used together by tourism, hospitality and leisure providers. All the three techniques are however, complementary to each other. A proper and judicious mix of these is very essential for the successful promotion of a product or a programme.

☐ **Check Your Progress – 3 :**

1. What are the 3 methods being used by all Marketing Organizations ?

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#### **4.4 LET US SUM UP :**

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**In this unit, we :**

- Described the concept of marketing
- Explained the basis of marketing strategies
- Discussed various methods of promotion for tourist products

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#### 4.5 ANSWERS FOR CHECK YOUR PROGRESS :

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**Check Your Progress 1 :**

Mark Twain

**Check Your Progress 2 :**

1. Product, Price, Promotion, Place, People, Process, Physical Evidence
2. a-2, b-3, c-4, d-1.

**Check Your Progress 3 :**

Advertising, Public Relation & sales Promotion.

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#### 4.6 GLOSSARY :

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**Passenger, Transfer :** A passenger arriving on one flight and continuing his journey on another.

**Passenger, Transit :** A passenger continuing his journey on the same through flight.

**Passport :** A document issued by national governments to their own citizens as verification of their citizenship. It is also a permit to leave one's country and return.

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#### 4.7 ASSIGNMENT :

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Make a questionnaire for surveying popularity of 5 tourist spots in your city. Distribute 10 such questionnaires to neighbors & relatives and ask them to fill up.

Collect the same and list the destinations. Mark them on liking bases. (Most liked ones – 5 star and least liked 1 star).

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#### 4.8 ACTIVITY :

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Make a group of 3 to 5 candidates and plan a trip to a nearby tourist spot.

Go to that place and survey the likings and disliking of the local people over there regarding the food style, Regional language, culture, activities, festivals and what sort of commodities are in a major demand regarding tourism.

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#### 4.9 CASE STUDY :

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**Promotional and marketing strategy adopted in India :**

Right from the beginning when India was born an independent nation, efforts have been made to utilize its heritage to earn economic benefits. It would not only result into economic growth but also keep the heritage alive. In 1960s, India Tourism Development Corporation was formed to provide the homely comforts to the international tourists. The major focus of ITDC was to establish an elaborate modern infrastructure (The Ashoka group of Hotels). The major role was played by Air India for the promotion of tourism in India and promotional centres were set up in London and Frankfurt. It was in 1982, when the first 'Tourism Policy' was formulated which talked about the 'Travel Circuit' concept. During the eight five year plan a National Action Plan for tourism was presented in the parliament which focused on the infrastructure and effective marketing and promotional efforts in the domestic as well as overseas market. Certain specific

## **Principles and Practices of Tourism**

tourist's destinations were listed out. Major thrust on tourism was laid in the ninth five Year plan. It talked about the product and human resource development. It was felt that the fierce competition in the tourism sector at global level, nations are trying to divert tourists traffic towards their own countries hence the importance of marketing a promotion was felt. The elements of the marketing and promotional efforts at international level included advertising, brochure printing in the local languages, production of advertisement promoting Indian tourism including festivals of India, trade fairs, etc.

### **❖ Discussion Question :**

1. Why was ITDC formed ?
2. Discuss the benefits & objectives of Tourism Policy.

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### **4.10 FURTHER READING :**

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Handmade in India, Crafts of India Series, Aditi Ranjan and M.P. Ranjan (Eds.), 2008



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**BLOCK SUMMARY :**

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**The Concept of  
Marketing**

In today's post modern world, it is very essential to keep up with knowhow of current affairs in Travel & Tourism industry. Thus we have gone through how national and international Tourism organisations function with their aims & objectives.

We have also gone through the importance of planning and how to plan tourism successfully. Without proper planning, one cannot succeed in Tourism industry due to its complex nature.

Then we saw Tourism policy and its importance. How to sell the tourism service and product along with marketing concepts was also a part of this block.

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**BLOCK ASSIGNMENT :**

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❖ **Short Questions :**

1. Describe briefly the National Tourism Organisations and their aims ?
2. Describe briefly the International Tourism Organisations and their aims ?
3. Differentiate between TAAI, ITDC, and IATO.
4. Differentiate between ICAO, PATA and UFTAA.

❖ **Long Questions :**

1. What is the importance of planning in Tourism ?
2. State the Major Policy Initiatives of Tourism Policy.
3. What are the objectives of Tourism Policy ?
4. Describe THE PROMOTION and three Identifiable methods of it.