

Dr.Umayal Ramanathan College for Women, Karaikudi.

(Accredited with B+ Grade by NAAC)

Affiliated to Alagappa University

Run by Dr.Alagappa Chettiar Educational Trust

Department of Business Administration



Subject Name: Tourism Management

Subject code : 7BBAE1A

III YEAR - V SEMESTER

COURSE CODE: 7BBAE1A

ELECTIVE COURSE –I (A) TOURISM MANAGEMENT

Unit I

History of travel and tourism – ancient, medieval and contemporary periods – Tourism – definition – forms – Motivation for travel – barriers to travel – tourism product – travel industry network.

Unit II

International tourism – top tourism promoting countries – major destinations – spending and earnings by different countries and other details – Domestic tourism – Indian tourism – Tourist attractions – preferred places – historical past – culture – seasonality – foreign exchange earnings – profile of visitors – factors influencing tourism development – Social, Economic and Environmental impact on tourism.

Unit III

Tourism and the State – National Tourism Administration (NTA) – Comparative study of NTAs of various countries – activities of Department of Tourism – India Tourism Development Corporation (ITDC) – State Tourism Development Corporations (STDCs) – Tourism planning – need for planning – process of planning,

Unit IV

Surface transport – Airline industry – Travel Agents – functions – automation in travel industry – Computerised Reservation System – Importance of CRS for travel agents – World Tourism Organisation – International Air Transport Association.

Unit V

Hotel Industry – types of tourist accommodation – management system of hotels – franchise, management contracts, referral systems – hotel industry in India – finance, concessions and incentives given by government – major hotel chains of India – Tourism promotion – role and importance – advertising and publicity.

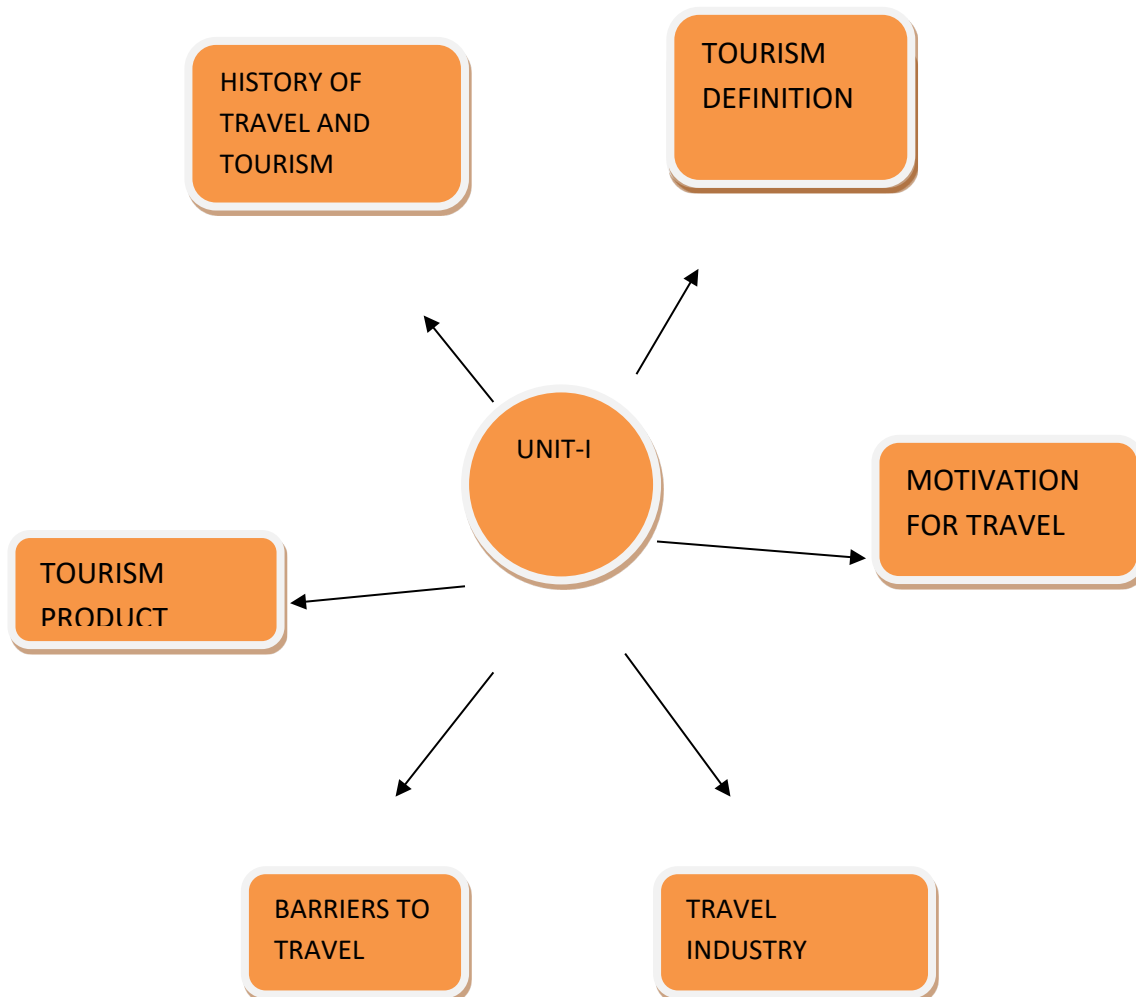
Books Recommended:

1. Successful Tourism Management (Vol.: I) – Fundamentals of Tourism – Pran Seth
2. Successful Tourism Management (Vol.: II) – Tourism Practices – Pran Seth
3. International Tourism Management – Ak.Bhatia
4. Tourism Marketing – S.MJha.

Course Outcome

CO1	The students are able to know the productions, implementations and impacts of tourism development locally, nationally and internationally.
CO2	Know about the skills and experience relating to the management and production of tourism.
CO3	Understand the concepts of travel and tourism, the framework of the system, types and form of tourism.
CO4	Able to know the different types of tourism resources of India.
CO5	Shall identify the importance of tourism management.

UNIT – I

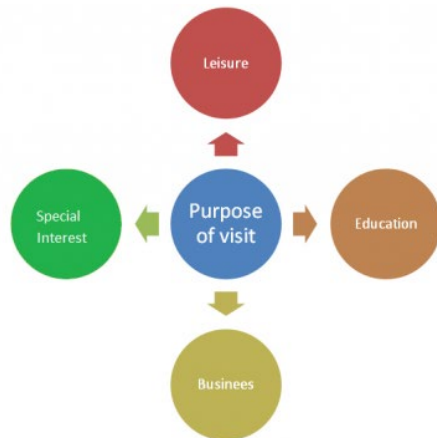


DEFINITION OF TOURISM

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Forms of Tourism

There are different purposes of visits. Based on the purpose of visit, tourism is categorized into the following.



1) Leisure Tourism

Tourists, who seek break from the stress of day to day life, devote their holiday to rest and relaxation, refresh themselves. These tourists prefer to stay in some quiet and relaxed destination preferably at a hill resort, beach resort or island resort. This tourism includes following forms based on the activities undertaken:

i) Cultural tourism

It is also called as heritage tourism. People are curious to know about foreign lands and their cultures. Culture is most important factors which attracts tourists to a destination.

Cultural tourism gives insight to

- Way of life of the people of distant land
- Dress, jewellery, dance, music, architecture
- Customs and traditions
- Fairs and festivals
- Religions
- Culinary delights

ii) Religious tourism

It is also called as Pilgrimage tourism / Spiritual tourism. It is a form of tourism, where people travel individually or in groups for pilgrimage. The world's largest form of mass religious

tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia. The most famous holy cities are Jerusalem, Mecca and Rameswaram & Varanasi.

iii) Family Tourism

Family tourism involves the family unit and their participation in diverse forms of tourism activity. This includes visiting one's relatives and friends for interpersonal reasons.

iv) Health Tourism

Health tourism is also called as medical tourism. People have been travelling for centuries to improve and rebuild their health and stamina. Medical tourism is an age-old concept that has gained popularity in the recent times. Thus health tourism covers one or more of the following aspects-

- Change of climate
- Alternative therapy- Ayurvedic treatment, hot Sulphur springs, Naturopathy and art of living
- Medical treatment

v) Sports Tourism

Sports Tourism refers to travel which involves either viewing or participating in a sporting event staying apart from their usual environment. Sports tourism refers to people travelling to participate in a competitive sport event. Adventure sport tourism takes the tourists into regions which are less frequently visited and may not have easy access.

2) Educational Tourism

Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment.

3) Business Tourism

The business traveller's main motive for travel is work. Tourists visit a particular destination for various reasons such as attending a business meeting, conferences, conventions

selling products, meeting clients. Business tourism is popularly called as MICE (Meetings, incentives, conferences, and exhibitions) tourism.

4)Special Interest Tourism

Instead of using touristic commodities these tourists prefer to use or share the services of local people. The focus in these travels is the preserved natural environment, authentic atmosphere and cuisine, and local traditions. It is of various types and they are – 1)Ecotourism 2) Food tourism 3) Agro-rural tourism.

Barriers to Travel:

- 1) **Cost:** Many individuals feel that they cannot travel simply because it costs too much. Yes, depending on the location and duration of the trip, traveling can become very expensive.
- 2) **Time:** Another common barrier that holds individuals back from traveling is their perceived lack of free time to do so.
- 3) **No Companion to Travel With:** Many people indicate that they choose not to travel because they have no one to travel with.
- 4) **Lack of knowledge:** There are some people who decide to never travel because they aren't aware of what's out there.
- 5) **Fear of the Unknown and Unfamiliar:** Some people hate travelling because of unknown and unfamiliar places and people.

Tourism Product:

The tourism product is composite in nature. It includes what the tourist purchases, sees, experiences and feels from the time he/she leaves home until he/she returns. They may be in the forms of

1. Journey to and from the destination.
2. Things purchased including accommodation, food, beverages, souvenirs, amusement and entertainment.
3. Experiences and expectations which are not purchased.
4. The price of the tour.

Characteristics of tourism product:

Tourism products are services have the following characteristics.

1. Seasonality of demand

Most tourist destination areas are characterised by fluctuating periods of demand.

2. Long term market development

Investing in any sector of the tourism industry is a long term commitment.

3. Co-operative nature of competition

Businesses would normally work in a co-operative manner to jointly promote their destination.

4. High fixed costs

Many tourism businesses have a high fixed cost component.

5. Single use nature of assets

Accommodation facilities in particular have limited alternative uses for the assets.

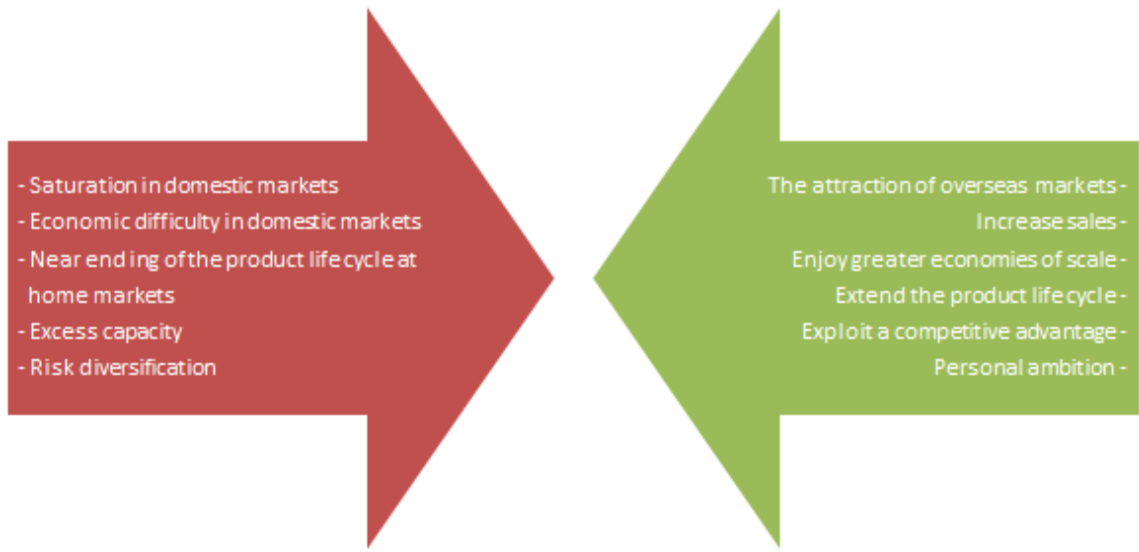
6. High capital intensity

Many tourism businesses require substantial capital investment.

Motivation for Travel:

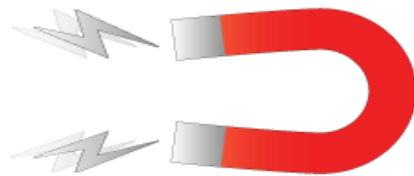
An early paradigm for understanding tourist motivation is the push-pull model. This is based on the distinction between factors which encourage individuals to move away from their home setting through tourism (push factors) and those attributes of a different place which attract or 'pull' them towards it.

The push factor involves a force which acts to drive people away from a place and the pull factor is what draws them to a new location.



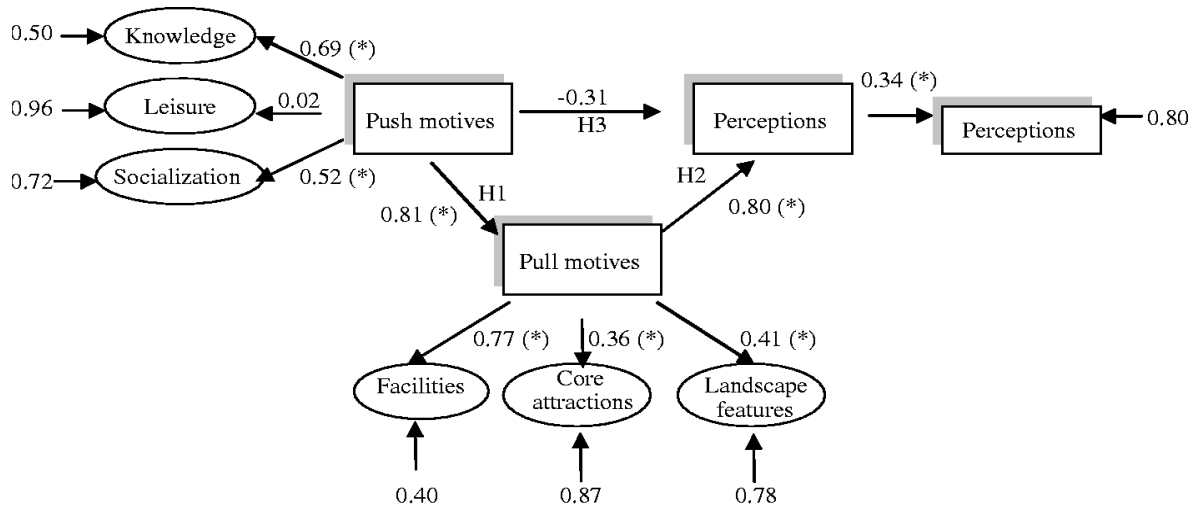
Push Factors

- Lack of services
- Natural Disasters
- Poor Farming
- Poor Housing
- Unemployment



Pull Factors

- Education Services
- Health Care
- Housing
- Jobs



Note: (*) p < 0.01

Tourism Industry Network:



INDIAN TOURISM INDUSTRY



Size of the Industry	5 million annual foreign tourist arrivals and 562 million domestic tourism visits.
Geographical distribution	Hyderabad, Assam, Delhi, Goa, Shimla, Jammu and Kashmir, Shimoga, Kerala, Ajanta, Puri, Amritsar, Jaipur, Chennai, Varanasi, Kolkata, etc
Output per annum	Increased 7 % per annum
Percentage in world market	6.5% share
Market Capitalization	6.23% of GDP

Brief

Introduction



India in recent years has gained good exponential growth in the Tourism Industry. Today India is the preferred destination for both overseas and domestic travelers. India provides the facility to Tourists of international origin to understand and experience cultural diversity of the country. According to Indian official estimates the tourism in India has out performed the global tourism industry in accordance with the growth, volume of foreign tourists & even the revenue.

Tremendous growth in the Indian economy is the main reason for the growth in tourism in India. Though the infrastructure is still a constraint it sustains the current growth and that the government should invest in infrastructure like transport, accommodation, better roads, health and hygiene, etc.

for the growth of the industry has invested in new technology like CRM tools and state of the art security systems.

India's tourism industry is experienced a strong period of growth which is driven by the burgeoning Indian middle class and high spending foreign tourists with coordinated government campaigns to promote 'Incredible India'.

This particular industry in India is substantial and vibrant, is at verge of becoming a major global destination. Travel and tourism industry in India is one of them most profitable industries in the country and credited with contributing a substantial amount of foreign exchange. As during 2006, four million tourists visited India and have spent US \$8.9 billion. In India the disposable income has gone up by 10.11% annually from 2001-2006, where much of that is being spent on travel. Indian tourism Industry has also helped the growth in other sectors like horticulture, handicrafts, agriculture, construction and even poultry.

Indian Tourism Industry is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, it had been ranked the 14th for best tourist destination & for its natural resources, 24th for its cultural resources, as it has most of the World Heritage sites, both natural and cultural, rich fauna and flora & strong creative industries in the country.

In air transport network India has bagged 37th rank for itself. Indian tourism industry is ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019.

Since 1990 the Indian tourism industry has not been good. Though the India economy had slowed, it was still growing faster than the rest of the world. During 2009, the country has seen a rise of 6.5%, compared to the world output, which is seen falling 0.4%. With Indian economy growing at around 7% per annum and rise in disposable incomes of Indians, an increasing number of people are going on holiday trips within the country and abroad resulting in the tourism industry growing wings.

LATEST DEVELOPMENT:

Indian Tourism Industry has g.01

To a major boost because of the booming IT and outsourcing industry with increased number of business trips made by foreigners to India, who will often add a weekend break or longer holiday to their trip. They spend more time here in India than almost any other country worldwide. Tourist arrivals are projected to increase by over 22% per year by 2010, with a 33% increase in foreign exchange earnings recorded in 2004.

Foreign Tourist Arrivals (FTAs) from January to March in 2009 was 1.461 million and in March 2009 the FTAs was 472000 according to the Ministry of Tourism. The reason would be attributed to the ongoing economic crisis. In spite of this short term and medium term impediments due to the global meltdown the revenues from tourism is expected to increase by 42% from 2007 to 2017.

SUMMARY:

- History of tourism as the formation of the tourist gaze.
- The patterns of tourism consumption TODAY are indebted to the forces socializing the tourist gaze.
- The production of places requires symbolic and culture work.
- Authentically is a historical and cultural construct.
- Authenticity as attraction superseded by staged authenticity as the attraction.

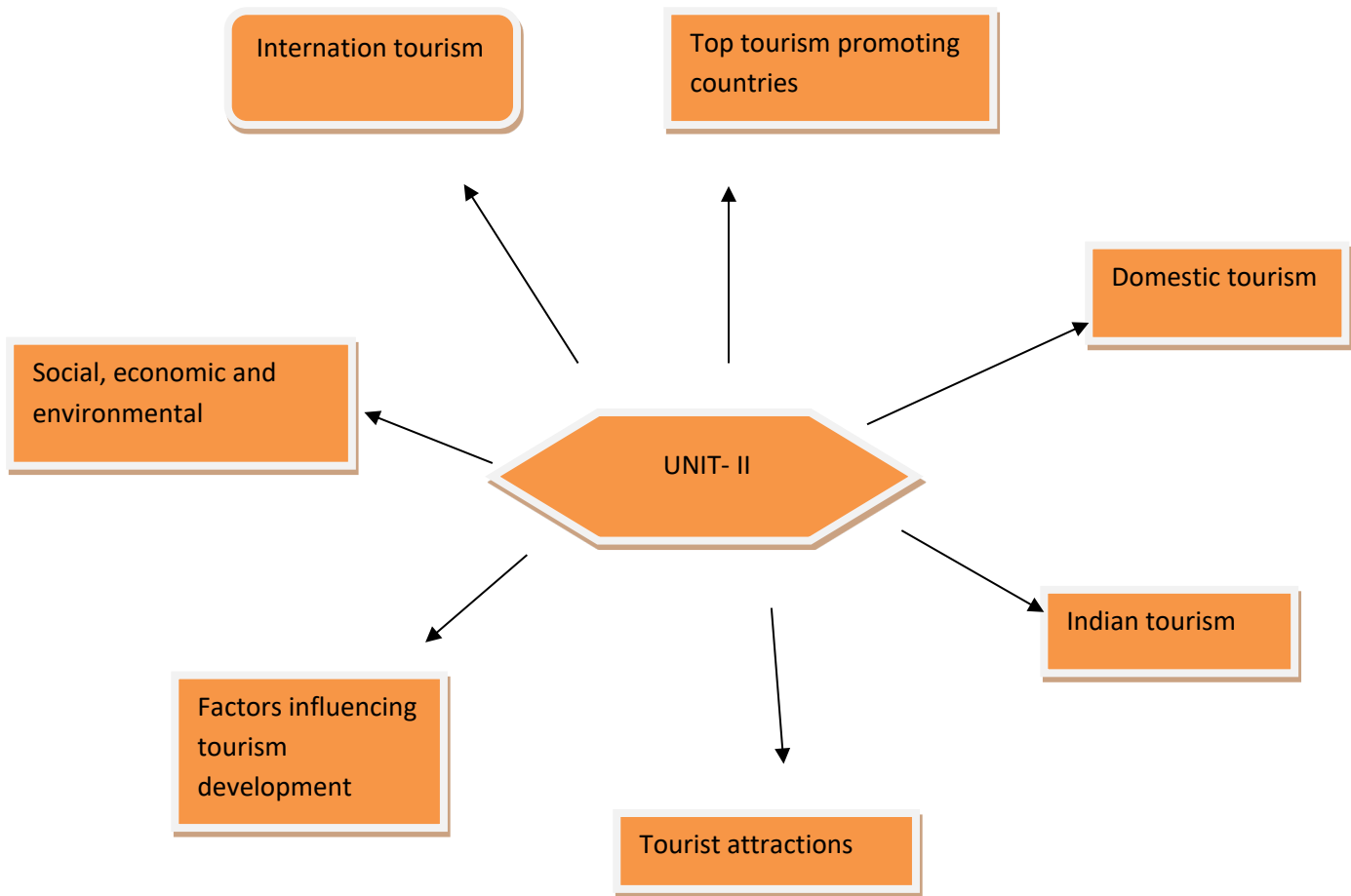
SAMPLE QUESTIONS:

1. Define tourism.
2. What is domestic tourism.
3. Define push and pull theory.
4. Explain the history of travels tourism.
5. Explain the motivations.
6. Explain the barriers to travel.

7. Describe the characteristics of tourism product.

UNIT-II

INTERNATIONAL TOURISM



INTERNATIONAL TOURISM

International tourism refers to that crosses tourism national borders. Globalization has made tourism a popular global leisure activity. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

DOMESTIC TOURISM

Domestic tourism is travel within your own nation. For example, if a Canadian from Alberta decided to spend a few days at Niagara Falls, as you're staying in your own country of residence, this is domestic or internal tourism. The domestic tourism economy around the world is lucrative and has been boosted by the growing trend of staycations.

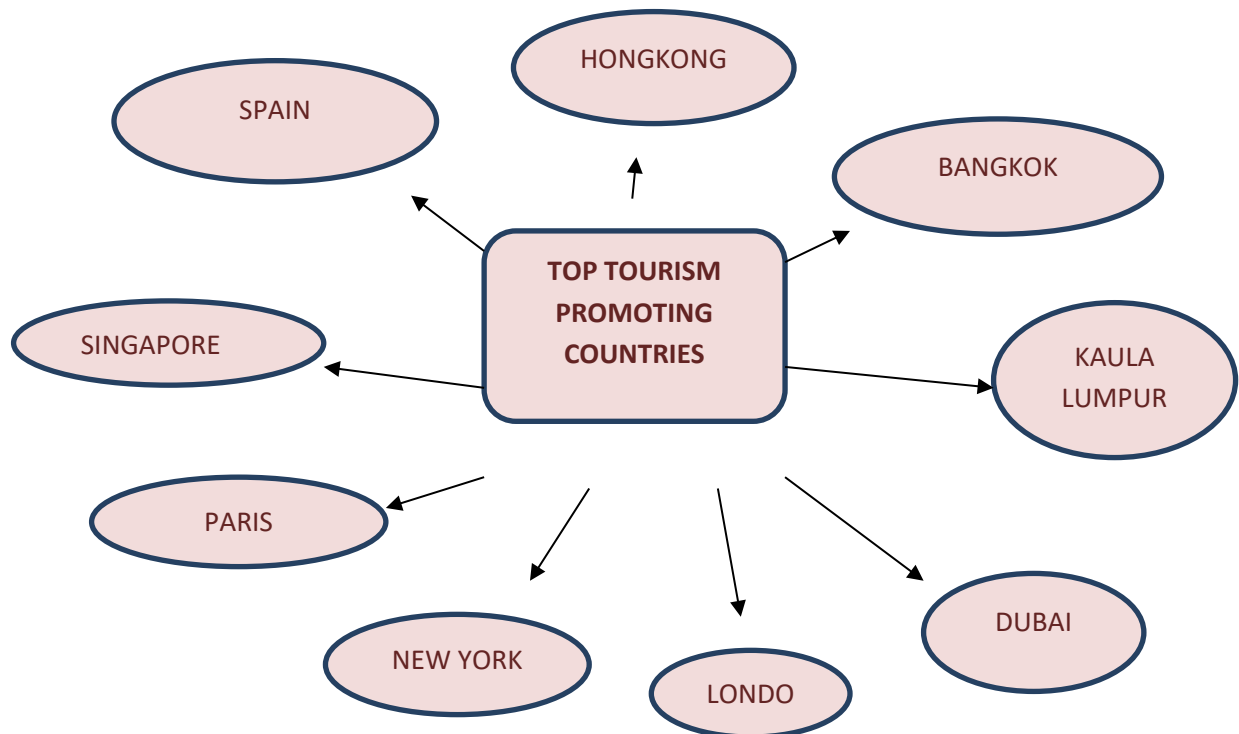
TOURISM PROMOTION:

Tourism promotion means stimulating sales through dissemination of information. It means trying to encourage actual and potential customers to travel.

OBJECTIVES:

1. To make the tourist products widely known.
2. To make it very attractive in order to encourage many people to try it.
3. To make the message attractive without being dishonest.

TOP TOURISM PROMOTING COUNTRIES



SINGAPORE:

Singapore, officially the Republic of Singapore, is a **sovereign country as well as a city-state**. It is an island state at the southern end of the Malay Peninsula in Asia, between the Straits of Malacca and the South China Sea. Singapore is about one degree of latitude (137 kilometres or 85 miles) north of the equator.

PARIS:

Paris (French pronunciation: [paʁi] (listen)) is the capital and most populous city of France, with an estimated population of 2,150,271 residents as of 2020, in an area of 105 square kilometres (41 square miles).^[1] Since the 17th century, Paris has been one of Europe's major centres of finance, diplomacy, commerce, fashion, science and arts.

LONDON:

London is **the** capital of the United Kingdom and England. London is the city region with the highest population in the United Kingdom. With it being located along River Thames, London has been a central city since it was founded by the Romans two millennia ago under the name Londinium.

NEW YORK:

New York, or **New York City (NYC)**, is the largest city by population in the United States. It is at the southern end of the state of New York. New York's population is similar to London in the United Kingdom with over 8 million people currently living in it, and over 22 million people live in the bigger New York metropolitan area. It is the financial capital of the U.S. since it is home to the nation's stock market, Wall Street, and the One World Trade Center.

Being on one of the world's largest natural harbors, New York City is made up of five boroughs, each of which is a county of the state of New York. The five boroughs—Brooklyn, Queens, Manhattan, the Bronx, and Staten Island—were combined into one city in 1898. The city and its metropolitan area are an important place for legal immigration to the United States. As many as 800 languages are spoken in New York,¹ making it the most linguistically diverse city in the world. New York has more than 3.2 million people born outside the United States,^[13] the biggest foreign-born population of any city in the world as of 2016.

DUBAI:

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KAULA LUMPUR:

Kuala Lumpur (Malaysian pronunciation: officially the Federal Territory of Kuala Lumpur and colloquially referred to as KL, is a federal territory and the capital city of Malaysia. It is the largest city in Malaysia, covering an area of 243 km² (94 sq mi) with an estimated population of 1.73 million as of 2016. Greater Kuala Lumpur, also known as the Klang Valley, is an urban agglomeration of 7.564 million people as of 2018. It is among the fastest growing metropolitan regions in Southeast Asia, both in population and economic development.

The city serves as the cultural, financial, and economic centre of Malaysia. It is also home to the Parliament of Malaysia, and the Istana Negara, the official residence of the Yang di-Pertuan Agong (monarch of Malaysia). Kuala Lumpur first developed around 1857 as a town serving the tin mines of the region and served as the capital of Selangor from 1880 until 1978. Kuala Lumpur was the founding capital of the Federation of Malaya and its successor Malaysia, and the city remained the seat of the executive and judicial branches of the Malaysian federal government until these were relocated to Putrajaya in early 1999. However, some sections of the political bodies still remain in Kuala Lumpur.

HONG KONG:

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BANGKOK:

Bangkok officially known in Thai as **Krung ThepMahaNakhon**^[b] and colloquially as **Krung Thep**, is the capital and most populous city of Thailand. The city occupies 1,568.7 square kilometres (605.7 sq mi) in the Chao Phraya River delta in central Thailand and has an estimated population of 10.539 million as of 2020, 15.3 percent of the country's population. Over 14 million people (22.2 percent) lived within the surrounding Bangkok Metropolitan Region at the 2010 census, making Bangkok an extreme primate city, dwarfing Thailand's other urban centres in both size and importance to the national economy.

Bangkok traces its roots to a small trading post during the Ayutthaya Kingdom in the 15th century, which eventually grew and became the site of two capital cities, Thonburi in 1768 and Rattanakosin in 1782. Bangkok was at the heart of the modernization of Siam, later renamed Thailand, during the late-19th century, as the country faced pressures from the West. The city was at the centre of Thailand's political struggles throughout the 20th century, as the country abolished absolute monarchy, adopted constitutional rule, and underwent numerous coups and several uprisings. The city, incorporated as a special administrative area under the Bangkok Metropolitan Administration in 1972, grew rapidly during the 1960s through the 1980s and now exerts a significant impact on Thailand's politics, economy, education, media and modern society.

SPAIN:

Spain or Kingdom of Spain is a country in southwestern Europe with parts of territory in the Atlantic Ocean and across the Mediterranean Sea. The largest part of Spain is situated on the Iberian Peninsula; its territory also includes the Canary Islands in the Atlantic Ocean, the Balearic Islands in the Mediterranean Sea, the autonomous cities of Ceuta and Melilla, and several minor overseas territories also scattered along the Moroccan coast of the Alboran Sea.^[13] The country's mainland is bordered to the south by Gibraltar; to the south and east by the Mediterranean Sea; to the north by France, Andorra and the Bay of Biscay; and to the west by Portugal and the Atlantic Ocean.

With an area of 505,990 km² (195,360 sq mi), Spain is the largest country in Southern Europe, the second-largest country in Western Europe and the European Union, and the fourth-largest country by area on the European continent. With a population exceeding 47.4 million, Spain is the sixth-most populous country in Europe, and the fourth-most populous country in the European Union. Spain's capital and largest city is Madrid; other major urban areas include Barcelona, Valencia, Seville, Zaragoza, Málaga, Murcia, Palma de Mallorca, Las Palmas de Gran Canaria and Bilbao.

TOURIST ATTRACTION:

Tourism attraction definition. Tourism attraction. definition. Tourism attraction means a cultural or historical site, a S

recreation or entertainment facility, an area of natural phenomenon or scenic beauty, a Kentucky crafts and products center, or an entertainment destination center. A tourism attraction shall not include any of the following: ...

THE ELEMENTS OF SUCCESSFUL TOURIST ATTRACTION:

1. **RESOURCES ELEMENT:** Successful tourist attraction needs a striking and /or distinctive physical are cultural resources as its core.
2. **PUBLIC CONCRPTIONS\UNDERSTANDING :** The successful tourist attraction should be readily appreciated by the public are offer interpretive facilities so that the public may understand and appreciate the **resources**.

TOURIST DESTINATIONS IN INDIA:

UDAIPUR TOURISM:

Udaipur, also known as the City of Lakes, is one of the most visited tourist places in Rajasthan. Located around stunning water lakes and enveloped by the Aravalli Hills in all directions, Udaipur is known for its azure lakes, magnificent palaces, vibrant culture and delectable food. Along with being a must-visit destination, it is also one of the best places to experience luxury in India.

GOA:

Goa is a state on the southwestern coast of India within the Konkan region, geographically separated from the Deccan highlands by the Western Ghats. It is located between the Indian states of Maharashtra to the north and Karnataka to the east and south, with the Arabian Sea forming its western coast. It is India's smallest state by area and its fourth-smallest by population. Goa has the highest GDP per capita among all Indian states, two and a half times as high as the GDP per capita of the country as a whole. The Eleventh Finance Commission of India named Goa the best-placed state because of its infrastructure, and India's National Commission on Population rated it as having the best quality of life in India . It is the third-highest ranking among Indian states in the human development index.

KASHMIR:

Kashmir is the northernmost geographical region of the Indian subcontinent. Until the mid-19th century, the term "Kashmir" denoted only the Kashmir Valley between the Great Himalayas and the PirPanjal Range.

KANYAKUMARI:

Kanyakumari "The Virgin Princess" (also known as Cape Comorin) is a town in Kanyakumari District in the state of Tamil Nadu in India. It is the southern tip of Indian subcontinent. The southernmost town in mainland India, it is sometimes referred to as 'The Land's End'. A popular tourist destination.

KERALA:

Kerala is a state on the Malabar Coast of India. It was formed on 1 November 1956, following the passage of the States Reorganisation Act, by combining Malayalam-speaking regions of the erstwhile regions of Cochin, Malabar, South Canara, and Travancore.

OLD DELHI:

Old Delhi is a walled part of New Delhi, founded by Mughal Emperor Shah Jahan in 1639 and originally named Shahjahanabad. It remained the capital of the Mughals until the end of the Mughal dynasty and was later rechristened Old Delhi by the British.

AJANTHA&ELLORA:

Ajantha&Ellora are 28-30 rock-cut cave monuments created during the first century BC and 5th century AD, containing paintings and sculptures to be masterpieces of both Buddhist religions art and universal pictorial art.

DARJEELING:

Darjeeling in India owes its grandeur to its natural beauty, its clean fresh mountainair and above all, the smiling resilient people for whom it is a home.

MYSORE:

Mysore is a tourism hot spot within the state of Karnataka and also acts as a base for other tourist places in the vicinity of the city.

LEHLADAKH:

The Ladakh capital city of Leh lies near the eastern parts of Jammu andKashmir, on the crossroads of the historic “Silk Route” from sinkiang to West Asia and to plains of India.

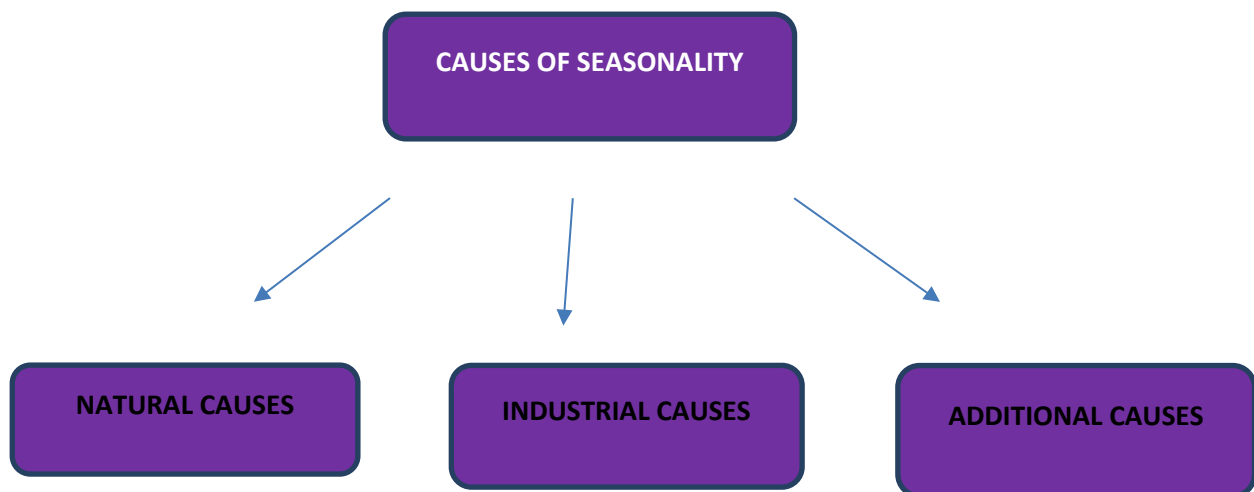
GANGTOK:

The capital of the state of Sikkim, Gangtok is an attractive tourist destination, reflecting a unique ambience which derives from its happy blend of tradition and modernity.

SEASONALITY IN TOURISM

Tourism is one the biggest and fastest growing industries in the world, but it is characterized by seasonality. Tourism as an integral part of global business is highly dependent on seasonal changes in climatic condition, economic activities as well as human behaviour and society in general. Seasonality has become one of the most distinctive and determinative features of global tourism industry. The most significant aspect of seasonality is that involves the concentration of tourist flows in relatively short periods of the year.

CAUSES OF SEASONALITY:



NATURAL CAUSES OF SEASONALITY

Natural seasonality, as the name implies, relates to regular and recurring temporal variations in natural phenomena, particularly those associated with climate and the seasons of the year including air temperature, water temperature, sunlight.

INSTITUTIONAL CAUSES OF SEASONALITY

Institutionalized seasonality is more complex as it is based on human behavior and consumer decision making and results from religious, social, cultural.

ADDITIONAL CAUSES OF SEASONALITY

In addition to natural and institutional seasonality, some other causes could be considered hosting time of sporting event.

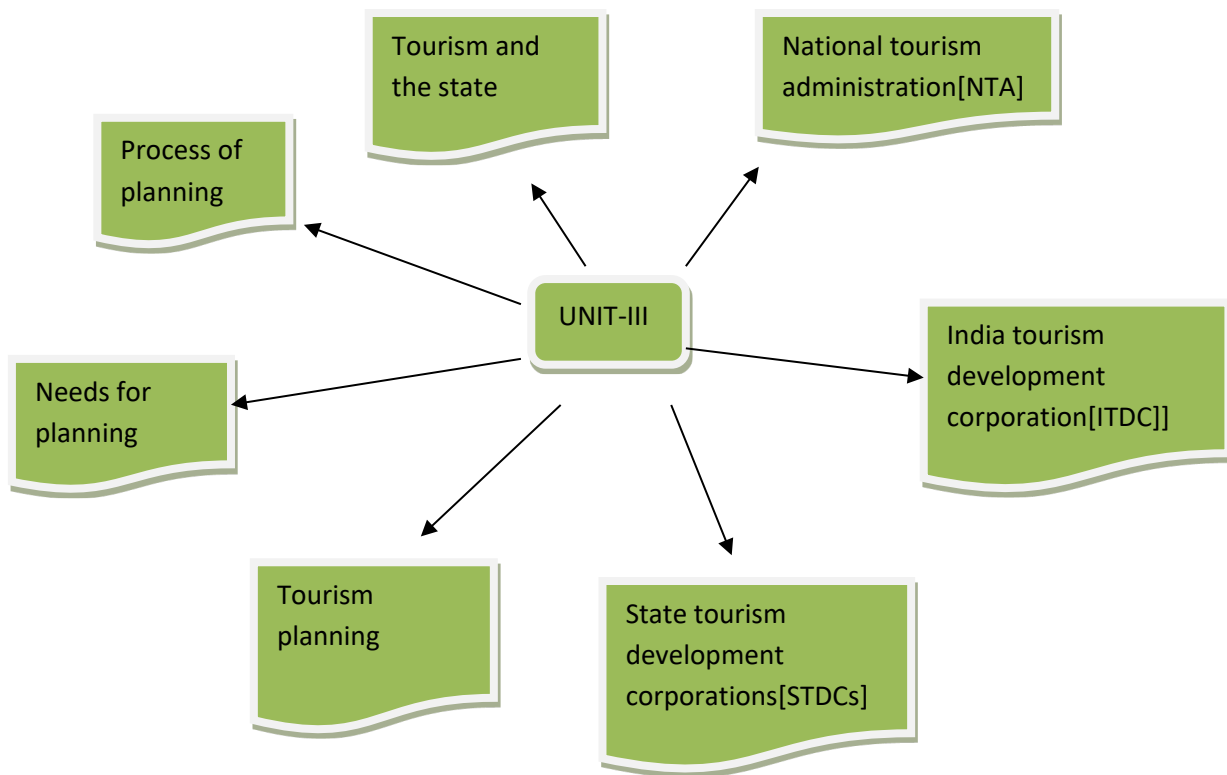
SUMMARY:

In today's world, tourism is one of the largest industries contributing to the global economy. However, scott, gosling and hall[2012] stated that "There is a growing concern about the contribution of international tourism to environment change, especially climate change". This report will discuss this statement providing real life examples. The aim of this report was to provide definitions of international tourism and environmental change, and discuss this change in the context of international tourism. Besides that, this report will discuss the issues of climate change and international tourism and provide an example on the ski tourism industry. In contrast, the author will outline the impact of international tourism on climate change through tourist behaviours. Not only that, other environmental change, especially pollution from greenhouse gas emissions from aviation, will be mentioned. Also, the author will give the predictions of international tourism futures according to the effects of pollution and discuss the mitigation policy and adaptive strategy in the next 10 years.

SAMPLE QUESTIONS:

1. Define international tourism.
2. What is domestic tourism.
3. Explain tourist attractions.
4. Briefly explain the factors influencing tourism development.
5. Explain the types of causes of seasonality.

UNIT-III



ACTIVITIES OF DEPARTMENT OF TOURISM:

The department of tourism is responsible for the promotion of India as a Tourist destination and development of tourism infrastructure facilities in the country. it is also perform regulatory function in the field of tourism.

INDIA TOURISM DEVELOPMENT CORPORATION (ITDC)

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.

The main objectives of the corporation are:

- 1.To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travellers' Lodges/ Restaurants.
2. To provide transport, entertainment, shopping and conventional services.
3. To produce, distribute tourist publicity material.

4. To render consultancy-cum-managerial service in India and abroad.

5. To carry on the business as full-fledged money changer (FFMC), restricted money changer etc.

To provide innovating, dependable and value of money solutions to needs of tourism development and engineering industry including providing consultancy and project implementation.

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 & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality.

Presently, ITDC has a network of eight Ashok Group of Hotels, six Joint Venture Hotels, 2 Restaurants (including one Airport Restaurant), 12 Transport Units, one Tourist Service Station, 37 Duty Free Shops at International as well as Domestic Customs Airports, one Tax Free outlet and two Sound & Light Shows.

Role and Functions of the Ministry of Tourism

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

All Policy Matters, including:

- Development Policies.
- Incentives.
- External Assistance.
- Manpower Development.
- Promotion & Marketing.
- Investment Facilitation.

Functions of ITDC:

As the mainstay of the Hospitality Industry in India, ITDC plays a pivotal role in the creation and advancement of tourist infrastructure in India.

A successful organization needs to have the correct ratio of man and work. ITDC works towards rationalizing size of the Human Resources so that the organization is trim and competent.

Customers who are the backbone of any business venture should be provided with more than their money's worth so that they are satisfied and return for more.

Publicity matter related to tourism is envisioned, designed, produced and distributed by the Corporation.

ITDC also takes up consultancy and management of tourism related projects in the country

Official money-changing facility for tourists, viz. Full-Fledged-Money-Changers (FFMC) and restricted money changers are also the functions of the Corporation.

Construction of new hotels and other hospitality related units, management of the existing ones and take-over of those hotels, motels, resorts, lodges and restaurants that are not doing well but have potential is one of the primary functions of the Corporation.

Joint venture company of ITDC:

Name of the Joint Venture Company	Name of the Hotel Property
Ranchi Ashok Bihar Hotel corporation Ltd	Hotel Ranchi Ashok, Ranchi
Utkal Ashok Hotel Corporation Ltd	Hotel Nilachal Ashok, puri
Donyi polo Ashok Hotel corporation Ltd	Hotel Donyi polo Ashok, Itanagar
Assam Ashok Hotel Corporation Ltd	Hotel Brahmaputra Ashok, Guwahati
MP Ashok Hotel Corporation Ltd	Hotal Lake view Ashok, Bhopal
Pondicherry Ashok Hotel Corporation Ltd	Hotel Pondicherry Ashok, Pondicherry

Punjab Ashok Hotel Company Ltd	Hotel Anandpur Ashok, Anandpur(project stage)
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STATE TOURIS DEVELOPMENT CORPORATIONS[STDCs]

Sikkim Tourism Development Corporation Ltd. (STDC) is the Government of Sikkim undertaking established in the year 1998 as a commercial organization, instrument for the execution of the state Government's responsibilities for business enhancement, development, direction and promotion of tourism in the state.

TOURISM PLANNING:

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes" Tourism can be domestic (within the traveller's own country) or international, and international tourism has both incoming and outgoing implications on a country's balance of payments.

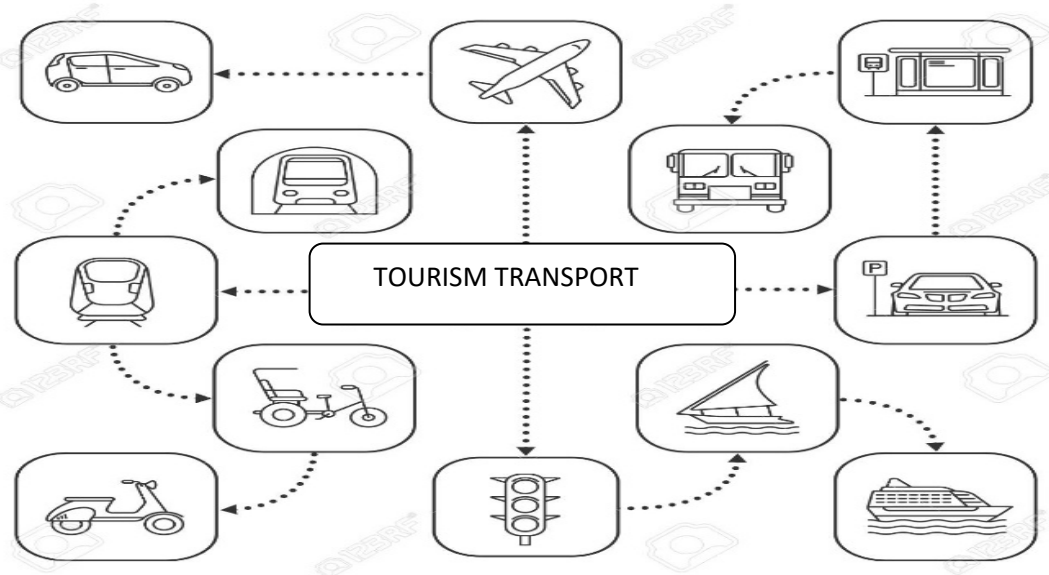
SUMMARY:

- Sustainable –tourism evelopment that meets the needs of the present with out compromising the needs of the future generations of tourists.
- All tourist leave an impact an the places they visit mass tourism usually has the greatest impact
- The fastest growing sector in the tourism industry today is SUSTAINBLE TOURISM. This tourism provides the traveler with experience that have as little impact on the natural environment as possible .

SAMPLE QUESTIONS:

1. Definition of ITDC.
2. What is tourism planning.

3. What is department of tourism.
4. What is recommendation
5. What is policy and plan formulation.
6. Explain actives of department of tourism
7. Briefly explain state tourism development corporations[STDCs]
8. Explain the role and functions of the ministry of tourism.



UNIT – IV

TOURISM TRANSPORT:

Thus, the movement of people or goods from one place to another by a means of transport is called transportation. Each tourist has to move from place to place and needs transportation for his or her movement. Transport helps people to move from tourist generating area to tourist destination area.

SURFACE TRANSPORT:

Surface transport means the movement of people or goods by road, train or ship. The movement of people or goods by road, train, or ship, rather than by plane.

AIR TRANSPORT:

In general, most of the airlines provide different classes of services on board ; they are first , business and economy class . First – class travelers enjoy the privacy of their own private cabin area with plenty of good food, in – flight entertainment and personal video screen.

Business – class travelers have wide comfortable seats with plenty of legroom. They can also enjoy good food, free drinks, and complimentary newspapers.

Economy – class travelers though have narrower seats, still are provided with suitable services and meals.

Besides, two types of flight are commonly seen in the market:

(i) Scheduled Flights

- Refer to those flights operated regularly according to a published timetables and fares.
- Irrespective to the number of passengers to be carried on any one flight, they serve on a

(ii) Non – scheduled Flights

- Also known as charter flights
- Do not operate on any set schedule or have predetermined fare structure
- Charter flights could go anywhere and at any time when scheduled service do not covered, and very often they supplement the service on regular routes during peak seasons.

AIRLINE INDUSTRY:

Transport is a part of service and hospitality of a nation, this facility is very important for the movement of people to go somewhere. There are several mode of transportation such as road, rail and water and also by air. All that kind of transportation is interplay each other to support the service and hospitality provided for tourist in that nation and the most suitable and relevant transport is air transportation. Airlines industry is a segment of travel industry that deals with air transportation from one destination to another destination.

Purpose of travel :

Normally people travel for various reasons, and in airlines world the purpose of people to travel can be classified into 4 types of travelers or reasons which are meeting, incentives, convention and exhibition (MICE) . But there are other classifications such as business or work related education , leisure or holiday and visiting friends and relatives .

Influence of air transportation towards tourism

Aviation provides the only worldwide transportation network, which makes it essential for global business and tourism. Air transportation alleviates poverty and helps to improve living standards by facilitating tourism. Air transport improves quality of life by broadening people's leisure and cultural experiences. It provides a wider choice of holiday destinations around the world and an affordable means to visit distance friends and relatives. Air transport contributes to sustainable development not only by facilitating tourism and trade, it generates economic growth, provides jobs, increases revenues from taxes as well as facilitates the delivery of emergency humanitarian aid relief and swift delivery of medical supplies anywhere on the earth. Air transportation promotes safety and comfort in travel as it is being known as the safest mode of transportation. Furthermore, airlines provide hospitality for air travellers such as:

- i. and indulging facilities.
- ii. Modern High flexibility and accessibility
- iii. Price for quality means you pay the tickets for the quality of service provided.

Due to economic crisis and increase in fuel price had affected airlines so much and this proportionally affecting the tourism industry.

Role of International Airlines in the Tourism Industry:

The role of international airlines in the total tourism business is to provide mass and quick transportation between countries under safe, standardized and economical conditions. Its relationship to the tourism industry is better understood by breaking down the entire activity of tourism into its component parts.

Purpose of travel:

Because of quick and efficient transportation, people are spurred to travel for various reasons as destinations have become more accessible. Some of these reasons to travel are:

1. Sightseeing- historical, cultural, social and technological sights
2. Relaxation- beach and mountain resorts.
3. Sports- mountain climbing, skiing, surfing, scuba diving etc.

4. Special interest- Study tours on art, history, religion, culture and science.

5. Shopping- personal and professional.

6. Business.

7. Governmental- political, cultural, social and scientific reasons.

The travel industry requires an efficient infrastructure which put together constitutes the tourism industry which is the world's second largest industry. The infrastructure is thus:

Transportation:

Airlines (domestic and international); surface transportation such as shipping, rail, tour busses, rented cars, taxis, caravans, river transportation, etc.

Accommodation:

Hotels of various categories* ranging from five star to modest unclassified hotels to meet all pockets. Motels which are modern 'inns' are situated on highways and provide garage facilities to keep transport safely.

Agents Travel:

They put all the elements of the infrastructure together into one package.

Communications:

Accessibility to destinations of interest by rail, road or air. Telecommunication systems to facilitate quick reservations, etc.

Other Services:

Simple and quick formalities for entry into the country. Efficient baggage handling at airports, etc.

The role of airlines seems clearly defined as restricted to air transportation. However, in reality it is more complex as we shall see later. Let us first have look at the dynamics of international airlines operations

:Freedom of the Air:

Each country has a point of prestige its national carrier. To name a few, they are: Air India Of India, Lufthansa Of West Germany, British Airways Of Britain, Air France Of France, Pan Am Of USA, Saudi of Saudi Arabia, etc. In order that these national carriers can fly to or over other countries to reach their destinations, Government negotiates with each other to grant certain “freedoms”.

There are basically six freedoms of the air:

1. The right to overfly.
2. The right to make technical landing.
3. The right to carry from one’s own territory to another.
4. The right to carry from another territory to one’s own.
5. The right to carry between two territories.
6. The right to carry between two territories over one’s own.

Why have an Airline?

Governments have indulged themselves by running a national carrier irrespective of whether it is profitable or not. The reasons for this are many:

1. Each government sees the potential of world tourism and wishes to take a slice of its revenue.
2. Having a national carrier is a source of pride to each country.
3. Sometimes due to political reasons government run airlines even though unprofitable. For example, ex-colonial powers may like to keep air links with former territories. The Moscow-Havana air link is one of the longest non-stop flights and is an example of an unprofitable route perpetuated for political

reasons.

4. Airlines generate foreign exchange.
5. Airlines generate natural tourism growth.

Fares:

Air fares are subjected to increasingly competitive conditions. For example, the world oil crisis has hit the airlines industry the maximum and many airlines have been liquidated or have had to cut down operations by reducing manpower and unprofitable routes. Together with recent world inflation and unemployment travel which came out of disposable income has become a luxury for a few. To meet such fluctuating world trends airlines have modulated their fares and devised novel methods of tariffs to meet the travel need of various segments.

They have thus come up with:

1. First class fares- for exclusive passengers.
2. Economy fares- for the common passenger.
3. Excursion fares- for students and emigrants.

All fares used by airlines come under two categories:

1. IATA fares.
2. Government directed fares.

IATA stands for the International Air Transport Association which is an association of airlines that controls airline tickets and how they should be sold(through IATA agents). With the growing complexity of the fares structure each pricing proposal is considered in the greatest detail.

Government Directed Fares are as a result of negotiations between two countries. Thus, these fares are unique to the carriers of the nations concerned and cover excursion fares, group fares, etc.

Fares have a relation to volume and capacity. Technology brought the wide-bodied aircraft which increased capacity overnight to almost double per aircraft. While on an average 35% of airline

carriage was on account of business travel, this segment alone could not be relied on totally to fill additional capacities. Thus, the holiday market had to be tapped and fares reduced to stimulate demand. An increased volume was thus created. We thus have a consumer mix of business, holiday and student passengers. A peculiar aspect of consumer mix is that product is essentially the same but the conditions of sale are different.

Conditions of sale are governed by:

1. Length of stay permissible at destination.
2. The number of stopovers permitted en-route.
3. The strict boundaries of market segments to which fares are offered.
4. Weekend travel on full fares.
5. Rules on refunds.
6. Rules that group must travel together.
7. Rules on services offered on a fare.

A revolutionary concept in air travel was initiated by Freddie Laker offered low air bus fares as a result cutting down on comforts and services.

Charters:

Charters had their genesis when obsolescent aircraft were phased out and used for specific movement of people and cargo at a profit. This activity has become more widespread and has spurred major airlines to have their own charter subsidiary. There are basically three types of charters:

1. Ad-hoc- where an organizer takes an aircraft to move a larger number of people between two points at well below scheduled fares. This is normally a 'one-off' event.
2. Series- is the mainstay for charter airlines and the tourism industry. Airlines recognize the importance of series charters as a source of regular business. An organizer may have a series of holidaymakers, during season, flying by economical charters.

3. Time charters- Are becoming rare now. Basically, an individual or company leases out an aircraft for a fixed period of time at an agreed cost.

New Business: With the crushing oil prices, profitability in the airline business had to be sustained and augmented. This was done through growth in allied businesses that contributed to the fabric of tourism.

1. Sale of technology- selling of softwares; fees earned through cargo handling aircraft engineering and maintenance services.

2. Sale of services- customer service on board the aircraft; flight kitchens; and general sales agencies.

In the early sixties many airlines asked themselves “what business are we really in?” The answer was “We are a total service industry, for growth lies in providing a total package of service”. From here, it was a short step to the next move- getting into tourism in a big way by entering into:

1. Hotel business.

2. Tour operations.

The entry into hotel was linked with:

1. A shortage of hotel beds in selected destinations.

2. Creating demand for destinations by assuring hotel accommodation.

3. Building convention/conference centers.

4. High return on investment.

Examples of airline hotels are the Meridian Chain Of Air France, Intercontinental Chain of Pan Am, Centaur of air India, etc. Although hotels operate as independent profit centers, they are viewed essentially as the airlines total activity and as a means of stimulating passenger movement.

Another short step took airlines into the business of tour operations and packaging. The infrastructure for such activity was readily available. Market research to determine airline business was already available to ascertain what the consumer wanted. Packaging tours was thus easy.

Types of packaged tours offered by airlines are:

1. Destinalional- where the ultimate destination is the unique selling point.
2. Stopover packages- where a passenger has the benefit o stopping at other destinations lying en-route the ultimate destination.
3. Special interest packages- sport, historical, etc.
4. Brand name packages to destinations of known tourist attractions, e.g. Jet Tours, etc.

These packages guarantee value for money, backed by airlines name and reputation for maintenance of standards

TRAVEL AGENCY

A travel agency a commercial enterprise where a traveler can secure information and expertise ,get impartial counseling and make arrangement to travel by air sea or land to any point in the world .

In other words a travel Agency is an entity engaged in the business of extending to individual are groups travel service and assistance to include documentation , ticketing booking for transportation and / or accommodation Arrangement, heading and /or conduct of tours within or outside the country whether or not for a fee, commission or any form of monetary consideration .

TRAVEL AGENT

A travel agent is one who acts as an agent for different suppliers or providers of product and services. He is one who engaged in selling and arranging transportation, accommodations, tours or trips for travelers.

FUNCTIONS OF TRAVEL AGENT

I. Provides information and expertise

. How to get there?

.where to stray?

. what to do?

II. Recommend destinations, products and services best suited to the needs of the client.

III. Provide assistance in securing travel documents

IV. Process travel arrangements

- placing reservations.
- obtaining confirmation
- Determine package cost and inform
- .issuing ticket vouchers and other documents
- Monitoring the travel

V. Assist in case of refunds and cancellations

The most important functions of a travel agency are describe. TRAVEL AGENT

A travel agent is one who acts as an agent for different suppliers or providers of products and services. He is one who engaged in selling and arranging transporting, accommodations, tours or trips for travelers.

1. Travel Information:

A retail travel agency provides necessary travel information to the general public. The intending tourists come to the office of the travel agent and seek information regarding their proposed visit.

The travel agent should be a very knowledgeable man and should supply up to date and concrete information relating to travel.

He must have great communication skill and he should be thorough in the art of catching the potential customers. The knowledge of foreign language is a desirable qualification for those working in a travel agency.

2. Preparation of Itineraries:

A tourist journey involves preparation of different types of itineraries. There are different means of transport with their respective advantages and disadvantages. A travel agent advises the potential tourist to choose the most convenient course.

3. Liaison with Providers of Service:

A travel agent should maintain constant contact with the providers of various services like the transport companies, hotel managers and providers of surface transport like motor cars from airport to hotel and for sightseeing etc.

Planning and Costing Tours:

The contracts and arrangements having been entered into, there comes the task of planning and costing tours, both for inclusive programmes and to meet individual requirements. This job is intensely interesting and at the same time challenging.

This job calls for a great deal of initiative and drive. The job calls for travel to those places which are to be included in the itineraries.

This is essentially a job for a meticulously minded person and calls for considerable training and ability. Many agencies with the cooperation of airlines and other transportation companies take the opportunity of arranging educational tours for such staff to countries with which they deal.

Many agencies have people who are authorities on particular countries and, in addition to a general programme, many will issue separate programmes dealing with territories.

Separate programmes dealing with holiday offers based on specific forms of transportation, e.g., air, rail, road or sea, may also be prepared. Programmes also have to be issued to cover different seasons of the year.

Publicity is an important part of the programme. Having spent considerable time and money on preparing all that goes into the issue of a programme, publicity must feature considerably in the activities of a travel agency and more so if the agency happens to be a large one.

The majority of large travel agencies have their own publicity departments under the management of a publicity expert.

4. Ticketing:

Selling tickets to tourists for different modes of transport like air, rail and sea is a very important function of a travel agent. Ticketing is not an easy job as the range of international air fares is very complex. Computerised Reservation System (CRS) has revolutionised the reservation system both for air and train tickets and also a room in a hotel.

5. Provision of Foreign Currencies:

Provision of foreign currency to an intending foreign tourist is an important function of a travel agent. The Government of India allows an Indian traveller going abroad 10,000 US \$.

The travel agent will arrange for the purchase of foreign exchange on behalf of his intending travellers. This facility will save a lot of time and harassment for the intending tourists.

6. Insurance:

Insurance for personal accident risks and risk for loss of baggage is an important function of a travel agent.

The idea of buying a package of travel, accommodation and perhaps some ancillary services such as entertainment became established in Western Europe in the 1960s. By 1970, tour operation had become a full-fledged part of tourism. Its growth was spectacular.

It succeeded in reducing the real price of travel abroad, in doing this; it brought holidays abroad to a segment of the market not reached by conventional methods of taking a holiday.

Today in most countries which are generators of tourism, tour operation is the dominating feature of the holiday market.

An inclusive tour is a package of transport and accommodation and perhaps some other services which are sold as a single holiday for a single all-inclusive price. The popular

term, 'package holiday' describes the nature of a tour more accurately than the term 'inclusive tour'.

The original demand for inclusive arrangements came from the convenience of buying a single travel product.

COMPUTERIZED RESERVATION SYSTEMA:

computer reservation system or a central reservation system (CRS) is a web-based software used by travel agencies and travel management companies to retrieve and conduct transactions related to air travel, hotels, car rental, or other activities. It was originally designed to be used by airlines but was later extended to be used by travel agencies and Global Distribution Systems (GDS) to book and sell tickets for multiple airlines.

The main objective of CRS was to make a one-stop service shop and eliminate physical and geographical distances between mediators and consumers. With universal coverage, these distribution systems provide information for airlines, hotels, car rental companies, travel agencies, corporations and more.

If you want to focus only on a specific travel-related service like offering air tickets, a CRS will be useful. If you want to tap into multiple services, using a CRS is not advisable.

WHAT ARE CRS AND GDS ?

There have been 3 stages of evolution the first reservation system was called an Airline Reservation system, the second a Computer Reservation System (CRS) and the third evolution is today's Global Distribution System (GDS).

A Computer Reservation System is a computerized system for saving and retrieving information when needed related to air travel. CRS were created and used by airlines and at a later point they were finally used in tourism intermediaries like travel agencies.

The best known global GDSs are Amadeus, Galileo, Sabre, and Worldspan with Amadeus being the only one which is largely owned by European airlines. Together with Galileo, it

is the leading system in the European market. Galileo, however, also has a strong position in the US market after it merged with an American system. Sabre and Worldspan have been developed in the US.

There is one downside of using GDS and it is the fact that it costs airlines money to go through a GDS process. Airlines complain that the prices are too high and therefore some poorer airlines have decided to post their best offers by using their own websites instead of the global distribution system so that they do not go bankrupt.

CRS and GDS seem to have the same functions but the major difference between these two systems is that CRS only provide information about airlines whereas by using GDS you can reserve a ticket, a room in a hotel and also a rental car. This is why they are called Global Distribution Systems because you can use GDS to reserve basically everything.

UNITED NATIONS WORLD TOURISM ORGANIZATION (UNWTO)

The United Nations World tourism organization (UNWTO) is the united agency responsible for the promotion of responsible,sustainable and universally accessible tourism.It is the leading international organization in the field of tourism, which promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies world wide.It encourages the implementation of the Global code Ethics for tourism to maximize the contribution of tourism to socio-economic development ,while minimizing its possible negative impacts,and is committed to promoting tourism as an instrument in achieving the United UNWTO generates market knowledge, promotes competitive and sustainaable tourism policies and instruments.fosters tourism education and training. works to make tourism and effective tool. UNWTO'S membership includes 156 countries,6 territories and over 400 affiliate members representing the private sector, educational instiutions, tourism associations and local tourism authorities.Its headquarters and located in Madrid, Spain.

The objectives of the UNWTO are to promote and develop sustainable tourism so as to contribute to economic development, International understanding, peace,prosperity and universal respect for, and observance of, human rights and fundamental freedoms for all,

without distinction as to race, sex, language or religion. In pursuing these aims, UNWTO pays particular attention to the interests of developing countries in the field of tourism.

WTO Activities

Regional Representations and Programme Activity Sections of WTO work in the various fields of tourism. The knowledge and information generated are disseminated through publications, conferences, seminars, workshops and other meetings, as well as the WTO website.

Cooperation for Development

Acting on requests from Member Governments, WTO secures financing, locates the world's leading experts, and carries out all types of tourism development projects of small and large scales.

Statistics and Market Research

WTO is the world's most complete and reliable source of global and regional tourism statistics, economic analysis, market trends and forecasts.

Human Resources Development

In coordination with its network of Education and Training Centers throughout the world, WTO sets global Standards for tourism education .

Quality of Tourism Development

Liberalization, health and safety reflect the broad and inter - connected range of issues related to improving the quality of tourism services. WTO is working towards the removal of barriers to tourism and is encouraging the liberalization of trade in tourism services, meanwhile respecting the principles of sustainable development.

Communication, Publication and Documentation

The Communications section acts as a contact point and coordinator for press and media purposes. WTO has its own Publications Unit , its Documentation Centre houses a wide range of tourism research and information sources.

Sustainable Development of Tourism

In WTO's effort of generating know- how and disseminating information among its members and the international tourism community, the issues of sustainable development represent a high priority and its principles are applied in every WTO Project .

International Air Transport Association (IATA)

The International Air Transport Association (IATA) was established in the 1945 in order to promote safe, regular, and economical air transport. The members of IATA are individual international airlines.

Functions of IATA Include

- * To act as a ticket clearing house ; and
- * To ensure the standardization of prices, tickets, and baggage checks.

Other Activities

- i . IATA assigns three - later and two - letter codes to airports and airlines, respectively, which are commonly used worldwide. IATA also assigns airport and airline codes . For rail & Fly system, IATA also assigns IATA train station codes, IATA assigns IATA Delay codes.
 - ii. IATA is pivotal in the worldwide accreditation of travel agents. In the U.S., agents who wish to sell airline tickets must also achieve accreditation with the Airlines Reporting Corporation .
 - iii. IATA administrates worldwide the billing and settlement plan (BSP) and Cargo Accounts Settlement System (CASS) that serve as a facilitator of the sales.
 - iv. IATA regulates the shipping of dangerous goods and publishes the IATA Dangerous Goods Regulations manual (DGR) yearly .
 - v. IATA coordinates the scheduling process which governs the allocation and exchange of slots at congested airports worldwide, applying fair, transparent and non - discriminatory principles .
 - vi. IATA maintains the timatic database containing cross border passenger documentation requirements. It is used by Airlines to determine whether a passenger can be carried and helps travel agents to provide this information to travelers at the time of booking.
- Passenger (BCBP) standard defines the 2 - dimensions (2D) bar code printed on paper boarding passes. The Electronic Miscellaneous Document (EMD) defines a standard documents account airlines sales and track usage of charges .

SUMMARY:

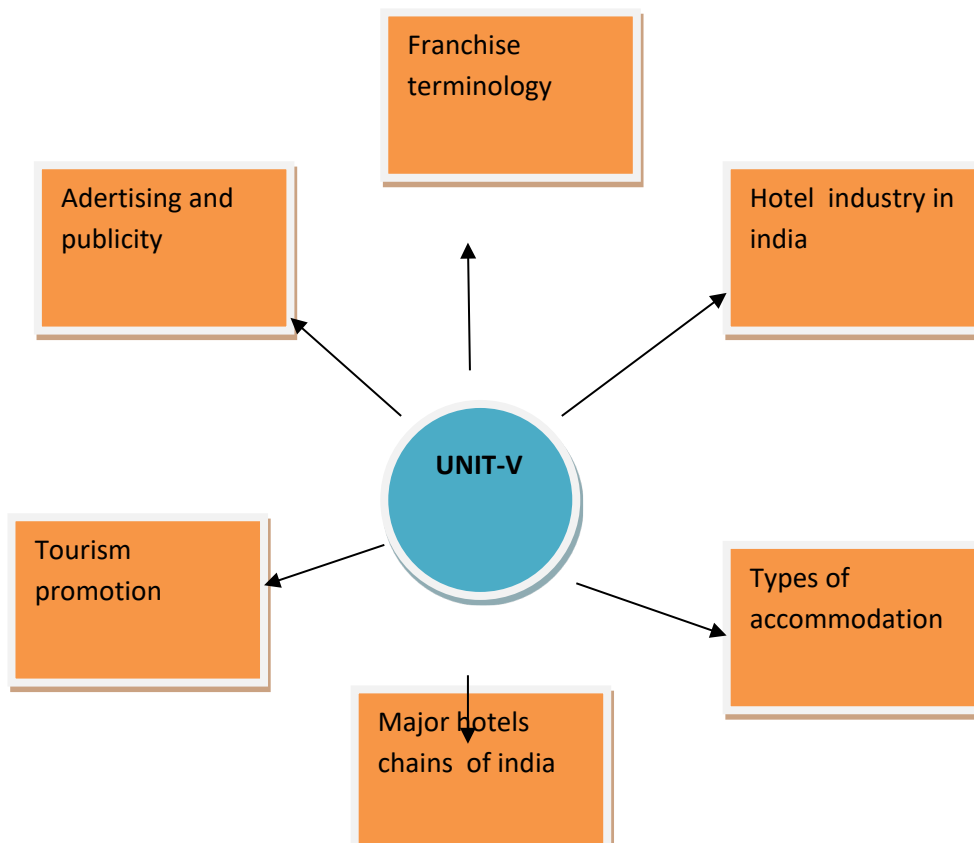
Tourism and recreational activities pose many similar travel consideration, which typically differ from commuter travel and commercial transport issues. The relationship between tourism and transportation is derived primarily from the concept of tourism as a

generator of travel demand and transportation as the key to accessing major tourist attractions. Transportation can be a critical element of the operation of visitor attractions and supporting activities, such as gateway communities to national parks. Effective transportation planning can also produce appropriate solution for balancing the traffic needs of different traveller groups during peak tourism seasons or special events. These Relationship provide a common base of interest for transportation and tourism agencies and are thus the motivations for interagency coordination.

SAMPLE QUSTIONS:

- 1.What is surface transport.
2. What is mean by travel agency.
3. What is mean by travel agent.
4. What is ticketing.
5. Explain about air transport.
- 6.Explain about UNWTO.

UNIT -V



Hotel Industry

A **hotel** is an establishment that provides lodging paid on a short-term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand. Additional common features found in hotel rooms are a telephone, an alarm clock, a television, a bar with snack foods and drinks, and facilities for making tea and coffee. Luxury features include bathrobes and slippers, a pillow menu, twin-sink vanities, and Jacuzzi bathtubs. Larger hotels may provide additional guest facilities such as a swimming pool, fitness center, business center, childcare, conference facilities and social function services.

Hotel rooms are usually numbered to allow guests to identify their room.

Accommodation

Types_

1. _____ GuestHouse

A guest house normally has at least 4 letting bedrooms, some with ensuite or private facilities. It is usually run as a commercial business. Breakfast is available and evening meals may be provided.

2. _____ B&B

Accommodation offering bed and breakfast, usually in a private house. B&Bs normally accommodate no more than 6 guests, and may or may not serve an evening meal.

3. _____ Small Hotel

A small hotel normally has a minimum of 6 bedrooms and a maximum of 20. Most bedrooms have private facilities. Small hotels serve breakfast, dinner and, normally, lunch, and they have a drinks licence.

4. _____ Hotel

A hotel normally has at least 20 letting bedrooms, of which most have private facilities. They serve breakfast, dinner and, normally, lunch, and they usually have a drinks licence.

5. _____ International Resort Hotel

A hotel with a 5-star quality award that has a range of leisure and sporting facilities. These include an 18-hole golf course, swimming pool and leisure centre, and country pursuits.

6. **Self-catering**

A house, cottage, apartment, chalet or similar accommodation, with self-catering facilities, which is let normally on a weekly basis to individuals.

7. **Serviced Apartment**

Self-catering apartments where services such as cleaning are available. Meals and drinks may also be available, either to each apartment or in a restaurant and/or bar on site.

8. **Lodge**

Overnight accommodation, usually purpose-built and situated close to a major road or city centre. Reception hours may be restricted and payment may be required on check-in. There may be associated restaurant facilities.

9. **Inn**

Bed and breakfast accommodation within a traditional inn or pub. The bar and restaurant is open to non-residents, and provides food at lunchtime and in the evening.

10. **Restaurant with Rooms**

The restaurant is the most significant part of the business, and is usually open to non-residents as well as those staying there. Breakfast is usually provided.

11. **Campus Accommodation**

The accommodation provided by colleges and universities for their students is often made available - with meals - to individuals or groups at certain times of year.

12. **Hostel**

A building run by a private operator or non-profit membership organisation, where beds and sometimes meals and other services and facilities are provided.

13. **Holiday Park**

A park that offers holiday homes and, most likely, touring and camping pitches.

14. **Touring Park**

A park that offers touring pitches, and may offer camping pitches as well.

15. **Camping Park**

A park for camping only.

16. **Motels**

A motel is a hotel mainly for motorists and located conveniently near a major motorway.

Franchising

A hotel franchise is an agreement between a hotel chain (franchisor) and the hotel owner (franchisee), whereby the hotel chain allows the owner to make use of the chain's name and services. In return, the owner pays the franchisor a fee for the franchise, which usually consists of various elements. The hotel chain has no ownership or financial interest in the hotel and is not directly responsible for the hotels results.

Franchise Terminology

Franchisor

The parent company that grants, for a fee and other considerations, the right to use its name and system of business operations is a franchisor.

Franchisee

The business partner, who invests his assets in a brand, operating system and ongoing support is a franchisee.

Franchise

Fee

An up-front entry fee, usually payable upon the signing of the franchise agreement for the right to use the franchisor's name, logo, and business system.

Royalty

A continuing payment to the franchisor that is payable on a periodic basis throughout the term of the franchise agreement.

Franchise services

- Marketing and Advertising
- Brand recognition
- Reservation systems
- Technology, soft- and hardware
- Training
- Design plans and specifications
- Financing
- Site selection and market analysis
- PR and promotion support
- Quality assurance programs
- Purchasing benefits

Franchising fees:

- *The franchise fee* is usually based on a fixed amount per room and has to be paid upon submission of the franchise application. This fee covers the franchisor's cost of processing the application, reviewing the site and market potential etc.
- *The royalty* commences when the hotel assumes the franchise affiliation resp. starts its operation. This fee is usually paid monthly over the term of the franchise agreement.
- In addition fees may be due for loyalty programs, consulting, purchasing assistance, equipment rental etc.

Management Contract

A management contract is an agreement between a hotel owner and hotel management company under which, for a fee, the management company operates the hotel.

In a management agreement, the chain basically provides the same services as a franchise agreement, such as brand, reservation system etc., but on top of this, there is an agency agreement, meaning the brand operates the hotel, making all the day-to-day decisions on behalf of the owner.

The group names a general manager, who will generally come from its own system, or will hire and train one for the specific hotel; he or she will hire the staff, and will control costs and revenue, food costs, apply brand standards, and generally supervise the management of the hotel. The General Manager reports to the Regional Director, who in turn reports to the Regional Vice President, and there are daily and monthly reports. However the bank account and local management company still belong to the owner.

At the beginning of each financial year, a budget is prepared and presented to the owner. It presents the projected revenue and operating costs, and once the cost structure is established, the manager must stick to the budget.

Referral System

A system by which one hotel or restaurant recommends another, and may take bookings for another on which commission may be paid is called a referral system. A referral has the advantage of someone's experience attached to it.

Hotel Industry in India

'Hotel Industry in India' has supply of 110,000 rooms. According to the tourism ministry, 4.4 million tourists visited India last year and at current trend, demand will rise to 10 million in 2010 - to accommodate 350 million domestic travelers. With tremendous pull of opportunity, India is a destination for hotel chains looking for growth. The World Travel and Tourism Council, India, data says, India ranks 18th in business travel and will be among the top 5 in this decade. Demand is going to exceed supply by at least 100% over the next 2 years. Five-star hotels in metro cities allot same room, more than once a day to different guests, receiving almost 24-hour rates from both guests against 6-8 hours usage. With demand-supply disparity, 'Hotel India' room rates are most likely to rise 25% annually and occupancy to rise by 80%, over the next two years.

'India Hotel Industry' is adding about 60,000 quality rooms, in different stages of planning and development and should be ready by 2012. MNC Hotel Industry giants are flocking India and forging Joint Ventures to earn their share of pie in the race. Government has approved 300 hotel projects, nearly half of which are in the luxury range. Sources said the manpower requirements of the hotel industry will increase from 7 million in 2002 to 15 million by 2010.

Already, more than 50 international budget hotel chains are moving into India to stake their turf. Therefore, with opportunities galore the future 'Scenario of Indian Hotel Industry' looks rosy.

Indian tourism and hospitality sector has reached new heights today. Travelers are taking new interests in the country which leads to the upgrading of the hospitality sector. Even an increase in business travel has driven the hospitality sector to serve their guests better. Visiting foreigners has reached a record 3.92 million and consequently International tourism receipts have also reached a height of US\$ 5.7 billion.

Hospitality Industry is closely linked with travel and tourism industries. India is experiencing huge footfalls as a favorite vacation destination of foreigners and natives and the hospitality industry is going into a tizzy working towards improving itself. Fierce competition and fight to rank on the number one position is leading the leaders of this industry to contemplate on ideas and innovate successful hospitality products and services every day.

Major Hotel Chains of India:

1. **Taj Group**: The Taj Group of Hotels is one of the finest five star hotels in India. The group has luxury boutique hotels combines classic heritage with modern elegance and luxury. Some of the most wonderful hotels of the Taj Group include the Taj View Hotel at Agra, Taj Residency at Aurangabad, Taj Coromandel in Chennai, Taj Bengal at Kolkata and the Taj President at Mumbai.

2. The ITDC Ashok Group of Hotels

The ITDC Ashok Group of Hotels are said to be ones who pioneered the Indian hotel industry. The ITDC Ashok Group of Hotels owns 33 hotels in 26 destinations across India. Some of the hotels of the ITDC Ashok Group in India are:

- The Ashok, Delhi
- The Samrat Hotel, Delhi
- Lalitha Mahal Palace, Mysore
- Hotel Jaipur Ashok, Jaipur
- Hotel Janpath, Delhi
- Ranchi Ashok, Ranchi
- Hotel Jammu Ashok, Jammu

3. **Oberoi Group**: The Oberoi group is an epitome of luxury and hospitality. The Group was founded in 1934 and is now one of the largest Hotel group in India. Some of the wonderful hotels of this group includes the Oberoi Grand at Kolkata, Oberoi Amar Vilas at Agra, The Oberoi at Mumbai, Oberoi Rajvilas at Jaipur and the Oberoi Cecil at Shimla.

4. **ITC Welcome Group**: This group has over 70 hotels across the country. Some of the major hotels of this group include the Rama International at Aurangabad, Grand Bay at Visakhapatnam, ITC Sonar Bangla in Kolkata and the ITC Kakatiya at Hyderabad.

5. The Le Meridien Group of Hotels

The Le Meridien Group of Hotels is a luxury hotel group established in 1972. There are more than 130 luxury Le Meridien hotels in more than 53 countries of the world.

Some of the hotels of the Le Meridien Group in India are:

- Le Meridian, Ahmedabad
- Le Meridien, Bangalore
- Le Meridien, New Delhi
- Le Meridien, Pune

- The Metropolitan Hotel Nikko, New Delhi

6. Best Western Group of Hotels

The Best Western Group is the largest hotel chain of the world with over 4,000 hotels in more than 80 countries. This hotel chain has a series of hotels that spread near leading tourism and business destinations.

Some of the hotels of Best Western Group are:

- Best Western Anand Palace, Dharamshala
- Best Western Radha Ashok, Mathura
- Best Western OM Towers, Jaipur
- Best Western Germanus, Madurai
- Best Western Pleasant Days, Chennai
- Best Western The Pride Hotel, Pune

7. The Grand Intercontinental

The Grand Intercontinental group of hotels is a collaboration of two industries - The International Intercontinental Group of hotels and the Indian The Grand Group of Hotels. The former is a leading hotel chain of the world with nearly 3500 hotels spread in more than 100 countries, while the latter is an enterprise of Bharat Hotels Ltd.

Some of the hotels of The Grand Intercontinental in India are:

- Intercontinental The Grand - Mumbai
- The Grand Ashok - Bangalore
- Intercontinental The Grand Resort - Goa
- The Grand Palace - Srinagar
- The Grand Laxmi Vilas Palace - Udaipur
- The Grand Temple View – Khajuraho

Promotion of Tourism in India

1. Incredible India Campaign

The Indian Ministry of Tourism launched the Incredible India campaign in 2002 to encourage visitors from around the world to experience India.

2. More Lodging Available

The Ministry of Tourism has encouraged Indian entrepreneurs to start hosting tourists in bed and breakfast style guest lodging. These B&Bs offer visitors the Indian cuisine, culture and people, and a number of guest rooms available in metropolitan areas.

3. Transportation and Accessibility

The Indian government is allocating funds to improve the infrastructure of the nation. One such improvement has been the installation of heliports, where visitors can easily travel from a major metropolitan area to a rural area by helicopter.

4. Heritage & Ecotourism

A popular heritage site is the Taj Mahal, which attracts millions of visitors each year. The Ministry is integrating the ideals of conservation and preservation of the local ecology and culture to the greatest extent possible.

5. Health and Wellness Tourism

As the birthplace of yoga and Ayurveda, the Ministry used to highlight these traditions in their campaigns.

6. Participation in Travel Fairs and Exhibitions

India Tourism offices overseas have participated in the major international Travel Fairs and Exhibitions in important tourist generating markets all over the world.

7. Road Shows were organized in important tourist generating markets overseas with participation of different segments of the travel industry.

Importance of Tourism promotion:

1. Economic benefits

i) Increasing Job opportunities

Employment may be associated directly, such as tour guide or managerial positions; or in supporting industries like food production or retail suppliers.

ii) Increased spending

Increased spending in the community generated from visitors or tourism businesses can directly and indirectly promote the viability of local businesses.

iii) Economic diversification

By offering an additional means of income, tourism can support a community when a traditional industry is under financial pressure.

iv) Infrastructure improvement

Infrastructure including roads, parks, and other public spaces can be developed and improved both for visitors and local residents.

2. Social benefits

Community identity and pride can be generated through tourism. A positive sense of community identity can be reinforced and tourism can encourage local communities to maintain their traditions and identity.

3. Environmental benefits

Providing financial or in-kind support for the conservation of the local environment and natural resources will enhance the reputation of any tourism business.

XX Top 50 Tourist Places in India

India is among the most diverse countries in world that is home to seas, oceans, hills, valleys and historical attractions. There are pilgrimage sites, honeymoon locales and picturesque beaches. Plan your tour to India with touristplacesinindia.com for an experience of a lifetime. If you are still wondering about which places to visit during your trip to India, here is a list of top 50 tourist places in the country.

1. Taj Mahal - This mausoleum built in Agra by Mughal Emperor Shah Jahan is one of the Seven Wonders of the World and a UNESCO listed World Heritage Site. You cannot miss this magnificent work of marble during your travel to India.

2. Ajanta and Ellora Caves - Situated in the Aurangabad district of Maharashtra, Ellora has around 34 caves and Ajanta 29. They depict extraordinary work of sculpture, painting and architecture.

3. Khajuraho Temples - The 20 temples at Khajuraho built of sandstone depict erotic sculptures and wall frescoes. This is also among the World Heritage Sites in India and a popular tourist destination. It is situated in Madhya Pradesh.

4. Kashmir - Popular as the paradise of India, Kashmir Valley is one of the beautiful places to visit in the world that is surrounded by the PirPanjal and the Himalayan range.

5. Goa - This small state in India has plenty to offer to tourists such as the beaches, cruise on the Mandovi River, a vibrant nightlife, tour of churches and monuments and the glimpse of the erstwhile Portuguese culture.

6. Kerala Backwaters - The beauty of the Malabar Coast is best experienced with a tour of the Kerala backwaters. This southern state of India has the largest chain of interlocking canals, rivers and lakes forming the beautiful stretch of the backwaters.

7. Jaipur - The Pink City of India and the capital of Rajasthan, Jaipur is popular for its majestic Mughal and Rajput era monuments, havelis and forts. The Hawa Mahal, Amer Fort, Amber Palace, Jal Mahal and the Nahargarh Fort stand reminiscent to the city's glorious past.

8. Munnar - Acres of tea plantations, beautiful valleys and the serenity of the hills make this place a tourist hot spot. Munnar is the only hill station of Kerala with opportunities for paragliding and trekking to Anaimudi.

9. Udaipur - Known as the Lake City of India, Udaipur is a historical city in Rajasthan. A number of lakes, the Aravalli Hills, islands of FatehSagar Lake and the beautiful Lake Palace are among the top tourist attractions.

10. Jaisalmer - The Golden Fort, camel safari and Rajputanahavelis make this city a prominent place of visit in Rajasthan.

11. Leh and Ladakh - A prominent Buddhist pilgrimage place, known for its century old monasteries and gompas, Leh and Ladakh is also a haven for adventure tourists.

12. Kullu and Manali- Manali is a small hill station around 53 km from the town of Kullu in Himachal Pradesh. Apart from the breathtaking view, the ManikaranGurudwara and Hadimba Devi Temple are popular attractions.

13. Shimla - Shimla is the capital city of Himachal Pradesh. The sight of the snow capped Himalayas, the Victorian era buildings and churches and the Shimla Mall are worth visiting.

14. Gangtok - Capital of Sikkim and home to a number of monasteries, Gangtok is a major gateway to the Nathula Pass.

15. Darjeeling - Well known as the Queen of Hills, Darjeeling is located in West Bengal. Tea estates, parks, zoos, and the view of Mount Everest are things to enjoy here.

16. Kovalam Beach - Kovalam is a beach town in Thiruvananthapuram, Kerala drawing a large crowd of international tourists throughout the year. There are three beaches, resorts and a light house here.

17. Ooty - The Nilgiri Hills or the Blue Mountains, Ooty is worth a visit during the winters in India. Places to visit include Government Rose Garden, Ooty Botanical Gardens and the lake.

18. Kanyakumari- Kanyakumari is the confluence point of the Indian Ocean, Bay of Bengal and the Arabian Sea. The ferry ride to the Vivekananda Rock will be a memorable journey.

19. Haridwar - The Hindu pilgrimage site that brings in thousands of tourists and devotees during the KumbhMela held once in every 12 years. They also visit the temples, Har Ki Pauri and the Brahma Kund.

20. Nainital - Situated in the foothills of the Kumaon range, it is among the top tourist places in India for its serenity and attractions such as the Naina Devi Temple, Naina Peak and the Bhimtal Lake.

21. New Delhi - Red Fort, Jama Masjid, RashtrapatiBhavan, ChandiChowk, Karol Bagh market and Connaught Place are places of visit in the capital city of India.

22. Dehradun - The beauty of the Doon Valley is what makes Dehradun a popular place of visit in Uttarakhand. You can tour the Malsi Deer Park, Kalanga Monument and the Tapkeshwar Temple.

23. Hampi - Hampi is a historical place and the erstwhile capital of the Vijayanagar. The 14th century ruins features around 500 monuments, their planning, public baths and other advancements of the era.

24. FatehpurSikri - The 16th century capital of the Mughal Empire, FatehpurSikri today is known for its royal palaces, courts and the Jama Masjid. It is a World Heritage Site as well.

25. Golden Temple of Amritsar - The Holy shrine of the Sikhs, the Golden Temple complex includes the Hari Mandir, the AmritSarovar, the large dining hall and the Central Sikh Museum.

26. Mumbai - The City of Dreams, Mumbai is in limelight for its cosmopolitan culture. Home to Bollywood, it is the entertainment capital of the country. The Juhu Beach and Marine Drive are prominent places of visit.

27. Mysore - You have quite a number of reasons to visit this place. The Mysore Palace, Mysore paintings, Mysore Pak (sweet) and the silk sarees draw tourists to this city.

28. Bangalore - Though a prominent commercial and educational hub, Bangalore is also home to the Bannerghata National Park, LalBagh Garden, Bangalore Palace and the Tipu Sultan Summer Palace.

29. Mahabalipuram - The port city dating to the 7th century, Mahabalipuram has rock cut monuments reflecting the Dravidian architecture. Thirukadalmallai Temple and the PanchaRathas are important structures here.

30. Chennai - The metropolitan of Chennai has beaches such as the Marina Beach and Cavelong Beach among its main attractions. You can also visit the Guindy National Park and the Parthasarathy Temple.

31. Hyderabad - The capital of Andhra Pradesh, Hyderabad is a tourist hot spot for its trade in pearls, the authentic Mughal and Arabic cuisine, Char Minar, Chowmalla Palace and the Golconda Fort.

32. Andaman and Nicobar Islands - these two groups of islands has around 300 smaller islands part of its territory. With world-class resorts and adventure spots, these islands are ultimate place for honeymoon couples.

33. Havelock Islands - Part of the Nicobar Islands, Havelock is a popular spot for adventure tourists who indulge in snorkeling and scuba diving.

34. Lakshadweep Islands - Water sports is integral to the tourism of Lakshadweep. There are small tourist huts on the islands of Kalpeni, Kavaratti, Minicoy and Kadmat.

35. Assam - A major gateway to northeast India, Assam features beautiful landscape, hills, the Brahmaputra River and the Kamakhya Temple.

36. Meghalaya - A hilly strip in north east India, Meghalaya tour is incomplete without touring Shillong.

37. Coorg - Called the Scotland of India for the large sandalwood forests and tea and coffee plantations, Coorg is a picture-perfect Arakuplace for holiday. The Iruppu Falls and the Hill are two other places of interest.

38. Visakhapatnam - The largest city in Andhra Pradesh, Visakhapatnam is popular for its virgin beaches, small hills and the valley tour.

39. Kedarnath and Badrinath - Visit to Kedarnath and Badrinath can be part of the Do Dhamyatra or pilgrimage in India. These two towns have two Hindu shrines.

40. Tirupati - Another Hindu pilgrimage site in Andhra Pradesh and the Sri Venkateshwara Temple here is dedicated to Lord Balaji.

41. Kodaikanal - Known as the Princess of the Hill Stations, Kodaikanal is situated in Tamil Nadu. The Kodaikanal Lake, Bryant Park and the Bear Shola Falls are top places of interest.

42. Kolkata - The capital of West Bengal, Kolkata is truly the City of Joy with several avenues of entertainment, multi cuisine restaurants, the Victoria Memorial, Alipore Zoo and the Kali Ghat Temple.

43. Varanasi - On the banks of River Ganga is the city of Varanasi where the popular classical form of BenarasGharana had evolved. It is home to the Vishwanath Temple and several other places of worship and culture.

44. Mantheran - The ideal place for a weekend getaway, Mantheran is a drive of around 90 km from Mumbai. You can opt for trekking and mountaineering here.

45. Mahabaleshwar - A drive of 125 km from Pune, Mahabaleshwar is a beautiful plateau. A popular honeymoon spot, the Mahabaleshwar Temple is the prime attraction here.

46. Bodh Gaya - A pilgrimage site for the Buddhist, Bodh Gaya is a World Heritage Site famous for the Bodh Gaya Temple complex.

47. Jim Corbett National Park - The oldest park of its kind in the country, Jim Corbett is the ultimate place for wildlife and safari lovers. It has a protected area for the endangered species of Royal Bengal Tiger.

48. Dilwara Temples, Mount Abu - Dedicated to the Jain tirtanthankaras, Dilwara Temples (five in number) are magnificent work of marble architecture. Each of the temples is unique work of art.

49. Jabalpur, Madhya Pradesh - The Bhedaghat - Marble Rocks is the prime attraction of this city. The Duandhar Falls and the marble gorge offer extraordinary sight.

50. Madurai - A city in the state of Tamil Nadu, Madurai has temples that feature the Dravidian style of architecture. The most famous one is the Meenakshi- Sundaeswar Temple

SUMMARY:

_XYZ INN Hotel[not a real name] was established in 1981 with a total investment of RM1.1 Millon. The main activities of XYZ INN is to provide accommodation to the customers that fulfill the customers need. This hotel provides management of the national service training camp, gua Musang, Ended December 31, 2009, XYZ INN achieved profit after tax of RM434, 950.00. XYZ can categorize as a 2 star hotel.

Hotel management is a professional field that has long been established to manage the hotel operations. The main aim of the hotel management is to ensure customers can take comfort maximum during their stay or stopover in the hotel.

SAMPLE QUESTIONS:

1. What is hotel industry.
2. What is management contract.
3. What is referral system.
4. Explain about the franchise terminology.
5. Explain the hotel industry in india.
6. Explain the promotion of tourism in india.
7. Describe the major hotel chains of india.
