

**UNIVERSITY OF CALICUT**  
**(CUFYUGP)**

Bachelor of Travel and Tourism Management

**BTTM Hons.**

First Semester

**TTM1CJ101 - INTRODUCTION TO TOURISM**  
**(MAJOR)**

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# Syllabus

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# Module 1

## Basics of Tourism

### Unit: 1

#### Definition and Concept of Tourism

- Tourism is an entertainment activity or it is an industry for engaging pleasure activities.
- Tourism is a movement of people from one place to another.
- Tourism is closely related to leisure and recreation.
- Tourism activity includes travel away from their normal place of residence and spends at least one night away from home.
- Tourism does not only mean travelling to a particular destination but also includes all activities undertaken during the stay.
- Tourism is the temporary short-term movement of people to destinations outside the place where normally live.

The United Nations World Tourism Organization (UNWTO) defines tourism as people “traveling to and staying in places outside their usual environment” for leisure, business, or other purposes. For travel to qualify as tourism under this definition, it must last more than 24 hours and not last more than one year.

“Tourism is sum of the phenomena and relationships arising from the travel and stay of non-residence, in so far as it does not lead to permanent residence and is not connected with any earning activity”

-Hunziker and kraft

According to the **Tourism Society of Britain**, “tourism is the temporary short-period movement of people to destination outside the places where they usually live, work; and activities during their stay at these destinations.” This definition includes the movement of people for all purposes.

**The Rome conference** on tourism in 1963 defined tourism as ‘ a visit to a country other than one’s own or where one usually resides and works. This definition, however, did not take into account domestic tourism, which has become a vital money-spinner and job generator for the hospitality industry.

## **Unit: 2**

### **Excursion, Leisure and Recreation; Tourist, Visitor, Traveller**

#### **Excursion:**

It does not involve any overnight stay. These are usually described as day trips or day visits, both domestically and internationally. Excursion tourism has been reintroduced into the WTO definition of tourism. It is thus a journey not exceeding 24 hours and without accommodation having to be provided. Excursion tourism is important in the areas where the favourable rate of exchange allows interesting purchase to be made at the time of journey.

Excursionists, i.e., temporary visitors staying less than twenty-four hours at the destination visited (including travelers on cruises).

#### **Leisure:**

It includes those tourists who leave on holiday for a change of climate out of curiosity, to relax, to see something new, enjoy good scenery, unfamiliar folk lore, and the quiet and noisy modern tourist centers. Some tourists of this category find pleasure in traveling from the fact of constantly changing places and surroundings. The constant expansion of industrialization and automation, the anonymity and hectic pace of life, and the growing lack of leisure in a frequently irksome routine job lead men today to look to leisure activities and travel as escape from the pressures and strains they are subjected to. These tourists look for peace and quietness in their surroundings.

#### **Recreation:**

Tourists who wish to devote their holidays to rest, to recuperate their physical and psychic and who wish to refresh themselves when tired are included in the categories of recreational tourism. There's the longest stay in tourist resorts which generate relaxation to them - by the sea, in the hills, in the rest centers which ensure for them the sought after comfort. Their main preference is the climatic resorts. The tourists having intellectual incentives, want to see new things, know new people, their history, art and local customs and their natural surroundings are also included recreational tourism.

#### **Tourist:**

The word "tourist" originates from the Latin word "tornus," meaning a tool for describing a circle, and first appeared in print around 1800. Initially used to describe travel for exploration, it later came to refer to those seeking pleasure rather than work during their journeys. Tourists are often seen as following a set program for enjoyment with minimal effort, contrasting with explorers and travelers who venture for discovery or explanation. The 19th-century dictionaries describe tourists as people who travel for pleasure, curiosity, or simply for the sake of traveling.

A tourist is a person who travels out of his everyday environment for not more than one year and less than 24 hours. The purpose of travel may be religious, recreational, historical or cultural.

The tourists are classified into following:

- (i) **Explorer:** Very limited numbers of travelers looking for discovery and involvement with local people.

- (ii) **Elite:** Special individually tailored visits to exotic places.
- (iii) **Off-beat:** The desire to get away from the crowds.
- (iv) **Unusual:** The visit with peculiar objectives such as physical danger or isolation.
- (v) **Incipient Mass:** A steady flow travelling alone or in small organised groups using some shared services.
- (vi) **Mass:** The general packaged tour.

### **Visitor :**

Visitors are travellers who are engaged in tourism. The term visitor describes any person, travelling, whatever the type of travel, may be to a place, other than that of his or her usual environment for less than 12 months. The main purpose of the trip is not the exercise of an activity, remunerated from within the place, he or she visited. In this classification the 'Business Visitors' and 'Miscellaneous Visitors' are defined.

Any person visiting a country other than his usual place of residence for any other reason than following an occupation from within the country visited.

Transit Visitor or Transit passenger is a traveller who passes through a country without breaking journey other than taking connecting transport.

### **Traveller:**

Traveler is defined as "any person on a trip between two or more countries or between two or more localities within his/her country of usual residence."

Travelers may be included in tourism statistics or may not be. All types of travelers engaged in tourism are described as visitors, a term that constitutes the basic concept of the entire system of tourism statistics.

A person who travels from one place to another, irrespective of the purpose of travel or duration of stay.

## **Unit: 3**

### **Historical Development of Tourism in India/ Worldwide**

#### **History of tourism**

- The earliest forms of leisure tourism can be started as far back, the Babylonian and Egyptian emperors.
- The Museum of 'historic antiquities' was open to the public in the sixth century B.C in Babylonia, while the Egyptians held many religious festivals attracting not only devotion but many who came to see the famous buildings and work of art in the cities.
- The local town accommodated tourist by providing service such as food, drinks, entertainment etc. The land of Mediterranean sea produces a remarkable evolution in tourism.

The history of tourism can be divided in the following three different period.

1. Ancient period
2. Medieval period
3. Modern period.

- People travel for trade, commerce, religious purpose, festivals, medical treatment, and education at an early date. However under romance ruling is where international

travel becomes first important. Domestic tourism also furnished with in the roman emperors.

## 1. The ancient period

- The innovation of money (coin) by Sumerians (Babylonia) and development of commerce beginning about 4000 B.C perhaps marks the beginning of modern era of the travel.
- Sumerian first grasped the idea of money and used in the various business and commercial dealings.
- Persian is probably the first real travellers. They travelled from place to palace as traders.
- The 'Greeks' have a great interest in travel in this period.
- 'Herodotus' the father of history also undertook travel to Asia, Egypt and other countries. He travelled 1600 miles.
- His foremost aim of his travel was to collect material for writing history.
- 'Greek' philosophers like Plato, Aristotle and Pythagoras undertook travel during this period.
- Generally Greeks engaged in travel for worshipping god, to participate in games and witness fairs and festivals.
- From the writing of Greek historians used to travel horse, camels, and elephant for travel. In this time silk trade was going on from china to Baghdad through camels.
- Most of the international travellers like Alexander from Macedonian, from Portugal and many foreigners and Arabs and Europeans came to India to establish trading post.
- The great explorer Christopher Columbus finds out new route to India.
- In this time Romance are travelling for trade, commerce, worshiping god, participating games etc. They are used horse, decorative boat for travel.
- Medical bath and sea side resorts which later named as 'Spa' were very popular in Rome.

## 2. Medieval period

- In this medieval period, people are mainly traveling for religious purposes, that time it's common to travel for middle-aged people.
- In Europe, large numbers of people are traveling during this time for religious purposes.
- The powerful influence crusades religion that slowly penetrated a foreign land, such as Christianity in Europe later in America and Buddhism, Islam, Hinduism In Asia.
- Many Christian missionaries undertook travel during this period the sixteenth century in Europe, 'Francis Xaviour' came to India from Portugal for spreading Christianity and 'Living Stone' and 'Mangobak' did the same thing in Africa.
- In the field of tourism, sea travel are very popular important before Columbus, who engaged in voyages.
- They discovered the island and Greenland five hundred years before the discovery of America by Columbus.

- Vasco-Da-Gama another Portuguese traveler who rounded the ‘cape of good hope’ sail along the coast of Africa crossed the Arabian Sea and reached Calicut in India in 1497.
- In 1678 ‘John Jilhart’ wrote a book on sea voyagers and their roots. This book was very helpful for sea voyagers.

### 3. Modern period

- The revolutionary step in travel was taken in the first of 1900 when John Ludan and Thomas Telford invented a road map that helps to further development and improvement of in Europe, that helps become a popular mode of travel.
- The Industrial revolution brought dramatic changes in the second half of the 19th century.
- During this period the concept of modern tourism came into being hand in hand with the development of the interest society of Western Europe and North America.
- The industrial revolution was the responsible for the changes in social and economic system.
- Another result of the industrial revolution was the emergence of a trade union, because of the trade union the workers were given paid holidays (a holy day with payment) as a result of this the development of modern tourism witness a great change.
- In fact, the introduction of paid holidays can truly be associated with the development of modern tourism.

### Milestone dates in travel history

Year	Events
4000 BC	: Invention of money by Sumerians.
AD 1736-1773	: Beginning stage of tourism.
1820	: First regular steam boat service.
1830	: First regular passenger train service between Liverpool to Manchester.
1841	: Thomas Cook began special leisure train services in England.
1867	: Thomas Cook introduced hotel voucher.
1900	: First tourist hotel opened in England.
1903	: First flight invented by Wright Brothers.
1903	: First chain Hotel Company opened in Britain in the name of Trust Houses.
1908	: Automobile industry.
1920	: First chartered flight services.
1945	: IATA established.
1950	: Commercial air transportation.
1958	: Boeing 707 jet aircraft introduced.
1970	: Boeing 747 jet aircraft introduced.
1975	: UNWTO established.

## **Important Phenomena Helped The Development of Evolution of Travel and Tourism**

### **1. Travel Development**

- From the very yearly historical period, travel was a fascination for mankind.
- People travel by foot. There were no travel procedures and formalities for moving.
- It was in the Neolithic age that several inventions were made which change the nature of travel.
- In 4000BC money Invented by Sumerians and the invention of wheels was an important landmark that made the movement of people to distant land possible.
- The primary motive for travel was undertaken related to food, Social contact, exchange of goods, employment, and commercial activities.

### **2. Travel For Trade And Commerce**

- Travelers from distant land started moving in large numbers and visited many places for trade & commerce.
- The invention of money and the development of trade & commerce can be said to be the most significant development in travel history.

### **3. Travel For Exploring Newlands**

- It includes the curiosity to explore new lands and to seek new knowledge.
- The unknown world was another motive of travelers in historical periods.

### **4. Travel For Religious Purpose**

- It is considered a significant factor, and a well-established custom in many parts of the world.
- By the end of the middle ages, people were traveling to important churches, temples, and other important religious places.
- In India, Emperor Asoka traveled a lot to spread the doctrines of Buddha.
- Great travelers from various parts of the world visited India because of religious reasons, Wuhan-Tsang a great traveler from China made the journey to India around the 10th century.
- Some other travelers are Alexander the Great, Marco Polo, and Ibn Battuta.

### **5. Travel For Adventure Purpose**

- The first adventure traveler in the medieval ages was “Benjamin of Tudela”.
- He wrote a detailed history of his 13 years of adventure travel through Europe, Persia and India.
- Another famous traveler who recorded interesting writings of his travel experience was “Ibn Battuta”.
- Marco Polo spends 25years in Asia as a part of his adventure journey.

- In 1498 Vasco-di-Gama who open the sea route to Western Europe to India.

## 6. Pleasure Travel

- The concept of pleasure travel existed and was associated with Roman Empire.
- Romans probably were the first pleasure travelers.
- At the time of the Roman era there existed a fine network of roads and new routes build wherever Romans went.
- Romans were traveled at the time of holiday vacation particularly famous Olympic Games, Cultural Festivals, etc.

## 7. Grand Tour

- The emergence of the Grand Tour was in Italy. It happened in the 15th Century.
- At this time Italy was Europe's economic and political leader.
- This factor plays an important role in the development of the Grand Tour.
- The wealthy and educated young people visited Italy for employment and educational purposes.
- The 18th century is considered the "Golden age of Grand Tour." Especially 30 years between 1763 to 1793.

## 8. Annual Holiday

- The introduction of the annual holiday in Europe was another important landmark in the 18th century.
- The term holiday is derived from 'Holy- Day', it related with religious factor.
- In ancient Rome, public holidays were the most enjoyable events of the period.
- The concept of the modern annual holiday is the result of the industrial revolution.

## 9. Rail Transport

- The introduction of the railway in the 19th century was a crucial landmark in history.
- The first rail travel started in 1830 between Liverpool to Manchester.
- The railways started to concentrate on carrying more pax which resulted in a mass movement of people to distant lands.

## 10. Water Transport

- Water transportation made several changes in the 19th century.
- The movement on the water by ships resulted in an important mode of travel.

## 11. Automobiles

- Europe and America resulted in a large scale movement of tourists directly related to the introduction of automobiles, especially motorbikes and small cars.
- Private and public road transport led to the growth of tourism.

## 12. PAID HOLIDAY

- The introduction of annual paid holidays in the 19th century helped the development of Mass Tourism.

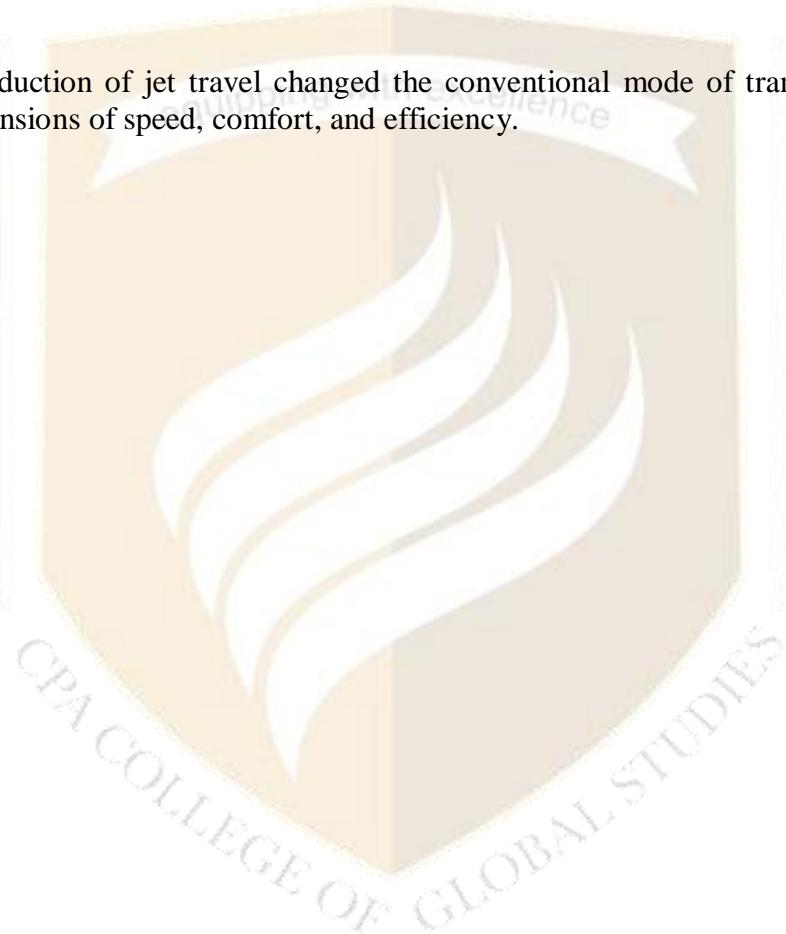
- Paid holidays are now established all over the world and in most countries 9 minimum duration of the holiday.
- 1, 2, 3 weeks is granted either by law or agreement between employer and employee.

### **13. Air Travel**

- In the 20th century, the introduction of air transportation has been a major reason for the growth of international tourism.
- People can travel from one country to another or from one continent to another continent through air travel.

### **14. Jet Travel**

- The introduction of jet travel changed the conventional mode of transport with the new dimensions of speed, comfort, and efficiency.



# Module 2

## Overview of Tourism

### Unit: 4

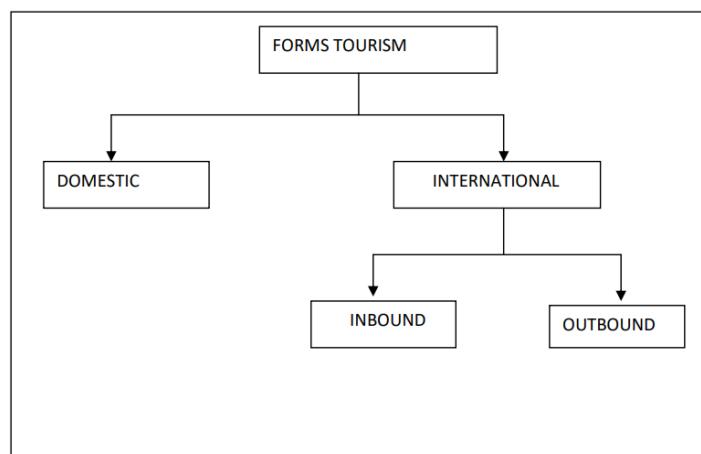
#### Types and Forms of Tourism

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.

- a) Domestic tourism, involving the residents of a country visiting their own country.
- b) Inbound tourism involving the non-residents visiting a country other than their own.
- c) Out bound tourism involving the residents of a country visiting other country.

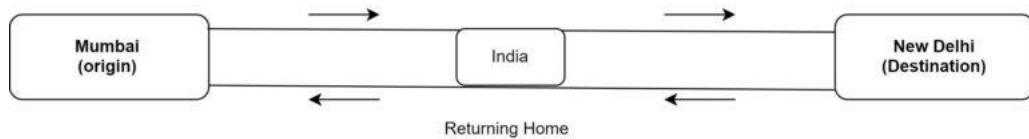
These are the three basic forms of tourism which in turn are combined to derive the following categories of tourism:

- a) Internal tourism which comprises of domestic tourism and inbound tourism.
- b) National tourism which comprises of domestic tourism and outbound tourism.
- c) International tourism which comprises of inbound and outbound tourism.



#### Domestic Tourism

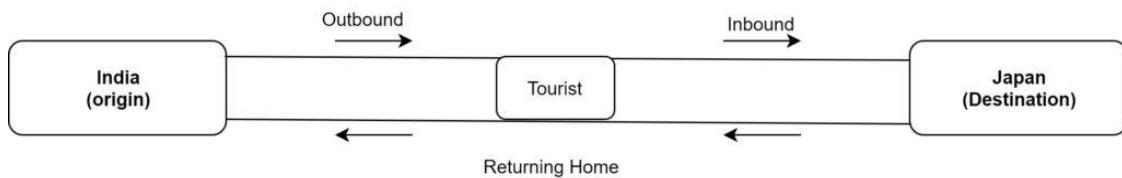
The tourism activity of the people within their own country is known as **domestic tourism**. Traveling within the same country is easier because it does not require formal travel documents and tedious formalities like compulsory health checks and foreign exchange. A traveler generally does not face many language problems or currency exchange issues in domestic tourism.



### Domestic Tourism

## International Tourism

When people visit a foreign country, it is referred to as **International Tourism**. To travel to a foreign country, one needs a valid passport, visa, health documents, foreign exchange, etc.



### International Tourism

International tourism is divided into two types; **Inbound Tourism & Outbound Tourism**.

## Inbound Tourism

This refers to tourists of outside origin entering a particular country. Traveling outside their host/native country to another country is called inbound tourism for the country where they are traveling. For example, when a tourist of Indian origin travels to Japan, it is Inbound tourism for Japan because foreign tourists come to Japan.

## Outbound Tourism

This refers to tourists traveling from the country of their origin to another country. When tourists travel to a foreign region, it is outbound tourism for their own country because they are going outside their country. For example, when a tourist from India travels to Japan, it is outbound tourism for India and Inbound tourism for Japan.

## Types of Tourism

Based on the tourist motivations and purpose of travel, tourism activities have been categorized broadly into five different types viz., nature based tourism, culture based tourism, leisure and recreational tourism and adventure tourism.

### 1. Nature Based Tourism

Nature based tourism is defined as tourism activities in which the tourists get close to the natural environment. This type of tourism also represents adventure activities and scenic tours that provide relaxation and fun to the tourist and at the same time protect the natural environment. Hence, most of the governments and tourism organizations are always

concerned about protecting and preserving nature. Some of the tourism activities associated with nature are detailed below.

- a) **Agri-Tourism:** Agri-tourism is a vacation spent on farms or agricultural villages, where visitors engage in activities like fruit picking, horse riding, bullock cart rides, honey collection, wine-making, and shopping for local products, supporting agribusiness and rural life.
- b) **Rural Tourism:** Rural tourism offers experiences in rural settings, allowing visitors to participate in local activities and appreciate rural life. It helps prevent youth migration to cities by providing alternative income for villagers in non-agricultural sectors. It also promotes cash flow from cities and revives traditional arts and crafts.
- c) **Beach tourism:** It involves traveling for leisure, recreation, or business to coastal areas known for their water, sand, and scenic views. India's vast coastline offers popular beach destinations like Goa, Kovalam, and Gopalpur, providing relaxation, adventure, and sports.
- d) **Disaster Tourism:** Disaster tourism refers to travelling to places affected by natural disasters such as hurricanes, tsunamis, and earthquakes. However, this type of tourism can create inconvenience for carrying out rescue operations.
- e) **Ecotourism:** attracts environmentally and socially conscious travelers to areas rich in natural beauty and cultural heritage. Its focus is on sustainable development, preserving the environment, and supporting local communities. Ecotourism promotes conservation while fostering cultural awareness and contributing to the well-being of the people in these areas.
- f) **Green Tourism:** Green tourism emphasizes visiting natural areas with minimal environmental impact. It aims to support local communities and promote sustainable practices, connecting travelers with local cultures while preserving the environment. It overlaps with ecotourism, nature tourism, and responsible tourism
- g) **Health Tourism:** Health tourism, or medical tourism, involves traveling for medical treatment and wellness services. Specialized medical institutions offer affordable care while tour operators facilitate visits to local attractions for companions. This form of tourism has historical roots in Europe and is rapidly gaining popularity in India.
- h) **Indigenous Tourism:** Indigenous tourism, popularized by affluent families in countries like Australia, involves organizing visits to native lands and properties. This form of ecotourism allows travelers to experience and appreciate indigenous cultures and natural surroundings, promoting cultural exchange and understanding.

## 2. Culture Based Tourism

Culture based tourism: offers attractions related to art and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions found at a destination. Tourists visit these places to learn, discover, experience and consume the tangible and intangible cultural attractions/products of a destination. Let us discuss some types of culture-based tourism.

- a) **Archaeological Tourism:** This cultural tourism form promotes visits to archaeological sites, museums, and interpretation centers, enhancing understanding of human history and preserving historical sites. It appeals to heritage tourists and students, allowing exploration of native artifacts and ancient cultures.
- b) **Battlefield Tourism:** Battlefield tourism involves visiting historical battlefields and war memorials, attracting tourists even without personal connections to the events. Popular sites include Pearl Harbor and Normandy, where visitors gain insights into history, fostering economic benefits through tourism.
- c) **Culinary Tourism:** Culinary tourism focuses on experiencing local cuisines, offering tourists authentic insights into different food cultures. It celebrates the relationship between food, culture, and identity, providing a unique way to understand destinations through their culinary traditions.
- d) **Cultural Heritage Tourism:** This tourism branch explores cultural, historic, and natural resources, promoting understanding of past stories and identities. It enhances local economies, fosters community pride, and creates opportunities for preserving heritage while attracting tourists interested in diverse cultures.
- e) **Food Tourism:** Food tourism highlights the cultural significance of cuisine, allowing tourists to explore destinations through their culinary offerings. It serves as a means of cultural expression, providing unique experiences through food preparation, consumption, and appreciation of diverse culinary traditions.
- f) **Geo Tourism:** Geo tourism emphasizes a place's geographical character, encompassing its culture, environment, heritage, and natural beauty. By incorporating sustainability principles, it promotes diverse interests while creating enriching tourist experiences that highlight local landscapes and ecosystems.
- g) **Heritage Tourism:** This tourism form focuses on cultural heritage, visiting historical sites and landmarks. It strengthens community identity and economic impact while promoting understanding and harmony among diverse populations, ensuring the preservation of local culture and history.
- h) **Literary Tourism:** Literary tourism explores locations mentioned in literary works, allowing fans to follow fictional characters' journeys and discover authors' lives. It highlights how literature shapes places, deepening tourists' appreciation of the connections between storytelling and geography.
- i) **Music Tourism:** Music tourism involves traveling to experience concerts and festivals, significantly benefiting local communities. It merges cultural experiences with leisure, allowing tourists to explore musicians' influence while enjoying live performances in various destinations.
- j) **Religious or Pilgrimage Tourism:** Pilgrimage tourism entails visiting sacred sites significant to various faiths. In India, destinations like Varanasi and Haridwar attract millions of pilgrims, reinforcing spiritual beliefs and cultural connections while sustaining the local economy.
- k) **Spiritual Tourism:** Spiritual tourism focuses on exploring the philosophical and spiritual wisdom of a country, promoting a connection with nature. India, a hub for

spirituality, attracts visitors seeking solace and enlightenment, making it one of the fastest-growing travel segments globally.

- l) Tribal Tourism:** Tribal tourism allows visitors to experience unique tribal cultures and lifestyles, particularly in regions like Africa, India, and Latin America. It offers insights into indigenous practices, enhancing cultural understanding while promoting conservation and respect for tribal communities.
- m) Ancestry Tourism:** Ancestry tourism, or genealogy tourism, involves traveling to trace one's lineage, visiting ancestral homes or birthplaces. It fosters connections to distant relatives and enhances personal understanding of family history and cultural heritage.
- n) Creative Tourism:** Creative tourism engages travelers in interactive workshops to learn about local culture and traditions. Recognized by UNESCO, it promotes cultural exchange and understanding, offering opportunities for tourists to immerse themselves in the artistic practices of host communities.

### **3. Leisure Tourism**

The primary motivation of leisure tourism is to take a short break from everyday chores of life and spend time by staying in some pleasant hotels or resorts, resting and relaxing on beaches or in a room, or going on guided tours and experiencing local tourist attractions. In other words, leisure tourism is a period of free time spent out of work and other compulsory domestic works other than eating and sleeping. Some examples of leisure or recreational tourism are discussed below.

- a) City Tourism:** City tourism involves traveling to urban areas to explore cultural attractions such as heritage sites, museums, and art performances. Tourists engage with the local culture, seeking experiences that highlight the city's artistic and historical significance, enriching their travel experiences.
- b) Cruise Tourism:** Cruise tourism refers to leisure travel aboard cruise liners, offering travelers a unique experience while exploring various coastal destinations. Countries with extensive coastlines, like India, promote this form of tourism, providing luxurious onboard amenities and activities for guests to enjoy.
- c) Wine Tourism:** Wine tourism encourages visits to wineries and vineyards, allowing tourists to experience wine culture through tastings, food pairings, and scenic landscapes. This tourism form highlights regional specialties, fostering appreciation for local wine-making traditions and enhancing visitors' culinary experiences.
- d) Shopping Tourism:** Shopping tourism focuses on acquiring goods in destinations outside travelers' usual residences. This contemporary tourism form influences destination choices, as tourists seek unique shopping experiences that contribute to local economies and enhance overall travel enjoyment through diverse retail opportunities.
- e) Helicopter Tourism:** Helicopter tourism offers aerial tours, providing breathtaking views of landscapes and landmarks. Short flights at popular destinations, like Niagara

Falls, create thrilling experiences for tourists, combining adventure with unique sightseeing opportunities, making it an attractive option for those seeking memorable excursions.

#### **4. Business Tourism**

In business tourism, the tourist travels, spends money and stay abroad for some time. Business tourism involves a smaller section of the population, with different motivations. Business tourists visit cities, industrial regions, etc. and participate in their everyday business operations, corporate meetings and conventions, trade fairs, exhibitions etc., outside their usual place. Business tourism has primary and secondary activities. Primary activities are related to work and business such as consultancy, inspections, and attending meetings. Secondary activities are related to leisure and include activities such as eating out, recreation, shopping, sightseeing, meeting others for leisure activities, and so on.

- a) Industrial Tourism:** Industrial tourism allows visitors to explore and appreciate the development of industrial sites known for their architectural, historical, and technical significance. This relatively new form of tourism highlights the importance of industrial heritage while promoting lesser-known sites that have contributed to economic growth.
- b) MICE Tourism:** MICE tourism stands for Meetings, Incentives, Conferences, and Exhibitions, focusing on business-related travel. It encompasses professional gatherings, employee rewards, large conferences for knowledge sharing, and trade shows for product promotion. This sector is rapidly growing, with destinations like Hong Kong, Dubai, and India becoming popular MICE venues.

#### **5. Adventure Tourism**

Adventure Tourism is a type of tourism which involves exploration or travel to remote, exotic and hostile areas, where the traveler "expect the unexpected". It involves the tourists with trips to explore new experiences and use destinations' natural resources such as landscape and space water bodies. The involvement of risk is there in this form of tourism. Adventure tourism is rapidly growing in popularity as tourists seek different kinds of vacations. In adventure tourism, a tourist will indulge in risky activities such as mountaineering, trekking, bungee jumping, mountain biking, rafting, zip-lining and rock climbing. These activities provides excitement to its participants who step outside of their comfort zone. India offers a wide range of adventure sports for tourists. Trekking and skiing in the Himalayas, white water rafting on the Ganges and Beas, camel and jeep safaris in the deserts of Rajasthan, paragliding in Himachal, water sports in Goa and scuba diving in Lakshadweep and Andaman are just some of the options available to the adventure seeking tourists. Disaster tourism, Ghetto tourism and Jungle tourism are other forms of adventure travel that are becoming more popular in recent times.

### **a) Trekking and Hiking**

Trekking in India involves exploring diverse terrains ranging from lush forests to high-altitude mountains. It is a physically demanding activity that allows participants to experience nature closely while navigating trails of varying difficulty. The Himalayas are a prime destination, offering famous treks like the **Roopkund Trek** with its mysterious skeletal lake, the **Valley of Flowers Trek** known for its vibrant flora, and the **Chadar Trek** in Ladakh, which involves walking on a frozen river. Other trekking hotspots include the **Western Ghats** in Kerala and Karnataka, home to lush green trails like Kudremukh and Meesapulimala.

### **b) White Water Rafting**

This adventure involves navigating river rapids in an inflatable boat, requiring teamwork and quick decision-making. It's perfect for thrill-seekers looking to experience the power of India's rivers. **Rishikesh** in Uttarakhand is India's most popular rafting destination, where the Ganges offers rapids ranging from easy to challenging. Other notable spots include the **Teesta River** in Sikkim, known for its scenic views and varying grades of rapids, and the **Beas River** in Himachal Pradesh, offering a mix of excitement and beautiful Himalayan landscapes.

### **c) Wildlife Safaris**

Wildlife safaris allow tourists to explore India's rich biodiversity by venturing into jungles and national parks in search of exotic animals. Safari experiences typically involve jeep rides, elephant rides, or guided walks. **Ranthambore National Park** in Rajasthan is famous for tiger sightings, while **Jim Corbett National Park** in Uttarakhand is the oldest national park in India, offering a chance to see tigers, leopards, and elephants. In Madhya Pradesh, **Kanha** and **Bandhavgarh National Parks** are well-known for their dense forests and diverse wildlife.

### **d) Paragliding**

Paragliding is an air-based adventure activity that gives participants the thrill of flying while enjoying breathtaking aerial views. The activity requires a paraglider and is usually conducted with professional instructors for safety. **Bir-Billing** in Himachal Pradesh is a world-renowned paragliding site and even hosted the Paragliding World Cup. Other major destinations include **Kamshet** in Maharashtra, offering flights over the picturesque Sahyadri ranges, and **Manali**, where participants can glide over the beautiful Solang Valley.

### **e) Scuba Diving**

Scuba diving lets adventurers explore underwater ecosystems, including coral reefs, marine life, and shipwrecks. With professional guidance and equipment, participants dive deep into the sea for an unforgettable experience. The **Andaman and Nicobar Islands**, particularly **Havelock Island**, are considered India's premier scuba diving destination, with crystal-clear waters and vibrant coral reefs. **Goa** also offers excellent diving opportunities, with sites like Grande Island providing a chance to see colorful fish and sunken treasures. Additionally, **Netrani Island** in Karnataka is a rising destination for marine exploration.

## **Unit: 5 & 6**

### **Components of Tourism or 5 A's of Tourism**

The five vital components of tourism system are Attraction, Accessibility, Accommodation, Amenities and Activities.

#### **1. Attraction**

Tourism activity starts with the attractions. At a place or destination there has to be some attraction only then people or tourists will visit that area. Attractions are believed to be the greatest influencers of all the components. They can make or break a destination. Attractions are of two types: Natural Attractions like lakes, rivers, mountains, etc. and Man-made attractions like monuments, museums, shopping areas, etc. The ultimate motive of any tourist is to experience the attraction, though accessibility and accommodation also partake in this phenomenon. But it can be said that without attraction there shall be no tourism, however transport, hotels, activities and amenities can also act as attraction. Attractions are at the first step of tourism supply chain.

- Attractions are one of the most important component and element that attract people to travel from one place to another.
- Attractions consist of archaeological sites, cultural sites, historical buildings and monuments or scenery like beach, flora and fauna, mountains, resorts, wildlife sanctuaries, national parks and zoological parks.
- Attractions also includes events like exhibitions, trade fairs, festivals, sports events etc.
- Attractions are the preconditions of travel. It attracts more and more people and offers pleasure.
- Attractions also attract and connect people to enjoy and involve in various tourism activities.

Mainly there are two types of attractions:

- (i) Natural Attraction :** Natural attractions are places made by nature itself for e.g. natural beauty, climate, mountains, landscape, flora and fauna, water resources, beaches, wild life, caves, safari etc.
- (ii) Man-Made Attraction :** Manmade attractions are those Attraction made or developed by humans for e.g. monuments, historical buildings, festivals, music, churches, temples, Disney lands, leisure parks, museums, casinos, discos club etc.

#### **2. Accessibility**

Accessibility or otherwise said as transportation is an essential component of tourism system as it creates linkage between market source and destination. If there are attractions then those

has to be visited by the tourists. Transportation is not a target usually but a mandate for the conduct of tour. But in some cases, transport can also become an attraction, for example, tourist trains run by IRCTC like Maharajas' Express, Royal Rajasthan on wheels, etc. There are various modes of transportation available like roadways, airways, waterways and railways. Ideally, transport should be comfortable, reliable, affordable and appropriate for the traveller; whichever mode it may be.

- Transportation is a crucial/important key factor that has a huge impact on the growth and development of tourism industry.
- Attraction may be manmade or natural but without accessibility tourists cannot reach a destination from his origin or place of being.
- There is different mode of transportation that helps a tourist to reach his destination in any part of the world.

There are mainly three type/modes of transportation:

- (i) **Surface transportation:** Surface Transportation includes both roadways and railways through land. It is one of the cheapest means of transportation as compared to other modes of transportation.
- (ii) **Air Transportation:** Air Transportation is one of the fastest and costliest means of transportation; air transport is mainly used for travelling to long distance destination/places. It has helped a lot, as people can travel long journey as well as they can travel through high mountains.
- (iii) **Water Transportation:** Water Transportation is one of the oldest modes of transportation through water. It made important contribution to travel in 19th century after the innovation of shipping technology.

### 3. Accommodation

Accommodation is one of the most crucial aspects of a destination. Any traveller choosing to visit any destination would firstly look for accommodation suited to his/her needs. It should provide him/her food and beverage services, resting facilities, etc. up to his satisfaction level. Accommodation units itself act as tourist attractions for a large number of people. There are few places, which are being visited by tourists only for their hotels. Palace Hotel Chail, Umaid Bhawan Palace, Jodhpur are some of the example of hotels, where tourists have to pay just for visiting the hotel property. In this way there are several places throughout the world where accommodation units are being treated as tourism products.

- Accommodation includes food and lodging facilities to different types of guest.
- Accommodation should be comfortable and Good quality of services & facilities should be provided to the guest by the accommodation unit.

Mainly there are two types of accommodation:

**(i) Serviced Accommodation:** It refers to the services provided by the hotel, resorts, guest houses, motels, boutique hotels, home stay, star category hotels, heritage hotels, lodges etc. Different hotels are established to provide service of lodging and food to the guest.

**(ii) Self-Catering or Supplementary Accommodation:** It refers to the premises which offer accommodation but not the services of hotel. It provides food and accommodation in return of cash per day. E.g. Youth Hostel, Dharamshalas, PatiPauwa, Tourist holiday villages, etc.

#### 4. Amenities

Every tourist travelling to a new destination desires for world class facilities and services. In order to fulfil their demand huge efforts are made by the industry. High quality facilities are important aid to every tourist destination or centre. For a coastal resort, services like swimming, boating, yachting, surf-riding and other amenities like recreation, dancing and other entertainment and amusement services are very essential for each and every tourist destination. Facilities can be of two kinds' natural, i.e. sea-bathing, beaches, possibilities of fishing, opportunities for trekking, climbing or viewing etc. and man-made, i.e. different kinds of entertainment facilities that can cater to the unique requirements of the various tourists. Outstanding beaches, sheltered from sunshine with palm and coconut trees and providing good bathing conditions makes a very good tourist centre. Various other natural facilities like large water for the purpose of cruising or the chances for hunting and fishing are equally very significant. Amenities are the services required by the tourist to facilitate his travel. Amenities generally include infrastructure facilities like roads, sewage system, power grids, phone lines etc. and other facilities like police station, ATMs, Forex booths, hospitals etc. Although most of them are primarily developed for the residents but these amenities are utilised by the tourists also. In the terminology of tourism products these facilities are known as 'Resident Oriented Products'.

- Amenities include various extra services and facilities required to the guest while travelling to different destination.
- Amenities are those Facilities that complement to the attraction.
- Amenities also include facilities like providing visa, flight ticket, train ticket etc.

#### 5. Activities

Attractions are often assisted by various activities that enhance tourist experience. For example: a lake in Nainital may have boating and cruise facilities, a monument in Agra may offer a guided tour by a tour guide or a light and sound show in Khajaraho, hiking in a mountain, skiing in the snow slopes in Himalayas, white water river rafting in Ganges river, fishing in Manalsu river, paragliding in Bir, Trek in Hamta pass et al.

## **Elements of Tourism**

### **1. Pleasing Weather**

One of the most important and crucial attractions of any tourist place is fine weather with warm sunshine. For holidaying, good weather is a particularly important ingredient since it plays an important role in making a holiday a pleasant or an unpleasant experience. Millions of tourists from countries with extremes of weather visit sea beaches in search of fine weather and sunshine. Sunshine and clear sea breeze at the beaches have attracted many since a very long time. In fact, development of spas and resorts along the sea coasts in many countries were a result of travelers' urge to enjoy good weather and sunshine. In Europe, countries like France, Italy and Spain. Italy has built Sardinia along the Adriatic and Mediterranean coasts taking advantage of brilliant sunshine. Many of the Mexican resorts, resorts of Pacific and California, Florida, and Hawaiian Islands in the United States are yet other example of what good weather can do. All these areas in fact capitalizing on good weather have become important tourist spots. Areas with attractive winter climates, winter warmth and sunshine are also important centers of tourist attraction. Many areas have become important winter holiday resorts attracting a large number of tourists. Around these winter resorts, a variety of winter sport facilities have been installed to cater to the increasing needs of tourists. In countries with tropical climates, many upland cool areas have been developed as hill station resorts. Climate then is of particular significance to tourism as areas with good climatic conditions can be potential tourist areas.

- Fine weather with warm sunshine is one of the most important attractions of any tourist destination.
- Particularly good weather places an important role in making a holiday a pleasant experience.
- People with countries of extremes of weather visit sea, beaches, in search of fine weather and sunshine, do to this many spa's and resort along the sea coast along come in to existence.
- In European countries like Italy, Spain, Greece, have developed beautiful beach resorts.
- India, Sri Lanka, Thailand, Indonesia, Australia, and some other countries have beautiful beaches with fine weather are best example for the same.

### **2. Scenic Attractions:**

Scenic attractions like good weather are very important factors in tourism. Scenery or the landscape consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, etc. are strong forces attracting people to visit them. Breathtaking mountain scenery and the coast scenery exert a strong fascination for the tourist. The magnificent mountain ranges provide an atmosphere of peace and tranquility. Tourists visiting the northern slopes of the Alps in Switzerland and Austria and the southern slopes in Italy and also the Himalayan mountain

slopes of India and Nepal for the first time cannot but be charmed by their physical magnificence. Great natural wonders such as the Grand Canyon in the United States, the Giants Causeway of Northern Ireland, the Niagara Falls, the Geysers of Iceland, the glaciers of Alps, the forests of Africa, the mighty rivers, the lakes and the deserts are a source of great interest to many tourists and have become the basis of an expanding tourist industry.

No doubt scenic attractions are the important element of tourism. Scenery costing of mountains, lakes, waterfalls, glaciers, forest, desert, are strong forces to attracting people to visit place. Thousands of tourists are attracted by the northern stops of Alps in Switzerland, Austria, southern slopes on Alps at Italy and also Himalayan mountain slopes of India and Nepal.

### **3. Historical and Cultural Factors:**

Characters of historical and cultural interest exert a powerful attraction for many. Since many centuries these have had a profound influence on the traveller. Large number of tourists are attracted every year by the great drawing power of Stratford-on-Avon in England because of its association with Shakespeare, or the city of Agra in India because of its famous Taj Mahal or Pisa in Italy because of its famous leaning tower. Thousands of Americans and Canadians visit Europe because of its long historical heritage; besides, many view Europe as their original homeland and have a sentimental attachment to it. Any foreign visitor to England must visit London not because it is the largest city in the country and the capital, but because of its historical associations and traditions and its many cultural attractions. In a similar way the visitor in France includes Paris in his itinerary as he does Rome and Moscow in a visit to Italy and the Russia respectively. Many countries which are developing tourist industries are using the legacy of their historical past as their major tourist attractions. In India, the world-famous caves of Ajanta and Ellora are an example. These caves are India's oldest and most beautiful testimony of religious architecture and painting, and are man-made caves hewn out of rocky mountains conceived and executed some 2000 ago.

- Historic and cultural interest exercised tremendous influences over travellers.
- Large number of tourist is attracted every year by great drawing power.
- The most important historical and cultural significance in city of Agra in India because of its famous Taj Mahal, Pisa in Italy because it's famous leaning tower, the world famous caves of Ajanta Ellora caves in India are visited by tourist because of its architecture and paintings.

### **4. Accessibility:**

Accessibility is a very crucial factor as it is a means by which a tourist can reach the area where attractions are located. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. If the tourist

attractions are located at places where no transport can reach or where there are inadequate transport facilities, these become of little value. The tourist attractions which are located near to the tourist generating markets and are linked by a network of efficient roads and can be easily reached by air receive the maximum number of tourists. The distance factor also plays an important role in determining a tourist choice of a destination. Longer distances cost much in the way of expenses on travel as compared to short distances. An example can be that of India. 3.9 million Tourist arrivals for a country of the size of India may look rather unimpressive. However, if one looks at certain factors like the countries distance from the Europe, Canada, Japan and Australia, one may conclude that the long distance is rather one of the factors responsible for low arrivals. It costs a visitor from these countries quite a substantial amount. Europe and North America continue to be the main generating and receiving areas for international tourism, accounting for as much as 70 per cent and 20 per cent respectively of international tourist arrivals. The intra-regional tourism (tourism between countries of the same region) has an appreciable influence on the distribution of world arrivals. Of the total international tourist movements within Europe and North America, at least 80 per cent are intra-regional. In the Americas the United States and Canada alone account for nearly 50 per cent of all international tourist traffic in the regions, where intra-regional international tourist movements are therefore also predominant. In Europe, intra-regional tourism accounts for over 80 per cent of international tourist movements. Easy accessibility thus is a key factor for the growth and development for tourist movements.

- Accessibility refers to the transport and transport infrastructure to reach a pre-defined destination.
- Tourists look for comfort and hassle-free travel. Apart from comfort and hassle-free travel, tourist should also look into comfort, cost, convenience, time for traveling, and safety as other important factors which need to be considered before undertaking a journey.

## 5. Amenities:

Facilities are a necessary aid to the tourist center. For a seaside resort, facilities like swimming, boating, yachting, surf-riding, and such other facilities like dancing, recreation and amusements are important for every tourist center. Amenities can be of two types: natural, e.g., beaches, sea bathing, possibilities of fishing, opportunities for climbing, trekking, viewing, etc. and man-made e.g., various types of entertainments and facilities which cater for the special needs of the tourists. Excellent sandy beaches, sheltered in sunshine having palm and coconut trees and offering good bathing form very good tourist attractions. Certain other natural amenities such as spacious sheltered water for the purpose of sailing, or the opportunities for fishing and shooting are also very important. Accommodation: Accommodation is very basic to any tourist destination. The demand for accommodation away from one's home is met by variety of facilities. The term is loosely used to cover food and lodging. The types of accommodation have undergone considerable

changes since the last 25 years. There has been a decline in the use of boarding houses and small private hotels. The larger hotels are managing more or less to keep their share of holiday trade, especially in big metropolitan areas and popular tourist areas. Elsewhere, particularly in more traditional holiday resorts and in some seaside resorts in Europe, these are having a lean time. In recent years some changes have been reflected in the type of accommodation and there has been a growing demand for more informal types of accommodation. New types of accommodation, particularly holiday villages, apartment houses, camping and caravan sites and tourist villages etc. have become very popular in recent years. Accommodation may in itself be an important tourist attraction. In fact, a large number of tourists visit a particular tourist region or a town simply because there is a first class luxury hotel or a resort which provides excellent services and facilities. Some countries like Switzerland, Holland, Austria, France and Belgium have gained reputation for providing excellent accommodation with good cuisine. Many hotels have gained reputation for their excellent food, services and facilities. The French Government for instance, paved the way for tourist development of Corsica by launching a big hotel building programme.

- Amenities refer to the facilities available at the destination which help in meeting the needs and also the wants of tourist.
- Tourist amenities include food and beverage facilities, local transport, a good communication network, automatic teller machine (ATMs) drinking water, medical facilities, etc.
- Therefore, all these amenities are important facilities and must be available at the destination.

## **Unit: 7**

### **Characteristics of Tourism Industry**

Among the service sectors in the world, Tourism is considered as the largest sector. Nearly 70% of direct and indirect employment is created only by the tourism sector. This makes it distinct with other service related industries. In order to highlight this uniqueness of tourism sector, studies were conducted to highlight its characteristics features which makes it different from other sectors. These features are as follows:

- Intangibility
- Inseparability
- Perishability
- Heterogeneity or Variability
- Seasonality
- Multitude of Industry

#### **1. Intangibility**

Products are of two types. Tangible and intangible. Tangible products are those that can be seen, felt, smelled, tasted before they are purchased. For example, food items, handicrafts,

etc., comes under tangible products. Intangible products are those that cannot be felt, seen, smelled or tasted before they are purchased. The best example of intangible products are tourism products and services. When a customer buys a tourism package, s/he can only visualise, but cannot estimate the level of satisfaction and value for money, until s/he experiences it. For example, the scenic beauty of a destination, the hospitality one receives in a hotel, the behaviour of the host community towards tourists, the infrastructural facilities developed at a destination can be measured only by an experience. It is this experience that motivates the tourist to visit the place once again. Some intangible features of tourism services are:

- These cannot be felt or touched
- Accurate standardization of a destination is not conceivable.
- Transfer of ownership is not possible.
- Tourism service cannot be patented, as it largely depends on the behavior of the tourist and host community
- This service cannot be stored in an inventory and used later unlike the tangible products.
- Every individual has their own role in providing different services. Even the customer is part of production and delivery system, because it is the customer who helps in marketing the product by word of mouth.
- A night in a hotel, a day in a ski-resort, the calm flight with the nice attendant, and the smiling tour-guide taking you to the peak of an alpine mountain – all this cannot be touched.
- It means we cannot be touched, gripped, handled, smelled, tasted, or heard before purchase.
- Unlike goods, which can be touched and inspected before purchase, tourism services are essentially intangible.

## **2. Inseparability**

While the tangible products such as tourist buses, cars etc can be transported to anywhere from the place of manufacture, but the services rendered by the driver of the tourist bus can be used and experienced only in that particular destination and cannot be taken along with you. This means that tourism products can be consumed and enjoyed only at the destination, where it was supplied by the tourism providers.

- The tourism service consumer is inseparable from service delivery because he is involved in it from requesting it up to consuming the rendered benefits.
- Tourism service cannot be separated from its provider.
- The hotel guest cannot experience counter service if the receptionist is not available, nor can the receptionist render the service if there is no guest.

## **3. Perishability**

Perishability is yet another most important characteristic feature of tourism industry. Unlike cars, buses, or any other industrial goods which can be stored for longer duration, and sold whenever an order is placed, tourism products or services cannot be stored or kept in stock. They are consumed as they are produced. For example, an unoccupied seat in an aeroplane, a vacant hotel room, if not filled today will bear loss, because these services cannot be returned, claimed and resold. Moreover, services in tourism industry fluctuate or vary based

on the demand. For example, the demand for tourism transport and hotel industries will be high during peak seasons, and low during off seasons.

- Tourism services are perishable cannot be stored.
- That is any unoccupied bed in hotel or a seat in a plane not used today is a total loss for that particular organisation.
- Tourism service cannot be stored like tangible products.
- A hotel room or airplane seat that is not sold on a particular night/day can never be sold.
- Unused capacity cannot be stored for future use.
- For example, spare seats on one airplane cannot be transferred to the next flight, and query-free times at the reference desk cannot be saved up until there is a busy period.

#### **4. Heterogeneity or Variability**

This characteristic feature of tourism is dependent on human services. The human services rendered may not be same every time. They vary in standard and quality overtime, because they are delivered by different people at different points of time. A lot depends on the behaviour of the service providers also. For example, a chef in a hotel may not cook the food with same taste all the time. The taste and presentation of the dish may change based on the mood of the chef. Similarly with the travel agent also. Travel agents services depends on the moods, attitudes, skills and knowledge of the travel agent. Thus, it is people's interaction that will make the difference. If the reception of tourist is good, the perception will be favourable and if it is bad, it will be unfavourable. Therefore, it is the behaviour that becomes an important factor in the overall assessment of tourism product.

- The extensive involvement of people in the production of a tourism service introduces a degree of variability in the outcome.
- There is a strong possibility that the same inquiry would be answered slightly differently by different people (or even by the same person at different times).
- The same employee may hence render services of varying standard, depending on his mood, the time of the day, the day of the week or the customer involved.

#### **5. Ownership**

In tourism sector, one cannot become the owner of a product even after purchasing it. Unlike tangible products like a bag, book, house, car, refrigerator, etc. after purchasing of which, ownership transfers to the buyer from the seller, in tourism sector, a purchase of a room in a hotel or a seat in an airline does not result in any transfer of ownership nor these products can be taken home either.

#### **6. Inconsistency**

Tourism products are mostly inconsistent. This means that though the prices are standard, the experience of night stay, additional services rendered, the mood of the chef, the other personnel in the hospitality sector change from time to time. This can have an impact on the

perception of the tourist on the quality of the product. Hence, the tourism services can be considered as inconsistent and cannot be standardized.

## 7. Seasonality

Tourism is a seasonal activity. Based on favourable seasonal conditions, tourist destinations are characterized as “peak”, “shoulder” and “troughs”. During Peak period, the demand for tourism would be very high. Shoulder period is a short period which falls between peak and trough periods. During this period, the tourism activity is neither high nor low. During trough period the demand for tourism product is very low. It is an off season period.

## 8. Multitude of industry

- Multitude of industry or interdependency of tourism industry. Interdependency means dependent on each other.
- Tourism is a combination of multiple industries like accommodation industry, transportation industry, restaurant industry, entertainment industry etc. and that why it is also an important characteristic of tourism industry.

# Unit: 8

## Tourism System and Leiper's Model

Tourism is conceptualized as a system by many scholars. It was in the 1970s that the General Systems Theory was applied to the concept of tourism and it has resulted in a number of system theories of tourism. Scholars like Leiper, Getz, Gunn and Mill and Morrison have suggested systems model for tourism. In his book, tourism planning (1979), Gunn put forth the “tourism fundamental system” that involved five components: tourist, transportation, attractions, services-facilities, and information-direction. Leiper (1979) developed the whole tourism systems based on the systems theory and identified five basic components: tourists, generating regions, transit routes, destination regions, and a tourist industry operating within physical, cultural, social, economic, political, and technological environments. He conceptualized tourism as an open system.

### Leiper's Model Of Tourism System

Neil Leiper devised a Whole Tourism System Model in the year 1979 and the same was restructured in the year 1990. It is completely based on the Systems Approach consisting of three major components or elements. The following are the four components embedded in the Leiper's model.

#### I. The Human Component:

- The Tourist

#### II. The Geographical Component:

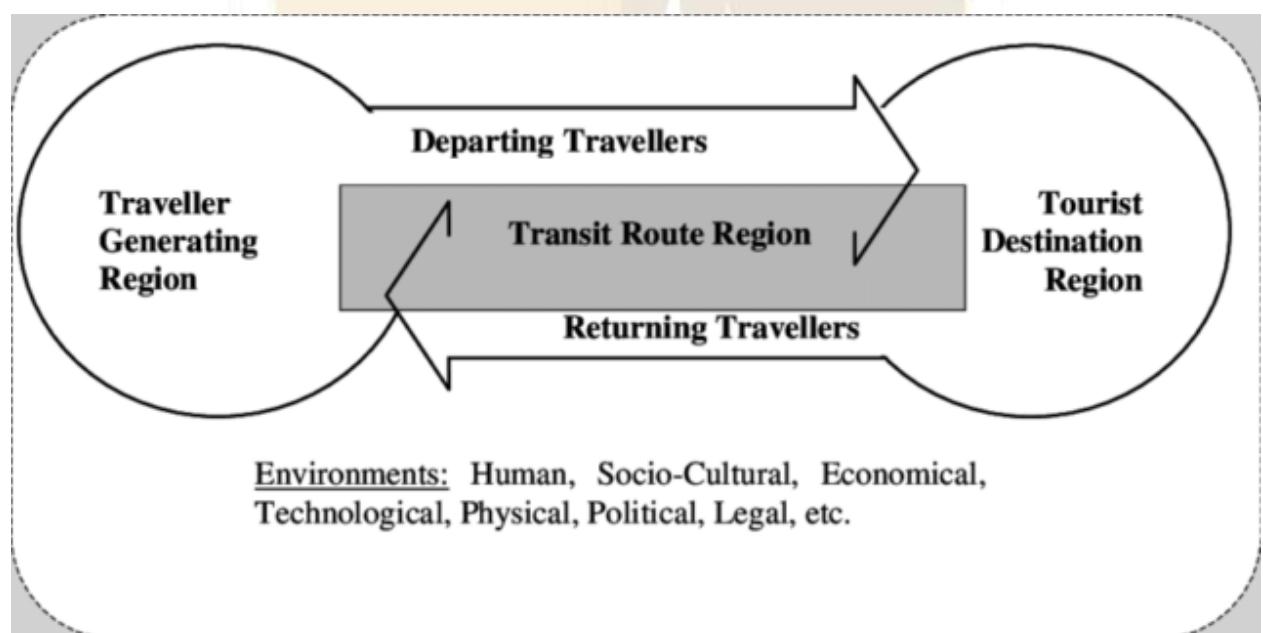
- The Generating Region
- Transit Route Region

- The Destination Region

**III. The Industrial Component**

- Tourism Industry

Tourism happens only when people travel from their residence to the destinations to enjoy the beautiful landscapes or the historical interests. Otherwise, tourism cannot be considered as tourism and a tourist not as the tourist. For example, a person who visits the Forbidden City in Beijing cannot be regarded as a tourist if he lives and works in Beijing. Therefore, a tourist has to leave his residence for a certain destination by means of transport. The spatial movement from his residence to the destination plays an important role in realizing his travel desire. What is more, while traveling, a tourist will consume the tourism product. On the other hand, he also helps to produce it in that he can choose his destination, route and service freely according to his own likes and dislikes. This can help improve the design and quality of the tourism product. In the model, he points out three aspects of the tourism- tourists, the tourism sectors and the geographical element.



### Leiper's Geographical Elements

Leiper outlines three geographical elements in his model:

- (a) Traveller-generating region;
- (b) Tourist destination region; and
- (c) Transit route region.

The traveller-generating region (or home region), refers to the place where the tourists come from. It is the generating market, which stimulates and motivates travel. The transit route region includes both the short period of travel from their home region to the destination and other places on the way that the tourists may stop to visit.

The tourist destination is one of the most important elements in the whole tourism system. It emphasizes what the suppliers can do for the tourists. Of course, this includes not only the physical equipments which are crucial to attract tourists, but also the management and service which are helpful to enhance its images and motivate the visit. In other words, the tourist destination functions as a 'pull' factor in the market and provide an area for most of the tourism activity. It attracts different kinds of tourists with such tourism products as attractions and the quality of management and service.

The tourist destination region is where the tourists can realize their temporary goal of travel and go through a memorable tourism experience. It provides them with attractions of various types and creates a stage on which planning and management strategies can be carried out. So, it is the core of the tourism.

### **Tourists**

After studying the geographical elements of the tourism system, students may understand that the spatial movement from the traveler generating region through the transit route to the destination region is an essential and indispensable part of the tourism experience.

The following are to be considered tourists:

- Persons traveling for pleasure, for health, etc;
- Persons traveling in a representative capacity of any kind;
- Persons traveling for business reasons;
- Persons arriving in the course of a sea cruise, even when they stay for less than 24 hours;

The following are not to be regarded as tourists:

- Persons arriving to take up an accommodation or engage in any business activity in the country;
- Persons coming to establish a residence in the country;
- Students and young persons in schools;
- Any person domiciled in one country and working adjoining country;
- Travelers passing through a country without stopping, even if the journey takes more than 24 hours.

There are different types of tourism such as holiday tourism, business tourism and common interest tourism. Business tourism can further be classified into incentive travel, conference tourism and business travel. According to the time the tourism takes, we also have day trips or excursions which do not involve an overnight stay and tourism which often refers to journeys or stays at destinations for at least 24 hours.

Now we are clear about what the distinct characteristics of tourism are and what a tourist is expected to experience in order to travel. As a matter of fact, tourism is a complete and

comprehensive system in which the tourists play an important role. On the one hand, tourism can enrich tourists' experience, widen their horizon and increase their knowledge. On the other hand, tourists can help to improve the tourism environment, to enhance the images of the destinations to push the tourism industry forward and to energize the whole tourism system. In one word, without tourists there would be no tourism. Therefore, it is worthwhile to attach great importance to the study of the tourists. Besides, there are other factors which have an influence on the tourism demand. They are economic, social and cultural factors.

## **Tourism Industry**

The tourism industry refers to the businesses and organizations that help to promote the tourism product. According to Leiper, various industrial sectors can be located in different places. In the traveler generating region, we can find travel agents and tour operators. In the destination region, we can find attractions and hospitality industry and in the transit route region, we have the transport sector.

The tourism system is made up of three elements: the tourist, the destination and the tourism intermediaries. Among them, the tourist is the most crucial one. It is the starting point of the tourism and gives impetus to the development of it. The destination functions as the tourism object. It is the area in which various kinds of tourism product are delivered, such as the accommodations, restaurants, leisure facilities and other ancillary services. The tourism intermediaries help to connect the traveler-generating region and the tourist destination. It mainly includes the transport and the travel agents, tour operators, etc who help the tourists to realize their travel desire and obtain a tourism experience worth memorizing.

The primary tourism industry is composed of travel trade, transport, accommodation and catering, as well as catering facilities and tourist attractions, etc. Different sectors or companies to suit all budgets and tastes provide these products and services. The hospitality industry provides accommodation and entertainments for travelers. The tour wholesaler and travel agency sell and promote the products and services of the other sectors to travelers.

Now students may have a clearer idea of the tourism system. But we also should keep in mind that the tourism system is not an independent system. Its development relies on the support of other external or environmental systems, such as socio-cultural, economic, political, physical, etc. These systems are interdependent. For example, without agriculture, no one can supply food for restaurant; without the oil industry, no vehicle can move and help tourists realize their spatial movement. And the tourism system, in turn, is also important to the development of other systems.

# Module 3

## Tourism Motivation, Demand and Statistics

### Unit: 9

#### Travel Motivation: Definition and Theories (Maslow's Hierarchy)

Tourism motivation research's history dates back to the first study conducted by Plog in 1972, followed by Dan in 1977, Crompton in 1979 and IsoAhola in 1980- 1982. All the aforesaid mention theories suggest different categories of tourists, however one single thought that runs through each is that Tourists undertake travel for leisure, learning, socialise or for religious purposes.

Tourist motivation as cited in Pearce, Morrison & Rutledge 1998 has been defined "as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behaviour and experience." Tourism is a potential tool to assess changes in social, economic and psychological attributes when people leave and return to their usual place of residence. From the businessmen's perspective, tourism is a response to certain need-based actions/ drives.

#### Maslow's Need Hierarchy Theory of Motivation

There is an array of theories available to describe the nature of the motivation process. But owing to its complex nature, not one theory could be used to illustrate what exactly motivates people and activates their need directed behaviour.

Nevertheless, Maslow's need Hierarchy is believed to be closest to accurate to back the theory of Motivation process.

Characteristics of Maslow's Need Hierarchy Theory of motivation:

- One of the peculiar characteristics of this theory lies in the fact that an individual's needs move in a hierarchical order, i.e. from bottom to top.
- An individual can shift from a lower-level need to the upper level only after the former is satisfied.
- Once a given level of need is satisfied, it loses its ability to motivate the individual further.

Maslow's theory is based on a hierarchy of five basic needs:

- **Basic Physiological Needs:** The needs which are the most basic, constitutes this category. For example hunger, sleep, thirst, etc. This concept can also be applied to

the tourism industry. A tourist while undertaking travel ensures the availability of appropriate accommodation, potable water, and restaurants providing good quality food.

- **Safety/Security Needs:** These needs protect individual from physical and emotional harm. For example, job security, the stability of income. etc. In the case of the tourism industry, destinations can attract tourists only if they provide sufficient security and hassle-free vacation experience. Thus, in case of a tourist destination safety and security could be ensured by providing assistance and ensuring repatriation of travellers in case of any emergency (Natural calamity, etc.)
- **Affiliation/belonging needs:** The third need relates to the desire of formulating and/or building relationships with people to create a sense of belongingness. To tourists, this need is essential to become familiar with communities and to ultimately immerse in the travel experience.
- **Esteem Needs:** After the fulfilment of affiliation and belonging needs, the fourth need arises which is, esteem needs. This includes self-respect, recognition, and attention. This phenomenon is very much evident in the tourism industry as a large part of the tourists' community, travel to boast among friends and family, and to gain higher social status.
- **Self-actualisation Needs:** This is the final need in the pyramid. It includes growth and self-fulfilment. In the context of tourism, travellers are seen to be traveling to improve a specific skill set like hiking, trekking or even undertaking activities like scuba diving, caving, etc which results in increased stamina, improving their risk-taking abilities and many more.



## Unit: 10

### Types of Travel Motivations

- **Physical Motivators:** Physical motivators are concerned with health and well-being. It includes rest, sports and recreational activities like climbing, hiking, swimming, undergoing treatments, attending yoga camps etc. In short, they are directly related to one's health.
- **Cultural Motivators:** The ardent desire to explore ideas, customs or social behaviour of another community or society fall under this category. For instance, tourists interacting with local community and learning about their dance forms, folk lore, history etc.
- **Interpersonal Motivators:** Human beings are complex social animals that have the ability to exchange ideas, thoughts and values through language or other means of communication. Thus, interpersonal motivators include visiting friends and relatives, spending time with family etc.
- **Status and Prestige Motivators:** The need for fame, recognition, respect amongst peers and society, self-fulfilment, ego enhancement, personal development and desire for continuation of education are covered under this category. It also includes travel for business or professional purposes.
- **Health:** Health as a travel motivation focuses on physical, mental, or emotional well-being. It includes wellness tourism like spa retreats, medical tourism for treatments, and active tourism for fitness activities. Popular trends include yoga retreats, digital detox, and eco-friendly wellness. Destinations like India and Thailand attract health-conscious travelers globally.

## Unit: 11

### Tourism Demand: Definition and Measurement

**Tourism Demand** refers to the total number of people who travel or wish to travel to use tourist facilities and services at places away from their places of work or residence.

*The number of people who want to travel and use tourist services, like hotels and attractions, away from their usual place.*

**According to Mathieson and Wall, 1982**, “Tourism demand is the total number of persons who travel or wish to travel to use the tourist facilities away from their places of work and residence.”

**According to IGI Global Dictionary**, “**Tourism demand** is defined as the number of people that plan to buy **tourism** products supported by sufficient purchasing power and spare time in order to meet **tourism** needs of people.”

**According to Song et al. 2010, "Demand** is made of all those travelling to some place (**tourists** and destination). It can be **measured** by taking into account four elements: people (tourists), money (expenditure, receipts), time (stays and travels durations) and space (distances, lengths of trips).

**Tourism demand:** Requirement of variety of tourism products (Goods and services) at a particular place / market in a given time on a given price is known as tourism demand. In short, requirement of tourism products is called as tourism demand. Tourism demand involves following requirements by the tourist / consumer:

- 1) Transport services (Hotel transfers and local sight-seeing)
- 2) Accommodation facilities (Stay in hotels, residential hotels, resorts, camp sites, tree houses, house boats, luxury trains and cruises etc.)
- 3) Ancillary services /amenities (Banking services, medical aids, security services, escort and guide facilities, foreign currency exchange and entry tickets to variety of events and cultural performances etc.).
- 4) Tour components together as tour packages.

### **Characteristics of Tourism Demand**

Tourism demand exhibits various characteristics enlisted as follows:

- Tourism demand depends upon requirements of variety of tourism products in a particular market.
- Tourism demand depends upon supply of tourism products.
- Tourism demand is generally continuous except upon certain situations like global lockdowns and administrative failures of countries across the world.
- Tourism demand varies at different markets.
- Tourism demand is flexible.
- Tourism demand is sensitive to different internal and external factors.
- Tourism demand exhibit variations due to numerous dependent and independent variables.
- Tourism demand depends upon numerous factors i.e. Socio-cultural, psychological, geographical, climatic, seasonal, political and international factors.

### **Types of tourism demand**

Tourism demand is of following types depending upon its existence:

- 1) **Active demand:** It refers to total number of people, who are actually utilizing different tourism products in current time at a particular place / market.
- 2) **Potential demand:** It refers to total number of people, who are currently not utilising any tourism product but may utilise or undergo any tour in near future at a particular place / market.
- 3) **Deferred demand:** It refers to all those individuals, who have potential to undergo any tour but they have delayed their plan due to some reasons. These reasons may be lack of leisure / free time, health issue or any family problem etc.
- 4) **Suppressed demand:** It refers to all those people, who can undergo tours but are not utilising any tourism product because of lack of motivation and sufficient information. This demand can be converted into active demand through variety of motivational efforts.

- 5) **Future demand:** It refers to requirement of different tourism products in near future / coming days. It may increase or decrease depending upon changes in lifestyles of people.
- 6) **Creative demand:** It refers to requirement of new types of tourism products with lots of creative aspects. It may involve new tourism trends and exploration and development of new tourism destinations.

### Measurement of Tourism Demand:

- **Visitor Numbers:** Counting the number of visitors to a destination over a specific period.  
*Example:* The number of international tourists visiting Agra to see the Taj Mahal annually.  
*Counting how many people visit a place. Counting tourists who visit the Taj Mahal each year.*
- **Tourist Expenditure:** Measuring the amount of money spent by tourists during their visit.  
*Example:* Total spending by tourists in Goa on accommodation, food, and entertainment.
- **Tourist Nights:** The total number of nights tourists stay in a destination.  
*Example:* The total number of nights spent by tourists in Kerala's houseboats.
- **Tourist Arrivals:** The number of tourists arriving at a destination.  
*Example:* The number of international tourists arriving at Delhi's Indira Gandhi International Airport.

## Unit: 12

### Determinants of Tourism

The determinants of tourism demand are the factors that determine the nature and type of tourism products required at a place / market. These are of following two types broadly:

- 1) **Long term determinants.**
- 2) **Short term determinants.**

- 1) **Long term determinants of tourism demand:** These are the factors that affect the tourism demand in a long run. Long term determinants are enlisted as follows:

- Economic status.
- Availability of leisure time.
- Demographic factors.
- Legislative scenario.
- Availability of trained manpower.
- Sources of financial support.

- Extent of local involvement.
- Development level of people.
- Status of communication development.
- Status of fundamental and basic education.
- Status of language barriers.
- Infusion of business planning skills.
- Status of trained tourist escorts and guides.
- Status of communication skills in employed tourism man-power.

2) **Short-Term Determinants of Tourism Demand:** Short term determinants affect the tourism demand in small proportions and in short run. These are enlisted as follows:

- Decreasing income level of tourists leading towards less disposable income.
- Opportunities of employment especially in developed countries.
- Changing rates of currency exchange across the world.
- Absence of developing business limiting the level of earnings, thereby decreasing the confidence of consumers.
- Uncertainty on the future dimension of viruses like H1N1 influenza virus, Corona virus and their spread. It is indeed a cause for concern as still there are cases of infection being reported across the world. Advanced booking in proportions to numbers of seats available with the airlines.

### **Other Determinants of Tourism Demand**

- **Income Levels:** Higher income levels lead to increased tourism demand.  
*Example:* Rising middle-class incomes in India resulting in more domestic travel to places like Manali and Ooty.
- **Price of Tourism Products:** Higher prices can deter tourists, while lower prices can attract more tourists.  
*Example:* Discounts on flight tickets and hotel stays during the off-peak season in Rajasthan.
- **Alternative Destinations:** Availability and attractiveness of alternative destinations.  
*Example:* Choosing Kerala over Bali for a beach vacation due to lower costs.
- **Preferences and Tastes:** Changes in consumer preferences can impact tourism demand.  
*Example:* Growing interest in cultural and heritage tourism increasing visits to Hampi.
- **Political Stability and Safety:** Tourists prefer destinations that are politically stable and safe.  
*Example:* Increased tourism in Ladakh after the region was opened up to tourists.
- **Promotional Activities:** Effective marketing and promotional activities can boost tourism demand.  
*Example:* Incredible India campaign promoting various Indian states internationally.

- **Seasonality:** Certain destinations have peak and off-peak seasons affecting demand.  
*Example:* High demand for travel to Himachal Pradesh during the summer months to escape the heat.

## Unit: 13

### Indicators and Methods for Measuring Demand

#### Indicators:

- 1) **Economic indicators:** The financial status of people in a market is a major indicator of tourism demand. If the economic condition of people in a market is in growing phase then the demand for tourism products will increase most probably. On the other hand, if the economic condition of people in a market is poor, then the demand for tourism products will decrease at large. The economic indicators are:
  - Employment of people, who are part of a market.
  - Income of people, who are part of a market.
  - Local entrepreneurship in a market.
  - Local investment in different ventures.
- 2) **Socio-cultural indicators:** There are certain social factors that affect the movement of local people for tourism activities. However, the social effect may be positive or negative depending upon multiple aspects (Financial structure of people, lifestyles etc.). The cultural factors that involve exploration and provide ample space for creativity enhance local movement to new places, thereby increase the tourism demand. Contrary to this, cultural restrictions lead to decrease in tourism demand. The socio-cultural indicators are:
  - Beliefs and lifestyles of people.
  - Social freedom.
  - Availability of holidays / leisure time.
  - Cultural exploration.
  - Cultural exchange.
  - Educational tours to different states.
  - Research assignments to different destinations.
- 3) **Psychological indicators:** Psychological aspects of people at any place / market constitute tourism demand in a given time. Educated and motivated people indicate increase in tourism demand and contrary to this less educated and least motivated people indicate decrease in tourism demand. Various psychological indicators are:
  - Awareness level of people for tourism activities.
  - Motivational atmosphere for tourism activities.
  - Family structure and support.
  - Marital status.
  - Working environment.
  - Social status.

4) **Geographical indicators:** Geography of any place / market also indicates demand for tourism products. The places that are well connected through variety of modes of transportation and are easily accessible, generally receive better services and are up to date with current tourism trends. Thus, such places show an effective demand for tourism. Contrary to this, the places located in remote areas lacking multiple modes of accessibility or are not easily accessible, generally receive selective services and are lesser up to date with current tourism trends, show lesser demand for tourism products. Various geographical indicators are:

- Terrain of place / market (Plain region, mountain region, desert or coastal region).
- Ease of accessibility up to or within the place / market.
- Distance of the place from a bigger market.
- Availability of multiple modes of transportation (Roadways, railways, airways and waterways).

5) **Climatic indicators:** Climate of any place or market is also an important indicator of tourism demand. The place having better climatic conditions shall lead towards better inflow of tourists to the place and least outflow of people to other destinations, thereby decreasing the demand of local people for tourism products. Contrary to this, the place having harsh / adverse climatic conditions shall lead towards less inflow of tourists to the place and more outflow of people to other destinations, thereby increasing the demand of local people for tourism products. Various climatic indicators are:

- Seasons (Summer, winter, monsoon and spring season).
- Calamities like cloudbursts, hot winds, landslides and floods etc.

6) **Technological indicators:** Technological development of a place / market is important indicator of demand for tourism products. Technological empowerment of local people helps them to utilise available tourism products and new tourism trends in the market, thereby increasing the tourism demand. Contrary to this, lack of technological support, prohibit people from availing tourism products, thereby leading towards decrease in demand for tourism products. Various technological indicators are:

- Availability of smart mobile phones.
- Availability of internet facility.
- Availability of mobile applications.
- Availability of online service providers like MMT, YATRA, OYO rooms, Go ibibo, Taj hotels, Oberoi hotels, Indigo airlines, Air India etc.

### **Methods:**

- **Surveys and Questionnaires:** Collecting data directly from tourists.  
*Example:* Surveying visitors at Jaipur's Amber Fort to understand their spending patterns.
- **Visitor Counts:** Counting the number of visitors at tourist attractions.

*Example:* Using electronic counters at the entrance of the Ajanta and Ellora Caves.

- **Statistical Data:** Using secondary data from tourism boards and government agencies.

*Example:* Data from the Ministry of Tourism on annual tourist arrivals in India.

- **Economic Models:** Using economic models to estimate demand based on various factors.

*Example:* Predicting future demand for Goa based on trends in income levels and travel costs.

### **Measuring Demand For Tourism**

Tourism demand is a continuous phenomenon and it must be measured properly in order to craft tourism infrastructure and thereby providing world class tourism services at various destinations. Tourism demand can also be referred to as travel propensity (*measure of percentage of population engaged in tourism activities*). You might have gone with the basic concept of tourism demand that it is requirement of variety of tourism services at a destination / place / market in a given time. The people who are currently utilising tourism services constitute active tourism demand. Those, who may travel in near future constitute potential tourism demand. Likewise tourism demand can be easily categorised into different types enlisted as follows:

- 1) On the basis of its origin, the tourism demand can be broadly categorized as:
  - Inbound tourism demand.
  - Outbound tourism demand.
  - Domestic tourism demand.
- 2) Further, on the basis of status (*Actual position*) of tourism demand, it can be categorised as follows:
  - Actual tourism demand.
  - Potential tourism demand.
  - Deferred tourism demand.
  - Suppressed tourism demand.
  - Creative tourism demand,
  - Future tourism demand.

## **Unit: 14**

### **Challenges in Measuring Tourism Demand**

- **Data Accuracy:** Ensuring accurate and reliable data collection can be difficult.

*Example:* Inconsistent reporting of tourist numbers across different states in India.

- **Seasonality:** Tourism demand fluctuates seasonally, making it hard to get a consistent measure.

*Example:* Significant differences in tourist arrivals in Kerala during monsoon and peak season.

- **Changing Trends:** Rapid changes in tourist preferences and behaviors can affect demand measurement.  
*Example:* Shift towards eco-tourism and adventure tourism impacting traditional tourist destinations.
- **Informal Sector:** A large portion of tourism activity happens in the informal sector, which is hard to track.  
*Example:* Unregistered homestays and local guides in rural tourism areas.
- **Political and Economic Factors:** Political instability and economic changes can impact tourism demand unpredictably.  
*Example:* Decrease in foreign tourists during periods of political unrest or economic downturn.

## Unit: 15

### Tourism Statistics: Types of Tourist Statistics (Volume, Value, Visitor Profiles)

The word 'statistics' is used both as singular and plural nouns. In the plural sense, it refers to numerical facts pertaining to a body of objects or people. As a singular noun, it stands for the science that deals with the methods of collection of data and of the ways of analysing them and drawing inferences.

Tourism statistics are essential for understanding the dynamics of the tourism industry and planning for its development. These statistics provide valuable insights into tourist behavior, economic contributions, and trends in tourism. The three main types of tourism statistics are **Volume, Value, and Visitor Profiles**.

#### 1. Tourism Volume Statistics

Tourism volume statistics refer to the number of tourists visiting a destination or engaging in specific tourism activities over a particular period. These statistics measure the flow of tourists, often on a national, regional, or local scale. Volume statistics can be further categorized into different types:

- **Number of Arrivals:** This measures the total number of tourists (domestic or international) arriving at a destination within a set period (daily, monthly, or annually). It is a key indicator of the popularity of a destination and helps authorities and businesses gauge the demand for tourism services.
- **Number of Departures:** This refers to the number of tourists leaving a destination after their visit. It is particularly useful for understanding outbound tourism and can help governments or businesses plan resources accordingly.
- **Number of Overnight Stays:** Also known as "tourist nights," this metric tracks the number of nights tourists spend at a destination. It helps provide insights into the

average length of stay, which can influence the demand for accommodations and other services.

- **Visitor Count at Attractions:** This tracks how many tourists visit specific attractions, such as museums, parks, heritage sites, or entertainment venues. It helps understand the popularity of individual sites within a destination.
- **Seasonal and Monthly Variations:** Volume statistics often include data on seasonal patterns or fluctuations, which help identify peak and off-peak periods in tourism activity. This can assist businesses and governments in managing resources and infrastructure during high or low tourism seasons.

## 2. Tourism Value Statistics

Tourism value statistics focus on the economic impact of tourism by measuring the financial contributions made by tourists. These statistics provide insight into how much money tourism generates for a destination and the overall value it adds to the economy. Key types of tourism value statistics include:

- **Tourism Expenditure:** This tracks the amount of money tourists spend during their visit. It includes spending on accommodations, food and beverages, transportation, entertainment, shopping, and other services. Expenditure data can be broken down by category, helping stakeholders understand where tourists spend the most.
- **Revenue from Tourism:** This refers to the total income generated from tourism, including money spent by tourists, taxes collected from tourism activities, and other tourism-related earnings. For governments, this data is crucial for assessing the contribution of tourism to the national or local economy.
- **Contribution to GDP:** This measures the share of tourism in the Gross Domestic Product (GDP) of a country or region. It includes both direct contributions (spending on tourism-related services) and indirect contributions (through industries that supply goods and services to the tourism sector). Countries with strong tourism industries often have a significant portion of their GDP tied to tourism activities.
- **Tourism Investment:** This tracks the amount of money invested in tourism-related infrastructure and development, such as hotels, resorts, airports, and attractions. High levels of investment can indicate a growing or thriving tourism industry.
- **Foreign Exchange Earnings:** This measures the income earned from international tourists, often contributing to a country's foreign currency reserves. It helps balance trade deficits and strengthens the overall economy.

## 3. Visitor Profile Statistics

Visitor profile statistics provide detailed information about the demographics, preferences, and behaviors of tourists. Understanding visitor profiles helps tourism authorities, businesses, and marketers tailor their services and products to meet the needs of different types of tourists. Visitor profiles typically include:

- **Demographics:** This includes age, gender, nationality, marital status, and income level of tourists. For example, if a destination sees a high volume of young travelers, businesses might focus on offering affordable accommodations and adventure activities.

- **Purpose of Visit:** Tourists may travel for various reasons, such as leisure, business, education, or health tourism. Visitor profile statistics help understand the primary motivations behind tourists' trips, which can guide the development of tourism products and services. For instance, destinations known for cultural tourism may develop more museums, cultural festivals, or heritage tours.
- **Travel Patterns and Behavior:** This includes details such as the length of stay, travel group size (solo, family, group), types of accommodation used (hotels, hostels, Airbnb), and activities engaged in (sightseeing, shopping, dining). This data helps stakeholders better understand what tourists are looking for during their trip and how to cater to their needs.
- **Expenditure Habits:** Knowing how much tourists spend, and on which categories (accommodation, food, shopping, etc.), helps businesses and policymakers design tourism strategies that maximize revenue. For example, destinations targeting high-spending tourists may focus on luxury tourism products.
- **Satisfaction Levels:** Visitor profiles often include data on how satisfied tourists are with their experiences at a destination. This is typically collected through surveys and feedback mechanisms. High satisfaction levels can lead to repeat visitors and positive word-of-mouth, whereas low satisfaction might highlight areas that need improvement.
- **Mode of Transport:** This includes data on how tourists arrive at their destination (air, road, rail, or sea), which is crucial for transportation infrastructure planning. It also helps businesses tailor their services based on the accessibility of the destination.
- **Source Markets:** This tracks the countries or regions where tourists come from. Understanding source markets helps destinations target marketing efforts more effectively. For example, if a destination receives most of its tourists from Europe, it might focus on promoting European-friendly services and products.

## Unit: 16

### Statistical Analysis of Spending and Earning in Tourism

Tourism is a significant economic driver in many countries, contributing directly and indirectly to revenue and job creation. Analyzing the **spending** by tourists and the **earnings** generated from tourism provides insights into its economic impact, helps identify trends, and informs policy decisions. Here's an outline of the key elements involved in the statistical analysis of spending and earning in tourism:

#### 1. Tourism Spending (Expenditure) Analysis

Tourism spending refers to the money spent by visitors on goods and services during their trip. This spending contributes to the local economy, benefiting a wide range of sectors, from hospitality to retail. Analyzing tourism spending helps identify patterns of tourist behavior and areas where tourism policies or infrastructure investments can enhance economic benefits.

## ***Key Metrics and Factors in Spending Analysis:***

### **Average Spending per Visitor:**

Measures the amount each tourist spends on average during their trip. This can vary based on nationality, purpose of visit (leisure, business), and duration of stay.

### **Spending Categories:**

Breaking down spending by categories (accommodation, food and beverages, transport, entertainment, shopping) provides detailed insights into how tourists allocate their budgets. For example, luxury tourists may spend more on high-end hotels and shopping, while budget travelers might spend less on accommodations but more on local experiences.

### **Length of Stay:**

Tourists who stay longer tend to spend more overall. By analyzing the correlation between the length of stay and spending, destinations can develop strategies to encourage longer visits, thereby increasing total spending.

### **Spending by Visitor Type:**

- **Domestic vs. International Tourists:** Domestic tourists may spend differently than international tourists. International tourists often spend more due to higher travel costs and a greater willingness to spend on unique experiences.
- **Business vs. Leisure Tourists:** Business tourists often have higher spending power, as expenses are often covered by their employers, and they may choose more premium services. Leisure tourists' spending may fluctuate based on their interests (adventure, relaxation, etc.).

### **Seasonal Variations:**

Spending patterns can fluctuate depending on the time of year. High seasons generally attract more tourists and higher spending, while off-peak seasons might see lower spending. Understanding these variations helps destinations optimize resources.

### ***Data Collection Methods for Spending:***

- **Tourism Surveys:** Surveys conducted at airports, hotels, attractions, or online provide direct information about tourists' spending patterns.
- **Credit Card Transactions:** Analyzing credit card data can offer insights into tourists' spending on accommodations, dining, and shopping.
- **Business Revenue Reports:** Hotels, restaurants, and tourist attractions often report revenue data, which can be aggregated to assess overall tourism spending.
- **National Statistics and Customs Data:** Governments may track spending through visa data, customs declarations, or national tourism boards.

## 2. Tourism Earnings (Revenue) Analysis

Tourism earnings refer to the total income generated by a destination from tourists. This income is crucial for the economic development of the region and supports various industries. Earnings are typically measured in terms of **direct**, **indirect**, and **induced** contributions.

### *Key Metrics and Factors in Earnings Analysis:*

#### **Direct Earnings:**

- ❖ These are the immediate revenues generated from tourism services, such as hotel stays, dining at restaurants, transportation, and entry fees to attractions.

Example: A hotel booking or a guided tour payment would count as direct earnings.

#### **Indirect Earnings:**

- ❖ This refers to the revenues generated in sectors that support the tourism industry. These include the supply of goods and services to hotels, restaurants, and attractions. For example, a local bakery that supplies bread to hotels is earning indirectly from tourism.

Example: Earnings from local businesses that provide food, textiles, or construction materials to the tourism industry.

#### **Induced Earnings:**

- ❖ Induced earnings come from the spending of employees in the tourism sector. For example, a hotel employee's salary, which is then spent on local goods and services, contributes to the local economy.

Example: A tourism worker using their wages to buy groceries, pay rent, or invest in education.

#### **Foreign Exchange Earnings:**

- ❖ Earnings from foreign tourists are significant for a country's balance of payments. These earnings boost a nation's foreign currency reserves, helping to stabilize the economy.

Example: Tourists from abroad spending on services (hotels, transport, souvenirs) that bring foreign currency into the local economy.

#### **Tourism Contribution to GDP:**

- ❖ A key metric is tourism's contribution to a nation's Gross Domestic Product (GDP). This metric captures the economic impact of tourism, both directly and indirectly, and is a critical indicator for policymakers.

Example: In some countries like Thailand or the Maldives, tourism contributes a significant percentage to the overall GDP.

### ***Data Collection Methods for Earnings:***

- **National Accounts and GDP Reports:** Governments often report on the contribution of tourism to the national economy, including its impact on GDP.
- **Tourism Satellite Accounts (TSA):** TSAs are a framework used to measure the economic impact of tourism on a national economy, including employment, investment, and consumption.
- **Business Revenue Data:** Aggregated data from tourism-related businesses such as hotels, airlines, and restaurants provide insights into direct earnings.
- **Tax Revenues from Tourism:** Governments may analyze tax revenues from sectors linked to tourism (hotel taxes, airport fees, tourism licenses) to assess earnings.

### **3. Analytical Techniques for Tourism Spending and Earnings**

#### **Descriptive Statistics:**

- ❖ **Mean, Median, Mode:** These statistics summarize central tendencies in tourist spending or earnings. For example, average spending per tourist or median income generated from tourism.

#### **Regression Analysis:**

- ❖ Used to understand the relationship between various factors (e.g., length of stay, tourist type, destination attributes) and tourist spending. Regression can help predict future spending trends based on current data.

#### **Seasonal Trend Analysis:**

- ❖ Time series analysis helps identify seasonal fluctuations in tourism spending and earnings. Destinations can use this data to manage resources more efficiently during peak and off-peak periods.

#### **Comparative Analysis:**

- ❖ This involves comparing spending and earning statistics across different regions, time periods, or tourist demographics. For example, comparing the spending habits of tourists from different countries or analyzing how earnings vary between coastal and urban destinations.

#### **Multiplier Effect Calculation:**

- ❖ The multiplier effect estimates how money spent by tourists circulates within the local economy. For example, how many times a dollar spent by a tourist is re-spent by local businesses and workers before leaving the economy.

## Unit: 17

### Tourism Trend Analysis

**Tourism trend analysis** is the study of changes and patterns in tourism activity over time, helping stakeholders understand how the industry evolves and what factors influence traveler behavior, preferences, and destinations. It enables governments, businesses, and tourism authorities to anticipate changes, adapt strategies, and capitalize on emerging opportunities. Below is an overview of the key elements involved in tourism trend analysis.

#### 1. Types of Tourism Trends

##### 1.1 Market Trends

Market trends focus on how tourist demand, preferences, and demographics are changing, helping destinations and businesses adjust their offerings.

- ❖ **Growing Middle Class and Rising Disposable Income:**

In many emerging economies, rising income levels lead to increased domestic and international travel. This trend is prominent in countries like India and China, where the middle class is expanding rapidly, resulting in more frequent travel and higher spending.

- ❖ **Experiential Travel:**

Modern travelers, especially millennials and Gen Z, are seeking unique, authentic experiences over traditional sightseeing. Adventure tourism, cultural immersion, culinary tourism, and eco-tourism have gained popularity as tourists prefer meaningful experiences over luxury and comfort.

- ❖ **Sustainable and Responsible Tourism:**

With increasing awareness of environmental issues, more tourists are opting for eco-friendly travel options. Sustainable tourism involves minimizing the environmental impact of travel and promoting the conservation of natural resources. Many travelers prefer destinations that emphasize green practices, eco-friendly accommodations, and ethical treatment of local communities.

- ❖ **Digitalization and Smart Tourism:**

The rise of digital technologies, such as mobile apps, online booking platforms, and virtual reality, has transformed the way tourists plan and experience their trips. Destinations are increasingly adopting "smart tourism" concepts, integrating technology to enhance tourist experiences with real-time information, navigation assistance, and personalized services.

- ❖ **Rise of Solo Travel:**

Solo travel has become a significant trend, especially among women and younger travelers. This trend reflects changing social dynamics, with more people valuing independence, personal growth, and freedom to explore destinations at their own pace.

#### ❖ **Health and Wellness Tourism:**

There is increasing interest in travel focused on well-being, including spa retreats, yoga camps, detox programs, and medical tourism. The COVID-19 pandemic has further accelerated demand for wellness-related trips as people prioritize health, relaxation, and mental rejuvenation.

### *1.2 Destination Trends*

Destination trends analyze shifts in the popularity of travel destinations due to factors like political stability, safety, infrastructure, and emerging attractions.

- **Emergence of New Destinations:**

Many lesser-known or emerging destinations are gaining popularity, often driven by government initiatives, marketing campaigns, or travelers' desire for less-crowded, off-the-beaten-path experiences. Countries in Southeast Asia, Eastern Europe, and Africa are capitalizing on this trend.

- **Urban vs. Rural Tourism:**

Traditionally, cities have been the main tourist attractions due to cultural, historical, and business significance. However, there is a growing interest in rural and nature-based tourism, driven by the desire to escape urban life and reconnect with nature.

- **Overtourism:**

Overcrowding in popular destinations has become a major issue. Cities like Venice, Barcelona, and Amsterdam face challenges from too many tourists, leading to environmental degradation, a strain on infrastructure, and local community resentment. This has prompted some destinations to adopt measures like visitor caps or promote alternative destinations.

- **Post-Pandemic Travel Recovery:**

COVID-19 severely impacted the tourism industry, leading to a shift in travel patterns. Destinations that were able to adapt quickly, offering open-air experiences, road trips, and domestic tourism, are seeing faster recovery. Flexible travel policies, such as contactless services and health safety measures, have become vital for attracting tourists in the post-pandemic era.

### *1.3 Traveler Behavior Trends*

Traveler behavior trends provide insights into how tourists plan, book, and experience their trips, which can inform marketing strategies and service development.

- **Last-Minute Bookings:**

The uncertainty caused by the pandemic has led to a rise in last-minute bookings. Travelers are increasingly seeking flexible bookings, allowing them to cancel or change plans without penalties due to changing travel restrictions.

- **Bleisure Travel:**

The blending of business and leisure travel (bleisure) has gained traction, especially as remote work becomes more widespread. Business travelers often extend their trips to include leisure activities, exploring the destination beyond work commitments.

- **Customizable Travel Packages:**

Travelers are looking for more personalized and customizable travel experiences. Tour operators and online platforms are responding to this demand by offering tailored itineraries, accommodation options, and unique experiences based on individual preferences.

- **Group Travel:**

While solo travel is growing, there's also been a resurgence of group travel among friends, families, and special-interest groups. This trend has been fueled by post-pandemic reunions and the desire to create shared experiences in small, intimate settings.

- **Influence of Social Media:**

Social media platforms like Instagram, YouTube, and TikTok play a significant role in shaping travel decisions. Travelers often seek out "Instagrammable" locations and experiences, using social media to inspire and plan their trips.

### *1.4 Economic and Political Trends*

These trends influence travel patterns based on global economic conditions and political stability.

- **Currency Fluctuations:**

Exchange rate fluctuations impact travel patterns, making certain destinations more affordable while discouraging travel to others. Tourists from countries with stronger currencies may benefit from more affordable travel and increased spending power.

- **Visa and Travel Restrictions:**

Visa policies and travel restrictions play a crucial role in determining which destinations attract tourists. Countries with more relaxed visa policies or visa-on-arrival services tend to experience higher tourism numbers. In contrast, stringent visa requirements or geopolitical tensions can deter tourists from visiting.

- **Economic Downturns:**

During times of economic crisis or recession, people tend to cut back on travel, especially international trips. Destinations reliant on high-end international tourists may face challenges, while domestic tourism or budget-friendly destinations may gain in popularity.

## 2. Methods of Analyzing Tourism Trends

### 2.1 Time-Series Analysis

Time-series analysis involves examining tourism data over a set period to identify patterns, cycles, and trends. This method is crucial for detecting **seasonal variations**, **growth rates**, and **demand fluctuations**.

- **Seasonal Trends:**

Identifying high and low seasons allows businesses to adjust marketing, pricing, and inventory accordingly.

- **Trend Forecasting:**

Using historical data, time-series analysis can forecast future tourism trends, helping destinations prepare for expected increases or decreases in tourist flow.

### 2.2 SWOT Analysis

SWOC (Strengths, Weaknesses, Opportunities, Challenges) analysis is commonly used in tourism trend analysis to assess the internal and external factors influencing a destination or market.

- **Strengths:** What advantages does the destination or business have (e.g., iconic attractions, cultural significance)?
- **Weaknesses:** What areas need improvement (e.g., infrastructure, safety, environmental impact)?
- **Opportunities:** What trends or untapped markets could be capitalized on (e.g., eco-tourism, new demographics)?
- **Challenges:** What external factors could pose challenges (e.g., political instability, climate change)?

### *2.3 Consumer Surveys and Data Collection*

Conducting surveys among tourists can provide insights into their behavior, preferences, and satisfaction levels. **Survey data** is used to detect emerging trends in visitor demographics, travel motivations, and spending habits.

### *2.4 Comparative Market Analysis*

This method compares tourism trends across different regions, countries, or market segments to identify competitive advantages and opportunities. For instance, comparing the rise of eco-tourism in one region with the decline in mass tourism in another can reveal potential shifts in market demand.

### *2.5 Economic Impact Analysis*

Tourism trend analysis often includes assessing the economic impact of tourism activities, including spending patterns, employment, and contribution to GDP. Economic impact analysis uses data to track how tourism generates direct and indirect income for a destination.

## **3. Applications of Tourism Trend Analysis**

- **Policy Formulation:** Governments use trend analysis to create policies that support sustainable tourism, allocate resources, and promote economic growth.
- **Business Strategy:** Hotels, airlines, and tour operators use trends to adjust offerings, target new markets, and align pricing strategies with demand fluctuations.
- **Marketing:** Tourism trend analysis helps marketers tailor promotional campaigns to new or emerging traveler segments, such as promoting eco-tourism to sustainability-conscious travelers or targeting younger generations through social media.
- **Sustainability Planning:** Identifying trends in responsible and eco-friendly tourism allows destinations to develop initiatives that preserve natural and cultural resources while promoting responsible tourism.

# Module 3

## Tourism Organizations and Career Opportunities

### Unit: 18

#### Overview of Job roles in Tourism Industry

The tourism industry is a vast field offering diverse job roles, each contributing to the overall experience of travelers.

##### **1. Travel Agent**

A travel agent assists customers in planning and booking their trips, including transportation, accommodation, and activities. They offer expert advice on destinations, travel packages, and itineraries. For example, a travel agent might help a family book a complete vacation to Europe, arranging flights, hotel stays, and sightseeing tours.

##### **2. Tour Guide**

A tour guide provides informative and engaging experiences for travelers by explaining the history, culture, and significance of destinations. They ensure visitors feel safe and informed throughout the tour. For instance, a tour guide at the Taj Mahal shares stories about its construction and historical importance with visitors.

##### **3. Hotel Manager**

A hotel manager oversees the operations of a hotel, including guest services, housekeeping, and staff management. Their goal is to ensure smooth functioning and high customer satisfaction. For instance, a hotel manager ensures seamless check-ins, clean rooms, and excellent dining experiences for guests.

##### **4. Tourism Officer**

Tourism officers are professionals who work with local governments or organizations to promote tourist destinations and enhance tourism infrastructure. Their responsibilities include developing marketing plans, organizing events, and creating campaigns to attract visitors.

##### **5. Event Coordinator**

Event coordinators plan and organize events such as weddings, corporate meetings, and festivals. They manage everything from venue selection to event execution. For example, an event coordinator might arrange a destination wedding on a beach, taking care of decor, catering, and logistics.

##### **6. Travel Writer/Blogger**

Travel writers or bloggers create engaging content about destinations, travel tips, and personal experiences. They share insights through blogs, articles, or social media platforms.

For example, a travel blogger might document their adventures exploring the best hiking trails in the Himalayas.

## **7. Airline Staff**

Airline staff includes pilots, cabin crew, and ground personnel responsible for air travel services. Cabin crew ensure passenger safety and comfort during flights, while ground staff manage check-ins and baggage. For example, a flight attendant helps passengers enjoy a pleasant journey by providing meals and safety instructions.

## **8. Cruise Staff**

Cruise staff work aboard ships to provide hospitality, entertainment, and activity planning for passengers. Their roles include hosting events, managing dining services, and ensuring guest satisfaction. For instance, a cruise staff member might organize a themed party for passengers on a luxury cruise.

## **9. Travel Consultant**

Travel consultants advise clients on destinations, visas, travel insurance, and trip planning. They specialize in creating personalized itineraries based on individual needs. For example, a consultant might guide a student through the visa process for studying abroad.

## **10. Adventure Tourism Specialist**

Adventure tourism specialists design and lead outdoor and adventure activities like trekking, rafting, or paragliding. They ensure safety while providing thrilling experiences. For instance, a specialist might guide a group of tourists on a trek to the Everest Base Camp, ensuring they have the proper gear and guidance.

## **Unit: 19**

### **Skills and qualification Required**

The tourism industry demands a unique combination of skills and qualifications to deliver excellent services and ensure customer satisfaction.

#### **1. Communication Skills**

Effective communication is essential in the tourism industry, as professionals frequently interact with customers, colleagues, and partners. Clear and engaging communication helps in providing information, resolving concerns, and enhancing experiences. For instance, a tour guide needs to explain cultural and historical facts in a way that captivates the audience.

#### **2. Customer Service Skills**

Providing exceptional service is crucial to maintaining a positive reputation in the tourism sector. Professionals must be attentive, patient, and empathetic to meet customers' expectations. For example, a hotel receptionist must address guest inquiries and handle complaints with professionalism to ensure a pleasant stay.

#### **3. Interpersonal Skills**

Building strong relationships with clients and team members is vital for success in tourism. This involves being approachable, understanding, and cooperative. A travel agent, for instance, needs to connect with clients to understand their travel preferences and deliver personalized services.

**4. Problem-Solving Skills**

Tourism professionals often face unexpected challenges, such as itinerary changes or travel delays. Quick thinking and adaptability are essential to resolve these issues effectively. For instance, a tour operator must adjust plans promptly when bad weather disrupts outdoor activities.

**5. Organizational Skills**

Managing multiple tasks like bookings, schedules, and events requires strong organizational abilities. Tourism professionals must ensure everything runs smoothly without errors. For example, an event coordinator must oversee all aspects of a conference, from logistics to guest arrangements.

**6. Cultural Awareness and Sensitivity Skills**

Understanding and respecting diverse cultures is crucial in tourism to ensure inclusive and respectful experiences for travelers. A tourism officer, for example, must promote cultural heritage while remaining sensitive to local traditions and practices.

**7. Language Skills**

Proficiency in multiple languages is a valuable asset for interacting with international clients. Speaking their language helps in building trust and providing seamless service. For example, a cabin crew member fluent in French can assist passengers from France more effectively.

**8. Technical Skills**

Tourism professionals often rely on software and tools for bookings, customer management, and itineraries. Proficiency in such tools enhances efficiency and accuracy. For instance, a travel consultant uses reservation software to streamline trip planning.

**9. Marketing and Sales Skills**

Promoting destinations, events, or packages requires creativity and the ability to persuade clients. Professionals with strong marketing skills can attract more travelers. For example, a tourism marketer might design an advertisement campaign to highlight the unique attractions of a destination.

**10. Leadership Skills**

For managerial roles, leadership is crucial to motivate and guide teams toward achieving organizational goals. For instance, a hotel manager needs to inspire staff to deliver high-quality services and maintain customer satisfaction.

**• Educational Qualifications**

Most roles in tourism require formal education in tourism or hospitality. A diploma or degree such as a Bachelor of Tourism and Travel Management (BTTM) provides

foundational knowledge. Additionally, specialized certifications in areas like adventure tourism or event management can open niche opportunities.

- **Relevant Experience**  
Gaining practical experience through internships or part-time jobs is highly beneficial. Working in customer service, travel agencies, or hotels helps individuals understand the industry's dynamics. For example, an intern at a travel agency gains hands-on experience in planning itineraries.
- **Certifications**  
Additional certifications, such as IATA for airline roles or language certifications, can enhance job prospects. For example, a certified French speaker is well-suited for guiding French-speaking tourists.
- **Health and Safety Training**  
Roles like adventure guiding or event management require safety training to ensure guest well-being. Certifications in first aid or adventure safety are often mandatory. For example, a trekking guide with first aid training can handle emergencies during hikes.

## Unit: 20

### Tourism Organizations – International Bodies

#### ❖ United Nations World Tourism Organization (UNWTO)

The United Nations World Tourism Organisation (UNWTO), an inter-governmental technical body dealing with all aspects of tourism began its legal existence on January 2, 1975. It was originally called as World Tourism Organisation, prior to the World Trade Organisation which was formulated in 1990. The rapid expansion of travel had created the need for a world body able to deal with tourism problems at the governmental level and this led to the formation of UNWTO. The headquarters of the organisation were set up in Madrid (Spain) in January 1976. The UNWTO has a very emphatic technical character.

World Tourism Organization is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of **economic growth, inclusive development** and **environmental sustainability** and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the **Global Code of Ethics for Tourism**, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the **United Nations Millennium Development Goals (MDGs)**, geared towards reducing poverty and fostering sustainable development. UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes **155 countries, 7 territories and over 400 Affiliate Members** representing the private sector, educational institutions, tourism associations and local tourism authorities.

### **Objectives**

- Promotion and development of tourism with a view to contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms for all without distinction to either race, sex, language or religion.
- Uplift and stimulate the interest of the developing countries in the field of tourism.
- Maintain effective collaboration with the appropriate organs of the UN and its specialized agencies.

### **Functions**

The UNWTO performs a number of activities for its members relating to promotion and development of tourism. The major functions include:

- Constant review of tourism trends and developments and exercising vigilance over changes in world economic and social conditions affecting tourism, market fluctuations and maintenance of standards within the tourism sector.
- Clearing house for all available information on international and domestic tourism including statistical data, legislation and regulations, facilities and special events.
- Systematic collection, analysis and dissemination of data on various aspects of tourism.
- Collecting legislative texts, regulations and documentation on all aspects of travel.
- Conducting research studies covering tourism markets, plant and enterprises, physical planning and area development, promotion and marketing, economic analysis and financing techniques etc.
- Regular supply of studies, as well as updated information on trends in the various fields of tourism to its members.
- Fostering the adoption of measures in cooperation with competent specialized bodies regarding simplifying frontier formalities and removing barriers to the free movement of tourists.
- Organizing and convening international conferences, seminars, workshops, round tables and technical meetings on all aspects of tourism.
- Preparation of draft international agreements on tourism
- Examining vocational training programmes with a view to contributing to the establishment of suitable teaching programmes tailored to specific needs, specially in the developing countries.

### **Members**

There are three categories of members in UNWTO. They are

- *Full Members*:- They consist of all sovereign states. As of 2010, its membership included 154 member states.

- **Associate Members**:- They are the territories or groups of territories not responsible for their external relations but whose membership is approved by the state assuming responsibility for their external relations. As of 2010 there were seven associate members (Flemish Community, Puerto Rico, Aruba, Hong Kong, Macau, Madeira, Netherlands Antilles), two observers (Holy See, Palestine). 15 of these members have withdrawn from the organization 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.
- **Affiliate Members**:- They are international bodies, both inter governmental and non-governmental concerned with specialized interests in tourism, as well as commercial and non-commercial bodies and associations whose activities are related to the aims of WTO or fall within its competence. There are some 350 affiliate members, representing the private sector, educational institutions, tourism associations and local tourism authorities.

## **Structure**

### **➤General Assembly**

The General Assembly is the supreme organ of the Organization. Its ordinary sessions, held every two years, are attended by delegates of the Full and Associate Members, as well as representatives from the Business Council. It is the most important meeting of senior tourism officials and high-level sector from all over the world representatives of the private.

### **Regional Commissions**

Established in 1975 as subsidiary organs of the General Assembly, the six Regional Commissions normally meet once a year. They enable member States to maintain contact with one another and with the Secretariat between sessions of the General Assembly, to which they submit their proposals and convey their concerns. Each Commission elects one Chairman and its Vice-Chairmen from among its Members for a term of two years commencing from one session to the next session of the Assembly.

### **➤Executive Council**

The Executive Council's task is to take all necessary measures, in consultation with the Secretary-General, for the implementation of its own decisions and recommendations of the Assembly and report thereon to the Assembly. The Council meets at least twice a year. The Council consists of Full Members elected by the Assembly in the proportion of one Member for every five Full Members, in accordance with the Rules of Procedure laid down by the Assembly with a view to achieving fair and equitable geographical distribution.

The term of office of Members elected to the Council is four years and elections for one-half of the Council membership are held every two years. Spain is a Permanent Member of the Executive Council.

### **➤Committees**

- World Committee on Tourism Ethics
- Programme Committee

- Committee on Budget and Finance
- Committee on Market and Competitiveness
- Committee on Statistics and the Tourism Satellite account
- Sustainable Development of Tourism Committee
- Committee on Poverty Reduction
- Committee for the Review of Applications for Affiliate Membership Secretariat

The Secretariat is led by Secretary-General ad interim Taleb Rifai of Jordan, who supervises about 110 full-time staff at UNWTO's Madrid Headquarters. He is assisted by the Deputy Secretary-General. These officials are responsible for implementing UNWTO's programme of work and serving the needs of Members. The Affiliate Members are supported by a full-time Executive Director at the Madrid Headquarters. The Secretariat also includes a regional support office for Asia-Pacific in Osaka, Japan, financed by the Japanese Government.

The organization is performing extremely useful service of a concrete and creative character by facilitating the exchange of technical information, the making of specialized studies, the holding of special seminars adapted to world regional requirements and advanced vocational training courses. The essentially practical nature of its work programme, tailored as it is to regional requirements, takes full cognizance of the problems peculiar to countries and regions in all stages of its development, such as investments, financial questions, physical planning and area development, economic analysis, marketing and market surveys- all this not only with a secretarial approach but with a comprehensive concern from the point of view of the state.

The creation of UNWTO coincided with the universal recognition of tourism as an important instrument of economic and social development and its consequent ascendancy to full government responsibility. An inter-governmental body of tourism officials, such as the UNWTO is empowered to act in the name of their governments and speak in terms of the impact of tourism on the balance of payments. The creation of UNWTO thus is not only a proof that the states are fully conscious of their own responsibilities in the field of tourism, but also of the establishment of tourism to its rightful ranking at the international level. The UNWTO's activities cover all sectors of tourism on a worldwide basis. It provides an international forum where tourism officials, whether governmental or non-governmental, can discuss problems and exchange ideas. Representatives of the private sector also have access to its membership. UNWTO works in close cooperation with almost all international organizations, the UNO in particular, as well as with commercial and non-commercial bodies involved in tourism.

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

In the business of travel, the International Air Transport Association (IATA), the world organization of scheduled airlines played a central role since its inception in the year 1945. A

world association of about 200 Active Members and 35 Associate Members, the International Air Transport Association was a result of the rapid expansion in the network of international airlines in the years following the Second World War. A need for the worldwide regulation of air traffic including co-coordinating international air fares and rates was felt and consequently an international conference was called by President Franklin D. Roosevelt of the United States of America at Chicago from November 1 to December 7, 1944.

The convention constituted two permanent bodies, namely, the International Air Transport Association (IATA) and the International Civil Aviation Organisation (ICAO). However, before reaching the position that now it occupies in the field of aviation, IATA passed through several stages, in parallel with a spectacular development of commercial aviation. Its modest beginning date back to 1919 when the International Air Traffic Association was founded in Hague by half a dozen European airlines that had just been created right from the beginning; they recognised the need to cooperate in setting up a network for rationalizing airlines business.

The International Air Traffic Association expanded steadily with the development of air services in the world. Among other things, it drew up the general formula for tickets and transport documents adopted in 1927. The innovations and improvements introduced by the association progressively placed unique tools at the disposal of the industry. In November 1944, as the World War was coming to an end, 54 states met in Chicago to lay the first foundation of the new system that would soon be needed by civil aviation. The Conference led to the creation of the International Civil Aviation Organisation (ICAO), the international body setup by government to establish universal norms for the technical regulation of civil aviation. Indirectly, this conference also was responsible for the foundation of the International Air Transport Association – a non-governmental body officially set up in Havana in April 1945 – which in practice, carried on the task assumed by the former IATA.

### **Aims**

- i) To promote safe, regular and economical air transport for the benefit of the people of the world, to foster air commerce and to study the problems connected therewith;
- ii) To provide means for collaboration among the air transport enterprises engaged directly or indirectly in international air transport service.
- iii) To cooperate with the International Civil Aviation Organisation and other international organisations.

### **IATA Organisation**

The IATA is a voluntary, non-political and democratic organisation. Membership is automatically open to any operating company which has been licensed to provide scheduled air service by a government eligible for membership in ICAO. Airlines engaged directly in international operations are active members, while domestic airlines are associate members.

The IATA administration is headed by a Director General and five Assistant Directors General. The Association has two main offices, one in Montreal and the other in Geneva. Regional Technical Directors are based in Bangkok, Geneva, London, Nairobi, and Rio de Janeiro and Regional Directors (Special Assignments) in Singapore and Buenos Aires. IATA Traffic Service Offices are located in New York and Singapore. IATA's budget is financed from the dues paid by its members, largely in proportion to the part of the total international air traffic carried by each airline. Some IATA activities are self-supporting through charges for services rendered.

A wide range of services provided by IATA includes the following:

- The global planning of international timetables,
- The standardisation of the inter-company communications and reservation system,
- The international coordination of telecommunication networks and computer systems,
  
- The single formula for tickets and airway bills,
- The training of travel and freight agents,
- The regulation of legal question of general concern, to develop security measures, and
- The examination and solving of the problems raised by tourism, the flow of passengers and goods at the airports, and to establish procedures and technical norms.

## **Operations**

IATA member airlines are registered in some 126 nations. Their routes cross almost every country of the world at one time or another. It is the IATA's operational task to ensure that the aircraft utilised to carry the world passengers and goods are able to proceed with maximum safety and efficiency, under clearly defined and universally understood regulations. It is IATA's commercial objective to ensure that people, cargo and mail can move anywhere in the global network as easily as though they were on a single airline within a single country. Plainly these two categories of IATA activities are closely related in their connection with the cost of airline operation, the carrier's charges to the public, and the desire to keep both of these as low as possible and in keeping with safety norms.

## **Trade Association Activities**

### ***IATA Finances***

The IATA Financial Committee deals with all aspects of accounting and settlements between airlines in respect of the business they do with one another or on one another's behalf. It is also concerned with many of the airlines' common problems in regard to currency and exchange, taxation, charges, insurance and statistics.

An example of IATA's financial work is the IATA Clearing House, through which the airlines settle monthly accounts for interline revenue transactions. It enables them to collect and pay their worldwide debts simultaneously by single cash settlement in either dollar or convertible sterling, regardless of the number of currencies involved.

### ***The Legal Committee***

The Legal Committee of IATA, composed of experts drawn from more than 20 airlines, is concerned with all legal matters having a on international air transport. One of its main activities is formulation of the airlines' views in the development of international conventions affecting such matters as the liability of air carriers to their customers and to other parties, the commission of offence on board aircraft, the carriage of nuclear materials and the carriage of airmail.

### ***Technical Committee***

Cooperation of the airlines in operational and technical matters is challenged through the IATA Technical Committee, its annual technical conference and its various global and regional working groups. IATA technical activity is founded upon full exchange of information and experience among all the airlines.

IATA has played, and continues to play, an important role in the drafting of the ICAO Standards and Recommended Practices which form the accepted international pattern for the technical regulation of civil aviation, and cooperates closely with ICAO to encourage governments to implement them fully and keep them up-to-date. IATA works in much the same way with other organisations such as the International Telecommunications Union, the World Meteorological Organisation and the International Organisation for Standardisation.

#### ***Traffic Conferences and Activities***

To unite its member airlines into a single commercial network, IATA has produced a series interline agreements between them (to which many non-IATA and domestic airlines and sea carriers are parties as well) covering all phases of passenger, baggage and cargo handling, reservation

The Traffic Conference process arises from the peculiar nature of air transport. Every inch of the world's surface is accessible by air, and the airlines fly between most of their major cities over a maze of interrelated routes. Yet each government reserves complete control over its own share of the airspace and the right to determine what its air services may charge the public. International fares and rates and conditions which underline them must therefore be fixed by international agreements in which virtually every country has some direct or indirect concern.

#### ***Tariff Coordination Activities***

The negotiation of international fares and rates for submission to various governments arises from the special nature of air transport. Airlines operate between most major cities, criss-crossing routes. For an airline any country is accessible by air. Today governments in most countries of the world reserve control over their own airspace as also over what air carriers may charge the public for using their services. The subject of international fares and rates and the conditions which underline them are the subjects in which almost every country has some direct or indirect concern.

#### ***Facilitation***

Another service of traffic is the facilitation section. In an industry based on speed, economy and service, red-tape is a serious matter. Customs, immigration and health regulations hamper and delay the efficient transportation of passengers and cargo. Delays can add millions of dollars to the cost of operation. With international airlines operating in almost 200 countries, and their operations subject to the regulation requirement of numerous public authorities in every country, cooperation becomes very vital. Cooperation starts with the airlines themselves. A programme to cut red-tape is worked out and constantly reviewed by the IATA Facilitation Advisory Committee. For implementation, it passes into the hands of more than 10 airlines personnel at the headquarters of their respective

#### ***IATA Allied Service***

IATA performs many other widely varied functions. It collects and issues industry statistics. It is a documentation centre and publishes on behalf of its members, issuing internal manuals, tabulations of airlines distances, technical surveys, reports and other important industry information.

### **❖ International Civil Aviation Organization (ICAO)**

International Civil Aviation Organization (ICAO) is a specialized organization of the United Nations in the field of civil aviation. It devises and controls the principles and processes of international air navigation. It also looks after the planning and development process to ensure safe and timely growth of international air transport. The International Civil Aviation Organization Council adopts, recommends and sets standard practices related to air navigation, infrastructure development, flight inspection, facilitating border crossing procedures for international civil aviation; and prevention of unlawful interference. ICAO determines the protocols for air accident investigation which are succeeded by transport safety authorities, in the countries signatory to the Chicago Convention on International Civil Aviation.

### **Strategic Objective of ICAO:**

#### **1. Safety**

ICAO works with 193 member countries to improve aviation safety, aiming for zero fatalities by 2030. This involves setting safety standards, improving regulations, and adapting to innovations like advanced aircraft designs and autonomous systems.

#### **2. Air Navigation Capacity and Efficiency**

As aviation technology evolves, ICAO helps countries adopt innovations like new aircraft and advanced air traffic management systems. It ensures these changes are globally harmonized, safe, and sustainable.

#### **3. Aviation Security and Facilitation**

ICAO supports secure and smooth air travel by addressing issues like border management, traveler screening, and anti-terrorism measures. It helps countries develop strategies and standards to enhance passenger and cargo security.

#### **4. Economic Development of Air Transport**

ICAO promotes sustainable growth of aviation by guiding countries on policies for air connectivity, regulatory frameworks, and infrastructure development. It ensures aviation supports global economic growth while providing reliable data for planning.

#### **5. Environmental Protection**

ICAO leads efforts to reduce aviation's environmental impact. It focuses on lowering emissions, reducing aircraft noise, improving air quality, and supporting innovations like fuel-efficient technologies, sustainable fuels, and the CORSIA carbon offset program.

## **FUNCTIONS AND ROLES OF ICAO**

ICAO (International Civil Aviation Organization) and IATA (International Air Transport Association) play different roles but work together to enhance international air travel. ICAO focuses on government regulations and uses 4-letter airport codes (e.g., VABB for Mumbai, VECC for Kolkata), while IATA works with airlines and uses 3-letter codes (e.g., BOM for Mumbai, CCU for Kolkata). The Air Navigation Commission (ANC), a part of ICAO, includes 19 independent experts nominated by member countries, including India. It develops

international rules and standards, which are reviewed by ICAO's council and member countries, including the Directorate General of Civil Aviation (DGCA) in India, before approval. ICAO supports India in improving aviation safety, efficiency, and environmental protection, while IATA helps streamline airline operations in India to connect the country more effectively with global air traffic.

**1. Standards and Recommended Practices (SARPs):** Standards and Recommended Practices (SARPs) are technical rules created by ICAO to ensure uniformity in global aviation, including regulations for aircraft, personnel, airways, and services. These rules aim to make air travel safer and more efficient. SARPs are published in the form of Annexes to the Chicago Convention, but they are not legally binding like the Convention itself. Countries, or Contracting States, are expected to work towards uniformity but are not required to fully comply. If a country's regulations differ from SARPs, they must notify ICAO, and these differences are published in Supplements to the Annexes.

ICAO defines a **Standard** as a necessary rule for safety or regularity in international air navigation that countries must follow. A **Recommended Practice** is a rule that is desirable for safety, regularity, or efficiency, which countries should try to follow.

**2. No Country Left Behind:** The No Country Left behind (NCLB) initiative highlights ICAO's efforts to assist States in implementing ICAO Standards and Recommended Practices (SARPs). The main goal of this work is to help ensure that SARP implementation is better harmonized globally so that all States have access to the significant socio-economic benefits of safe and reliable air transport. The NCLB also promotes ICAO's efforts to resolve Significant Safety Concerns (SSCs) brought to light through ICAO's safety oversight audits as well as other safety, security and emissions-related objectives.

**3. Background:** In 2014, ICAO held its first off-site strategy session to find ways to improve communication and support for its member countries. One key issue discussed was the difference in how countries implement ICAO's rules (SARPs). ICAO decided to focus more on countries with high accident rates or security risks and encourage developed countries to provide more help to developing nations. ICAO also aimed to play a bigger role in directly assisting developing countries by helping them work together, pool resources, and create the political will needed for progress. The NCLB (No Country Left Behind) initiative was introduced to coordinate and promote activities that support these goals.

#### ❖ **Pacific Asia Travel Association (PATA)**

Pacific Asia Travel Association (PATA) was founded in the year 1951 as a non-profit corporation to stimulate interest in the Pacific region as a vacation land, and to develop, promote and facilitate travel to and among the many Pacific destinations. PATA's first conference was held in January 1952 in Honolulu and its headquarters were established in San Francisco, USA in 1953. PATA has its own Director for Europe who is based in London and works to promote traffic from the European markets into the Pacific region. PATA's first Asian office was opened in Manila, Philippines in 1976.

The organization provides the meeting point for the people involved in all aspects of the travel trade from a large number of countries. It focuses attention on travel opportunities in

member countries and builds up greater awareness and specific contacts among the travel trade in countries from where the tourists originate. The underlying philosophy of PATA is that the entire travel industry must work together to develop an ever-increasing flow of pleasure travel from which each member will derive a fair share of the total business.

As a non-profit organization PATA was set up with the objective of developing, promoting and facilitating travel to and within the Pacific area and South East Asian region. It primarily operates in the United States market which is the world's biggest travel market. The organization provides the meeting point for the people involved in all aspects of the travel trade from a large number of countries. It focuses attention on travel opportunities in member countries and builds up greater awareness and specific contacts among the travel trade in countries from where the tourists originate. The underlying philosophy of PATA is that the entire travel industry must work together to develop an ever-increasing flow of pleasure travel from which each member will derive a fair share of the total business

### **Functions**

➤ Assist small and up- coming destinations to develop their infrastructure, providing expertise, and planning group travel schemes.

Provide up-to-date information and practical and theoretical experience in the field of tourism.

➤Developing tactical destination marketing programmes.

➤Organize educational and training programmes for human resource development.\

➤ Organize annual conferences, seminars and workshops to discuss the developmental issues.

➤Promote Asia Pacific region as major tourist destination.

➤ Publish travel hand books and manuals such as Pacific travel news, Hotel directory, travel guide etc.

### **Members**

PATA has following nine categories of members:

➤ *Active Government Members* consist of primary official organizations designated by the government of any nation, territory, or political division, wholly or partially in the Pacific area.

➤ *Associate Government Members* consist of any organization charged with the responsibility of the domestic or overseas promotion of tourism as designated by the government of any nation, territory, or political division, either situated outside the Pacific area, or situated within the Pacific area but not being the primary official organization designated for the overseas promotion of travel, or not meeting other criteria as might be required for active government members.

- *Active Carrier Members* consist of any governmental recognized, registered or certified air or steamship line operating vehicles having individual passenger capacity in excess of twelve passengers and providing regular scheduled common carrier passenger service to and within the service area.
- *Associate Carrier Members* consist of any government recognized passenger carrier operation vehicles each having a passenger capacity of twelve or fewer passengers and providing regular scheduled common carriage passenger service or having a passenger capacity in excess of twelve passengers but not providing passenger service on the regular common carriage basis as prescribed for active carrier members.
- *Active Industry Members* consist of hotel organization having management authority as distinguished from mere sales, advertising or reservation direction, over one or more hotels with a total of one thousand or more guest rooms in one or more Pacific areas, tour operation organizations excluding air or ship transportation.
- *Allied members* consist of travel agencies, tour operators, hotel representatives and firms serving as general agents or representing various segments of the Pacific travel industry
- *Affiliated Allied* consist of branch offices of an allied member travel agency or tour operator.
- *Associate Members* consist of individual operating organisations and firms such as communication media, media representatives, advertising, public relations and research agencies having definite interest in Pacific travel.
- *Sustaining Members* consist of those organisations, firms or individuals whose commercial or cultural interests, in the judgement of the Board of Directors, will further contribute to the aims of the Association.

## Activities

The Pacific Asia Travel Association performs a variety of functions. These include:

- *Pacific Travel Conference and Workshop*: During the first four months of each year, PATA sponsors and organises a conference of its members with the objectives of reviewing the progress, exchanging ideas and planning for future programmes. These meetings are held at different areas. The annual conferences attract a large number of delegates from all over the world. The conference also serves as a unique promotional tool for the host government providing an opportunity to the travel industry from abroad to get a sample of what it has to offer in terms of tourist attractions and future tourism plans to the foreign visitor.

*Marketing*: A long-range marketing programme coordinates all the promotional functions of PATA for a maximum impact in the consumer market and also among sales agents. The marketing programme includes: advertising, publicity and promotion. An extensive advertising programme schedule is carried in leading national magazines of

North America with a view to increase interest in the Pacific region as a major travel area. The association prepares and distributes a wide selection of selling aids and sales promotion materials to travel agents and tour operators throughout the world.

➤ *Research and Development:* The Association's research programme is designed to provide it with the marketing information needed to formulate its own marketing programme as well as to provide its members with information which will assist them in designing their own programmes. The Association organises research seminars, research presentations and technical assistance programmes for its members.

## Unit: 21

### National Tourism Organizations

#### ❖ India Tourism Development Corporation (ITDC)

The **India Tourism Development Corporation Limited (ITDC)** is Hospitality, retail and Education company owned by Government of India, under Ministry of Tourism. Established in 1966, it owns over 17 properties under the Ashok Group of Hotels brand, across India. 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. Mission Statement: To provide leadership and play a catalytic role in the development of tourism infrastructure in the country and to achieve excellence in its strategic business units through professionalism, efficiency, value for money and customer focused service.

Broadly, the main objectives of the Corporation are:

- To function as an efficient corporate house with improved productivity levels and profit margins.
- To be a major player in the development of tourism infrastructure in the country.
- Achieve high level of productivity of its employees by way of better training, motivation, and HRD techniques.
- To play an active role in associating State Governments and State Tourism Development Corporations in conceptualizing and execution of tourism projects, publicity, promotion and training.
- To rationalize/ right-size the manpower to have a lean, thin and efficient organization.
- To create value for the shareholders.
- To ensure customer delight by providing value for money.
- 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 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.

#### ❖ Directorate General of Civil Aviation (DGCA)

The Directorate General of Civil Aviation (DGCA) established under the Ministry of Civil Aviation, is a regulatory body in the field of Civil Aviation. DGCA is primarily responsible for ensuring safety in aviation. DGCA is the body responsible for regulation of air transport services to/from/within India and for enforcement of civil air regulations, air safety, and airworthiness standards. DGCA's regulatory functions are in line with the International Civil Aviation Organization (ICAO).

This regulatory body was established with a larger vision of 'endeavoring to promote safe and efficient Air Transportation through regulation and proactive safety oversight system'. The Headquarters of DGCA is located in Delhi and, has 14 Regional Airworthiness Offices (RAO) in Delhi, Mumbai, Chennai, Kolkata, Bangalore, Hyderabad, Kochi, Bhopal, Lucknow, Patna, Bhubaneswar, Kanpur, Guwahati and Patiala. DGCA also has 5 Regional Air Safety Offices (RASO) located in Delhi, Mumbai, Chennai, Kolkata and Hyderabad. It has a Regional Research and Development Office located in Bangalore and a Gliding Centre at Pune.

#### Functions and Areas of Operation

The functional areas of DGCA as described in the DGCA website of are listed below:

1. Registration of civil aircraft;
2. Formulation of standards of airworthiness for civil aircraft registered in India and grant of certificates of airworthiness to such aircraft;
3. Licensing of pilots, aircraft maintenance engineers and flight engineers, and conducting examinations and checks for that purpose;
4. Licensing of air traffic controllers;
5. Certification of aerodromes and CNS/ATM facilities;

6. Maintaining a check on the proficiency of flight crew, and also of other operational personnel such as flight dispatchers and cabin crew;
7. Granting of Air Operator's Certificates to Indian carriers and regulation of air transport services operating to/from/within/over India by Indian and foreign operators, including clearance of scheduled and non-scheduled flights of such operators;
8. Conducting investigation into incidents and serious incidents involving aircraft up to 2250 kg AUW and taking accident prevention measures including formulation of implementation of Safety Aviation Management Programmes;
9. Carrying out amendments to the Aircraft Act, the Aircraft Rules and the Civil Aviation Requirements for complying with the amendments to ICAO Annexes, and initiating proposals for amendment to any other Act or for passing a new Act in order to give effect to an international Convention or amendment to an existing Convention;
10. Coordination of ICAO matters with all agencies and sending replies to State Letters, and taking all necessary action arising out of the Universal Safety Oversight Audit Programme (USOAP) of ICAO;
11. Supervision of the institutes/clubs/schools engaged in flying training including simulator training, AME training or any other training related with aviation, with a view to ensuring a high quality of training;
12. Granting approval to aircraft maintenance, repair and manufacturing organizations and their continued oversight;
13. To act as a nodal agency for implementing Annex 9 provisions in India and for coordinating matters relating to facilitation at Indian airports including holding meetings of the National Facilitation Committee;
14. Rendering advice to the Government on matters relating to air transport including bilateral air services agreements, on ICAO matters and generally on all technical matters relating to civil aviation, and to act as an overall regulatory and developmental body for civil aviation in the country;
15. Coordination at national level for flexi-use of air space by civil and military air traffic agencies and interaction with ICAO for provision of more air routes for civil use through Indian air space;
16. Keeping a check on aircraft noise and engine emissions in accordance with ICAO Annex 16 and collaborating with the environmental authorities in this matter, if required;
17. Promoting indigenous design and manufacture of aircraft and aircraft components by acting as a catalytic agent;
18. Approving training programmes of operators for carriage of dangerous goods, issuing authorizations for carriage of dangerous goods, etc.
19. Safety Oversight of all entities approved/ certified/ licensed under the Aircraft Rules 1937.

### **Organization and Governance Structure**

The Director General heads the DGCA and heads 11 departments of the DGCA. These departments are:

1. Administration Directorate
2. Aerodrome Standards Directorate

3. Air Safety Directorate
4. Air Transport Directorate
5. Airworthiness Directorate
6. Flight Standards Directorate
7. Information & Regulation Directorate
8. Aircraft Engineering Directorate
9. Directorate Of Flying Training
10. Medical Section
11. Directorate of Training & Licensing

### **Importance of DGCA in Indian Aviation**

DGCA plays a pivotal role in the sustainability and development of the aviation industry in India. DGCA, entrusted with the responsibility of implementing air safety regulations of ICAO, has relentlessly strived to make flying easier and safer for both passenger and cargo. DGCA through its various departments looks into crucial matters related to civil aviation such as safety, economic regulation, grievance resolution, environmental concerns and accident investigation. Further, DGCA also regulates of airside works to ensure safe guarding of aerodrome and aircraft operations. Besides the above area, the DGCA plays crucial role in the below listed operational area of aviation,

- a) Aircraft certifications for airworthiness and licenses for airline schedules.
- b) Approval for Foreign Airline Operations in India
- c) Aerodromes Licences & Renewal
- d) Licences for Pilots – Commercial, Private, Student & Glider
- e) Airspace and Air Traffic Management
- f) Approval and Scheduling of flights
- g) Training and Other related services

### **❖ Airport Authority of India (AAI)**

Airport Authority of India is one of the most important Aviation Regulatory Authorities of India, which is entrusted with the responsibility of managing airports and airspace in the country. The Airports Authority of India or AAI, under the Ministry of Civil Aviation, since its inception has strived towards creating, upgrading, maintaining and managing civil aviation infrastructure in India. The Headquarters of AAI is located in New Delhi.

### **Functions of AAI**

The primary functions of Airport Authority of India (AAI) include construction, modification & management of passenger terminals, development & management of cargo terminals, development & maintenance of apron infrastructure including runways, parallel taxiways, apron etc. AAI also provides provision of communication, air navigation and air surveillance which includes provision of DVOR / DME, ILS, ATC radars, visual aids etc. Also AAI's service includes provisions of air traffic services, provision of passenger facilities and related amenities at its terminals thereby ensuring safe and secure operations of aircraft, passenger and cargo in the country.

The functions of AAI can be listed as below:

- a) Designing, Development, Operation and Maintenance of international and domestic airports and civil enclaves
- b) Control and Management of the Indian airspace of India, extending beyond the territorial space of the country as accepted by ICAO.
- c) Construction, Modification and Management of passenger terminals in Metros and non-metro cities.
- d) Development and Management of cargo terminals at international and domestic airports of the country.
- e) Provision of passenger facilities and information system at the passenger terminals at all airports.
- f) Expansion and strengthening of aviation operation area, viz. Runways, Aprons, Taxiway etc.
- g) Provision of aviation communication and navigation aids, viz. ILS, DVOR, DME, Radar etc.

**A. Air Navigation Services:** In an effort to modernize Air Traffic Control (ATC) infrastructure and air navigation and bring them to international standards for seamless navigation across state and regional boundaries, AAI constantly upgrades its satellite based Communication, Navigation, Surveillance (CNS) and Air Traffic Management. In order to achieve this, a number of cooperation agreements and memoranda of co-operation have been signed with the Federal Aviation Administration, US Trade & Development Agency, European Union, Air Services Australia and the French Government Cooperative Projects and Studies initiated to gain from their experience. Through these proactive exercises AAI is being exposed to the latest technology, modern practices & procedures being adopted to improve the overall performance of Airports and Air Navigation Services.

**B. IT Implementation:** AAI website provides a host of useful information of interest to the public in general and passengers in particular, about the organization besides domestic and international flight schedules etc.

**C. HRD Training:** AAI has a number of training establishments, viz. National Institute of Aviation Management and Research (NIAMAR) in Delhi, Civil Aviation Training College (CATC) in Allahabad, Fire Training Centres at Delhi & Kolkata for in-house training of its engineers, Air Traffic Controllers, Rescue & Fire Fighting personnel etc. These institutions of AAI are members of ICAO TRAINER programme under which they share Standard Training Packages (STP) from a central pool for imparting training on various subjects.

**D. Revenue:** AAI generates its revenue from landing/parking fees and fees collected by providing CNS & ATC services to aircraft over the Indian airspace. However, only 16 of the 126 airfields operated by the AAI are profitable while the others have not been as profitable.

**E. Privatization of Airports:** The Government of India, in the year 2006, handed over Delhi and Mumbai airports to private companies for the purpose of modernization in under revenue sharing agreement to the GMR Group and GVK group respectively. The Nagpur Airport was transferred to the Maharashtra State owned MADC. AAI has been jointly working with GMR and GVK in the maintenance and upkeep.

**F. International Projects undertaken by AAI:** The AAI from time to time offers and involves in various consultancy and development projects with countries such as Libya, Algeria, Yemen, Maldives, Nauru, Mauritius and Tanzania. AAI also deputes trained personnel for operation, maintenance and management of airports in these countries.

### **Importance of AAI in Indian Aviation**

- a) AAI has undertaken several initiatives towards automating the operations at the airports with state-of-the-art technology in order to enhance efficiency.
- b) AAI has ongoing projects to upgrade Chennai, Kolkata airports, 35 non-metro airports and 10 other airports across the country.
- c) In order to bring smaller cities into the folds of air connectivity, AAI is charting a roadmap for development of low cost regional airports in tier-2 and tier-3 cities.
- d) AAI has undertaken extensive airport expansion projects in the cities of expansion of existing Terminal Buildings at Ahmadabad, Amritsar, Aurangabad, Agartala, Agra (CE), Bhopal, Chandigarh, Calicut, Dehradun, Dibrugarh, Indore, Jaipur, Lucknow, Madurai, Mangalore, Mysore, Raipur, Surat, Srinagar, Trivandrum, Udaipur, Varanasi, Coimbatore, Ranchi and Bhubaneswar are to have modern and state-of-the-art facilities at the airports.
- e) AAI has also undertaken many innovations in their operations in order to make the airports more energy efficient and sustainable. They are,
  - i. Use of solar energy for electricity at various airports. Ex: Trivandrum Airport, Kerala.
  - ii. Use of Recycling of paper to stationary products throughout AAI.
  - iii. Designing low-cost airport models.
  - iv. Waste water recycling.
  - v. Reducing separation between aircrafts to increase air capacity.
  - vi. Introduction of Performance Based Navigation (PBN) procedures for enhanced operational efficiency.
  - vii. Straightening and restructuring of routes to reduce travel time and fuel.
  - viii. Reducing emissions in all phases of flight.
  - ix. Use of eco-friendly, self-propelled electrically operated conveyor belts, towable conveyor belts, fork-lifts; battery operated tugs and push back, ultra-low floor true flat-bedded passenger coaches.
  - x. Use of electronic surveillance for complete path of passengerii.
- f) Some of the developments in the field of IT are
  - i. Introduction of Enterprise Resource Planning (ERP) in almost all areas of airport operations thereby providing a unified and standardized reporting system.
  - ii. Introduction and use of Airport Information Management System (AIMS) for efficient billing and reporting across all airports.
  - iii. Upgraded AAI website for dissemination of information to all important stakeholders.

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

Indian Association of Tour Operators (IATO) is the national association of tour operators. Founded on 13th January 1982 with just seven members, it has now over 4000 members from different segments of the tourism industry like travel agents, hotels, airlines, government tourism departments/ development corporations, educational institutions, transport operators and both national and international tour operators. IATO has been the forum for the Tourism Industry for addressing crucial industry issues, at various levels. During the 1982 convention, IATO's demand for the Tourism Industry's recognition as EXPORTERS was finally accepted by the Government in 2002. IATO has constantly been discussing important issues at different fora and with persistent persuasion have attained the unique position of being the Industry's prime contact with the Government.

While the Industry's issues are the prime focus of IATO as the National apex Body, IATO has whole heartedly participated in its Social Obligations. IATO has supported all major National Causes, contributed by Relief emergency operations in National Crisis and calamities. IATO has also been actively involved in development of Professional Human Resources in the Tourism Industry, by providing on the Job Training to the students from Different Tourism Institutes and organizing special need based courses for training in the Industry.

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 personalized 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.

IATO has five categories of membership: Active, Allied, Associate, International and Honorary. All its active members are recognized 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 9 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 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.

### **Aims and Objectives**

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:

- To promote national integration, welfare and goodwill
- To take all steps which may be necessary for promoting, encouraging and assisting in the development of tourism throughout the country and to take initiatives to secure the welfare of the Tourism Trade in all respects.
- 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.
- To encourage and promote friendly feelings among the tour operators and travel agents on all subjects involving their common good and benefit.
- 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.
- To protect the interest of the members of this Association from the malpractices of foreign tour operators
- To set up and maintain high ethical standards in the industry
- To undertake such welfare activities which the members can not undertake individually.
- To get affiliation with similar organisation in other countries.
- To promote equal opportunities for all visitors to enjoy the Tourism & Travel facilities without distinction of race, colour, creed or nationality.
- To organise overseas promotional tours jointly with various airlines and Govt. of India Tourist Office abroad and other similar organisations.
- To conduct aiding and assisting seminars, group discussions, course of studies, cultural meetings.
- To institute awards for excellence in tourism related activities.
- 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.
- To institute chairs and fellowships in India
- 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.

- 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.
- To print and publish information material for the benefit of its members.

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

The Travel Agents Association of India (TAAI) was formed towards the end of the year 1951 by a group of twelve leading travel agents, who felt the time had come to create an Association to regulate the travel industry in India along organized lines and in accordance with sound business principles.

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 travelling public from exploitation by unscrupulous and unreliable operators.

In the following years, the Association's membership has swelled steadily from the original 12 to approximately 2500 members consisting of Active, Associate, Allied, Government and Non-Resident.

- TAAI is a professional coordinating body of different segments of the travel and tourism industry.
- TAAI is the Nodal Association of India.
- TAAI is non-political, non-commercial and a non-profit making organization.

TAAI is recognized as the main representative body of the travel and tourism industry.

#### **Aims and Objectives**

➤ TAAI is conscious of the interest of the travelling public and maintains high ethical standards within the travel trade.

- TAAI aims at the development of the travel and tourism industry in India by constantly improving the standard of service and professionalism in the industry so as to cater to the needs of the travelers and tourists from within India and overseas.

TAAI is engaged in promoting mutual co-operation among the different segments of the travel and tourism industry, among TAAI members, by contributing to the sound progress and growth of the industry as a whole.

#### **Activities of TAAI**

- TAAI functions as a powerful platform for interaction of thoughts and experiences.
- TAAI helps promote, maintain and stimulate the growth of travel and tourism in the industry.
- TAAI educates and equips the members to meet the challenges of tomorrow through conventions and seminars.
- TAAI draws the attention of the controlling and regulatory authorities in the country and discusses with them the problems of the industry and works for the survival and betterment of its members.
- TAAI maintains close contact with world bodies and represents matters affecting the travel and tourism industry of the country.

- TAAI gathers useful information on travel and tourism and disseminates the same to its members for their guidance.
- TAAI helps develop better understanding among the different segments of the travel industry and brings them into its fold by offering membership under different categories.
- TAAI fosters fraternity among its members.

TAAI has signed several MOU's with various Travel Agents Associations in neighboring countries and around the globe.

