

5th SEM BTM-Bachelor Travel and Tourism Management

UNIVERSITY OF CALICUT

TOURISM AND HOSPITALITY MANAGEMENT

(OPEN)

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Prepared By

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TTM5D01: Tourism and Hospitality Management

Lecture Hours Per Week: 3

Credits: 3

Objective: This course is offered to the students of other departments. And it covers the basic information's about the tourism and hospitality industry.

Pedagogy: A Combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, and Assigned readings.

Module I

Introduction to travel and tourism: - Important phenomena helped the development of evolution of travel and tourism- the meaning of tourism-purpose of travel (motivations)-travelers and visitors-the industry-definitions followed in India-international tourism-basic components of tourism- elements of tourism-future of tourism

Module II

Development of means of transport: - Road Transport-Sea/Water transport, Cruise Industry-Rail transport-luxury trains of India-Air transport; India and international -Travel Documents.

Module III

Tourism Products:-Types (Natural, Manmade, Symbiotic) –Eco tourism, Adventure tourism-Sustainable tourism- Responsible tourism- Nature based tourism-Green tourism- Multi sport adventures- Cultural tourism- Health tourism- Rural tourism-Ethnic tourism - Spiritual tourism- Golf tourism- Space tourism- Pro poor tourism- Dark Tourism etc.- Important Tourist Destinations in India and Kerala

Module IV

Accommodation Industry- History-Types-Departments-Categorization in India (Star)-Room Types-Travel Agency-Types and Functions-Tour Operators-Types and Functions - Characteristics of tourism- Impacts of tourism (Economic, Environmental, Socio-cultural)

MODULE 1

Introduction to travel and tourism: - Important phenomena helped the development of evolution of travel and tourism- the meaning of tourism-purpose of travel (motivations)-travelers and visitors-the industry-definitions followed in India-international tourism-basic components of tourism- elements of tourism-future of tourism

INTRODUCTION TO TRAVEL & TOURISM

Meaning 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 in the stay.
- Tourism is the temporary short-term movement of people to destinations outside the place where normally live.

Definition of tourism

“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

“Tourism is the movement of people away from their normal place of residence and work for a period not less than 24 hours and not more than one year.”

-World Tourism Organization (WTO)

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

-UNWTO

Common terms used in travel and tourism industry

i. Visitor

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

ii. Traveller

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

iii. Excursionist

Excursionist is a day visitor or temporary visitor who stays for less than 24 hours at a place. They do not stay overnight.

iv. Transit Visitor

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

Types of tourism

1. International tourism

- ❖ It involves people travelling from one country to another country, and crossing national borders or through emigration check points.

It also divided as,

a. In bound tourism

This refers to incoming tourist or tourist entering a country. For example, Malaysian citizen travelling to India would be considered as inbound tourist for India and outbound tourist for Malaysia.

b. Outbound tourism

This refers to outgoing tourist or tourist leaving their country of origin to travel to another country.

2. Domestic tourism

- ❖ It also known as internal as well as national tourism.
- ❖ A domestic tourist may be defined as a person who travels within the boundaries of his/her country to a destination other than his/her usual residence.

3. Intra regional tourism

- ❖ This is the type of tourism in which the tourist traffic flows to and from countries of the same region of the globe.
- ❖ Intra regional tourism is an important component of international tourism as the flow of the tourist goes internationally between two or more nations of the same region.

4. Inter regional tourism

- ❖ Inter regional tourism refers to the tourism practice where the flow of tourist goes from one region to another region internationally.
- ❖ This is also a kind of international tourism as the movement occurs between two or more different region of the world.

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 grate explorer Christopher Columbus finds out new root to India.
- In this time Romance are travelling for trade, commerce, worshipping god, participating games etc. They are used horse, decorative boat for travel.
- Medical bath and sea side resorts which later named as 'Spa' where very popular in Rome.

2. Medieval period

- In this medieval period, people are mainly traveling for religious purposes, that time its 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' sale 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 voyager 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 in 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 holiday 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
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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	: WTO established.

IMPORTANT PHENOMENA HELPED THE DEVELOPMENT OF EVOLUTION OF TRAVEL AND TOURISM

1. TRAVEL DEVELOPMENT

- From the very early 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 25 years 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.

Travel Motivators or Purpose of travel (motivations)

Travel motivators are the factors that create a desire in people to travel. Motivators are the internal psychological influences affecting individual choices.

Mainly there are 4 types of motivators,

1) Physical Motivators

- Physical Rest
- Relaxation
- Sports
- Health

2) Cultural Motivators

- Culture
- Lifestyle
- Folk art
- Music and Dance
- Spiritual

3) Interpersonal Motivators

- Friends
- Family
- New People

4) Status and Prestige Motivators

- Personal Esteem
- Status Symbol
- Education
- Pursuit of Hobbies
- Business and work

Elements of Tourism

The important elements of tourism are:

- 1. Pleasing weather.**
- 2. Scenic attractions**
- 3. Historic and cultural factors.**
- 4. Accessibility**
- 5. Amenities**

1. Pleasing weather.

- 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 have come into existence.
- In European countries like Italy, Spain, Greece, have developed beautiful beach resorts.
- India, Sri Lanka, Thailand, Indochina, Australia, and some other countries have beautiful beaches with fine weather are best examples for the same.

2. Scenic attractions.

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

3. Historical and cultural factors

- Historic and cultural interest exercised tremendous influences over travellers.
- Large number of tourists are 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 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

- 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.

FUTURE OF TOURISM

- The Tourism and hospitality industries are the two sectors that do not remain static and undergo dynamic changes.
- Tourists due to their demographic nature have different types of expectations and want them to be fulfilled that ultimately leads to satisfaction.
- Satisfaction level changes from individual to individual and therefore, it is the requirement of the suppliers to bring creative tourism products.

Variables that will experience a dynamic change in the future:

- 1) Demographic Shift
- 2) Health Consciousness
- 3) Awareness about Destinations.
- 4) Growing Technology
- 5) Transportation
- 6) Sustainability

7) Safety & Security Issues

8) Leisure Time

1) Demographic shift

- Demographics play a vital role in the future trend of the tourism and the hospitality scenario.
- The old age people will keep increasing due to the conscious lifestyle they follow.
- Their health will improve and their life expectancy will increase.
- They will have a high disposable income and more leisure time as they will be retired from their jobs.
- It means that more and more people get converted to tourists who wish to undergo frequent travel.
- The elderly people would prefer quality, security, comfort, experience, relaxation and entertainment facilities.
- Many of them would travel with their grandchildren and convenience would be of paramount importance.
- Their travel might be inclined to health and medical tourism.
- Long haul travel with short breaks will be witnessed more among all age groups.
- The number of persons in each household will decrease leading to higher disposable income and therefore there will be more power of spending.
- Every weekend will be utilized for a trip to a distant place by the young aged people.

2) Health Consciousness

- Health consciousness will be more in the future and demand for health products of the tourists will be galloping.
- Tourists will be interested to visit destinations of health importance and the destinations considered to be of less health importance will completely wane in their reputation and will slip out from the tourists' diary.
- Tourists will be involved in health activities and demands for wellness products like spas and fitness centers will increase.

3) Awareness about Destination

- The education level of the people will keep on increasing resulting in awareness about destinations.
- The search for knowledge on history, art and culture will be their major objective.
- Holiday making will be their ultimate goal while gaining knowledge during their vacation.
- Self-organized tours will be conducted during their vacation.
- Therefore, suppliers of tourism products will include the elements like history, art and culture through their package tours.

- New destinations in the western hemisphere, as well as the Eastern hemisphere, will be identified by the tourists and the suppliers.

4) Growing Technology

- Information Technology is the current trend that is prevailing in all the areas and the tourism and hospitality industry experiences a very strong thrust through it.
- In the future, all the information would be acquired through computers and the internet.
- Tourism and hospitality products will be purchased only through the internet in the future.
- A virtual view of the attractions, culture and heritage will be the trend.
- Times will come when the importance of intermediaries will disappear and people will be able to purchase their travel-related services directly from the suppliers through the internet.
- This will lead to the introduction of more search engines which enables the tourists to get competitive information on the services available.
- The service providers will market their products directly to the tourists through the internet.
- Reservations would be made online through the respective websites of the tourism and hospitality service providers.

5) Transportation

- Due to the increased life expectancy and increase in population, there will be more traffic on roads.
- More short routes will be made accessible and therefore comfortable travel would be made possible around the globe.
- There will be an increase in the number of high-speed trains, cruises and low-cost carriers.
- High-speed trains will be utilized even for the shortest routes and every person would prefer to travel in them.
- The number of people owning cars will increase leading to high road traffic congestion.
- Weekend trips will be the trend in the future due to owning of cars.
- Cruises will be available at an affordable rate making it possible for the reach of all income groups, especially the budget class people.

6) Environmental Sustainability

- The importance of the environment will be realized by everybody as a result of increasing awareness of environmental sustainability.
- Destination management would be given a prominent place in policy planning.
- Participation of people in policy-making would become inevitable.
- Responsibility for the environment would be shouldered on the community people more compared to the other stakeholders.
- Sustainability will not be confined only to the environment but also to culture, heritage and socio-economic well-being.

- Clear demarcation will be made between sustainable tourism and eco-tourism stressing the conservation of the resources for the future.

7) Safety and Security Issues

- Safety and security issues will be the matter of concern in future as it is now.
- Issues like terrorism, racism, regional wars, kidnapping for ransom and poor quality of water have become frequent occurrences in specific destinations to which tourists avoid to visiting.
- Kashmir is one of the destinations at the national level which is found unsafe and Pakistan at the global level.
- More destinations would become unsafe to visit in the future because of the increased violence against tourists.
- More amounts would be spent on bringing safety measures to the destinations.
- If the safety and security measures are undertaken are inadequate due to their poor quality it will lead to criticism and sometimes even to litigations.

8) Leisure Time

- The availability of leisure time varies among the countries around the world.
- A Flexible pattern of working is found in some places and in some others, it is very rigid preventing holiday making in the latter and motivating holiday making in the former.
- Undertaking long haul travel would become less and short-haul travel will become more as it will be the trend.
- The concept of paid holidays is slowly changing and in future leisure time would be available making a check on the disposable income.
- There is the possibility of the 'No Work; No Pay' concept and imposing limits on disposable income.
- This situation would become a severe blow to holidaymakers.
- Therefore, tourists would prefer low-cost products and services, more short trips and need more leisure time.
- Both the tourists and the service providers will be badly affected as tourists would not find leisure time for travel or have more disposable income to undertake any travel.

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MODULE 2

Development of means of transport: - Road Transport-Sea/Water transport, Cruise Industry-Rail transport-luxury trains of India-Air transport; India and international -Travel Documents.

Development of means of transport

Meaning of Transport

- ❖ The term transport is derived from the Latin word trans meaning across a port.
- ❖ It means the movement of people or goods from one place to another by a means of transport is called transportation

Road Transport

- ❖ Road transport is one of the modes of transport which involves the use of motor vehicles (cars, lorries, buses, bicycles, trucks and animals).
- ❖ There are various types of roads according to size and functions, some roads are tarred while others are not.
- ❖ Road transport was developed first and it exists in all parts of the world.
- ❖ Road Transportation is the transport of passengers or goods on road.
- ❖ It is one of the most promising and potent means of transportation suitable for short and medium distances.
- ❖ It provides basic infrastructure for people who are living in far of villages into mainstream of national life by connecting them with different places.
- ❖ It offers a number of advantages such as flexibility, reliability, speed and door-to-door services.
- ❖ It plays a vital role in the opening up of interior and remote areas and is relatively cheaper and has less capital incentive.
- ❖ This mode of transportation provides access to millions of people by using national highways, district roads, village roads, or even unclassified village roads.

Indian roads are classified into the following categories

1) National Highways:

- National highways are the principal arterial routes connecting the union capital with the state capitals, major ports and various highways.

2) State Highways:

- It connects state capitals with district headquarters, important cities and towns within the state, the national highways and adjacent states.

3) District Roads:

- It takes the traffic from the main roads to the interior of each district and to rural areas.

4) Classified Village Roads:

- It connects villages or groups of villages with each other and to the nearest district roads and other main highways, railway stations and river ghats.
- These roads provide the basic infrastructure in rural areas.

5) Unclassified Village Roads:

- These are mostly earthen roads, they are merely tracks in the rural areas.

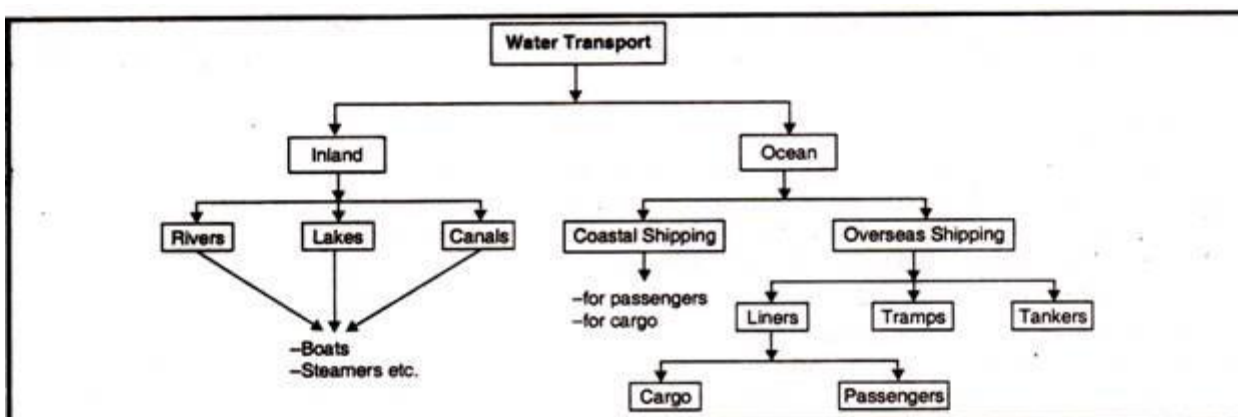
Sea/Water transport

- ❖ It is the process of moving people, goods, etc. by barge, boat, ship or sailboat over a sea, ocean, lake, canal, river, etc.
- ❖ It is the cheapest and the oldest mode of transport.
- ❖ It operates on a natural track and hence does not require huge capital investment in the construction and maintenance of its track except in case of canals.
- ❖ The cost of operation of water transport is also very less.
- ❖ It has the largest carrying capacity and is most suitable for carrying bulky goods over long distances.
- ❖ It has played a very significant role in bringing different parts of the world closer and is indispensable to foreign trade.

Kinds of Water Transport:

Water transport consists of two kinds,

- 1) Inland water transport
- 2) Ocean-transport



1) Inland Water Transport:

As shown in the chart, inland water transport consists of transport by rivers, canals and lakes.

a) Rivers:

- Rivers are natural waterways that can be used as a means of transport.
- They are suitable for small boats as well as big barges.

- River transport played a very important role prior to the development of modern means of land transport.
- Their importance has gradually declined on account of more reliable and cheaper transport services offered by the railways.

b) Canals:

- They are artificial waterways made for the purpose of irrigation or navigation or both.
- Canal transport requires a huge amount of capital investment in the construction and maintenance of its track i.e., the artificial waterways.
- The cost of canal transport is, therefore, higher than that of river transport.
- To add to it, the cost of providing water for the canals is also a very big problem of canal transport.

c) Lakes:

- It is a large body of water (larger and deeper than a pond) within a body of land.
- Lakes do not flow like rivers, but many have rivers flowing into and out of them.
- Lakes can be either natural like rivers or artificial like canals.

2) Ocean transport:

- ❖ Ocean transport is indispensable for foreign trade.
- ❖ It has brought the different parts of the world closer and has knitted together all the nations of the world into one big world market.
- ❖ It operates on a natural track, i.e., the sea and does not require any investment in the construction and maintenance of its track.
- ❖ It is, obviously, the cheapest mode of transport.

Ocean transport includes:

- a) Coastal Shipping
- b) Overseas Shipping

a) Coastal Shipping:

- It is one of the most important means of transport for carrying goods from one part to another in a country.
- It is a cheaper and quicker mode of transport and is most suitable for carrying heavy, bulky and cheap traffic like coal, iron ore, etc. to distant places. But it can serve only limited areas.

b) Overseas Shipping:

There are three types of vessels employed in overseas shipping:

- i. Liners,
- ii. Tramps,
- iii. Tankers.

- i. Liners:
 - Liners are ships that have regular fixed routes, time and charges.
 - They are, usually, a collection of vessels under one ownership, i.e., a fleet.
 - They provide a uniform and regular service.
 - Liners sail on scheduled dates and times, whether full of cargo or not.
- ii. Tramps:
 - Tramps are ships that have no fixed routes.
 - They have no set rules or rate schedule.
 - Usually, they do not sail till they have full cargo.
 - They can be chartered by exporters and are ready to sail anywhere and at any time.
 - They are not as fast in speed as liners. Tramps are more suitable to carry seasonal and bulky goods.
- iii. Tankers:
 - Tankers are vessels that are specially designed to carry oil, petrol and other liquids.
 - They have a large capacity, 2 to 3 lakh tons of oil, and very shortly, we may have supertankers with a capacity of about 10 lakh tons of oil.

Cruise Industry





- ❖ The cruise industry refers to all businesses that are involved with facilitating pleasure voyages via the use of cruise ships.
- ❖ This would include cruise operators and cruise lines, as well as businesses that are involved with the manufacture of cruise ships.
- ❖ It includes certain entertainment companies specializing in cruise entertainment.
- ❖ In many ways, the cruise industry also shares similarities with the hotel industry, as accommodation is provided onboard. This means that the people hired to work within the cruise industry are diverse, including cruise ship crew members, service staff, entertainers and even specialist cruise ship hotel managers.

‘Cruise line’

- It is the name given to a company that operates cruise ships and sells cruises to paying customers.
- Within the price of a cruise, customers can typically expect a cabin on the cruise ship, some form of entertainment, access to food (sometimes on an all inclusive basis) and for the ship to travel on a set route.
- With this in mind, global cruise lines operate in a unique space, where they are part of the travel industry, part of the entertainment industry and part of the leisure industry, while also implementing elements of hotel management.

Companies within the Cruise Industry

The cruise line industry is home to a number of large and established businesses, with the following six companies ranking among the biggest and best-known in the world today:

-  Carnival
-  Royal Caribbean International
-  MSC Cruises
-  Disney Cruise Line
-  Norwegian Cruise Line
-  Genting

Rail Transportation

- It means of transferring passengers and goods on wheeled vehicles running on rails, which are located on tracks.
- Railways are principal carriers specially suited for long distance.
- Rail transport is also known as train transport.
- It is a means of transport, on vehicles which run on tracks (rails or railroads).
- It is one of the most important, commonly used and very cost effective modes of commuting and goods carriage over long, as well as, short distances.
- Rail transport is also one of the fastest modes of land transport.
- Rail transport has emerged as one of the most dependable modes of transport in terms of safety.
- Trains are fast and the least affected by usual weather turbulences like rain or fog, compared to other transport mechanisms.
- Rail transport is better organised than any other medium of transport.
- It has fixed routes and schedules. Its services are more certain, uniform and regular compared to other modes of transport.

- Rail transport originated from human hauled contraptions in ancient Greece. Now it has evolved into a modern, complex and sophisticated system used both in urban and cross-country (and continent) networks over long distances.

Rail Transport in India

- Rail transport is the most commonly used mode of long-distance transportation in India.
- Rail operations throughout the country are run by the state-owned company, Indian Railways.
- The rail network traverses the length and width of the country, covering a total length of 63,140 km (39,200 miles).
- It is one of the largest and busiest rail networks in the world, transporting over 5 billion passengers and over 350 million tonnes of freight annually.
- Its operations cover twenty-eight states and three Union territories and also link the neighboring countries of Nepal, Bangladesh and Pakistan.
- Railways were first introduced to India in 1853, and by 1947, the year of India's independence, they had grown to forty-two rail systems.
- In 1951 the systems were nationalised as one unit, to become one of the largest networks in the world.

LUXURY TRAINS IN INDIA

- ❖ Luxury Tourist Trains Ministry of Railways has taken several important initiatives to promote tourism.
- ❖ These include introduction of new tourist train services on popular tourist circuits in different regions of the country to offer one week's fully packaged rail travel itinerary inclusive of travel, accommodation, on board catering - on-board and conducted sightseeing tours at the destinations.
- ❖ IRCTC tourism portal www.railtourismindia.com provides one-stop solutions to passengers' travel and tourism requirements including tour packages, special trains, Bharat Darshan, Cab Rentals, Hotel Bookings etc.
- ❖ "Palace on Wheels", "Deccan Odyssey", "Golden Chariot", "Royal Rajasthan on Wheels" and "Maharajas' Express" have been operating in collaboration with the respective State Tourism Development Corporation/ Indian Railway Tourism & Catering Corporation (IRCTC).

1. Maharajas' Express

- Best among all Indian luxury trains, Maharajas' Express is also one of the 5 most luxurious trains in the world.

- This half-a-mile long train boasts of professionals prepared to meet the highest quality of hospitality, fully stocked bars, lavish suites, butler services and what not, and is one of the most expensive trains in India.
- Tourists on board get to experience the richness of the country in the most distinguished way possible.
- Just for the record, it was voted 'World's Leading Luxury Train' for the years 2012, 2013 and 2014, consecutively.
- Operated by Indian Railway Catering and Tourism Corporation is the most expensive luxury train in the World.
- The Maharajas Express runs on 5 circuits mainly centered on Rajasthan and also connects tourist destinations of North West and Central India.

5 different packages

Heritage of india

Treasure of india

Gems of india

Indian panorama

Indian spender

Routes:

- The Heritage of India (Mumbai – Ajanta – Udaipur – Jodhpur – Bikaner – Jaipur – Ranthambore – Agra – Delhi)
- Gems of India (Delhi – Agra – Ranthambore – Jaipur – Delhi)
- The Indian Panorama (Delhi – Jaipur – Ranthambore – Fatehpur – Sikri – Agra – Gwalior – Orchha – Khajuraho – Varanasi – Lucknow – Delhi)
- Indian Splendour (Delhi – Agra – Ranthambore – Jaipur – Bikaner – Jodhpur – Udaipur – Balasinor – Mumbai)
- Treasures of India (Delhi – Agra – Ranthambore – Jaipur – Delhi)

Tour cost: 2.75 to 10 lakhs per person

Journey duration: Depends on chosen route

2. Palace On Wheels

- 'Palace on Wheels' is another in the list of luxury train ride in India that was refurbished and re-launched in 2009 to promote tourism.
- Luxurious cabins, exquisite wallpapers, well-stocked bar, gracious hospitality and local culture displayed by artistic use of paintings and handicrafts – it is very much like a palace on wheels that recreates the bygone era of kings and their royal palaces.

- It was voted as 4th best luxurious train in the world.
- This is one of the best royal trains in India.
- Palace on Wheels is run by Rajasthan Tourism Development Corporation with the association of the Indian Railways, The train has a 7 nights and 8 days itinerary that covers most of the tourist places the state to promote tourism in Rajasthan.

Route: Delhi – Jaipur – Sawai Madhopur – Chittorgarh – Udaipur – Jaisalmer – Jodhpur – Bharatpur – Agra – Delhi

Months of operation for Palace on Wheels are from September to April.

The 7 nights, 8 days journey includes 7 stoppages, where tourist are taken for city tours.

Key attractions covered by this train are:

Delhi – India Gate, Lotus Temple, Qutab Minar, Humayun's Tomb

Jaipur – Hawa Mahal, Amber Fort, Rajasthali, City Palace, Jantar Mantar

Sawai Madhopur & Chittorgarh – Ranthambore National Park, Chittorgarh Fort

Udaipur – Jag Niwas, Lake Pichhola

Jaisalmer – Yellow Sandstone Fort, ancient mansions

Jodhpur – Mehrangarh Fort, grand palaces, shopping tour in Jodhpur

Bharatpur – Keoladeo Ghana National Park

Agra – Fatehpur-Sikri, the Taj Mahal

Starting fares:

For international travelers: US\$3500 + 4.5% Service tax

For Indian travelers: INR 2,10,000 + 4.5% Service tax

Food – Vegetarian and non-vegetarian options are available in Chinese, Continental, and Indian cuisines

3. The Deccan Odyssey

- Inspired by the traveling style of the kings and rulers during different royal eras of ancient India, Deccan Odyssey is a 5-star hotel on wheels that takes you to some fascinating destinations of India.
- Royal treatment for passengers, palace-like interiors of the cabins, multi-cuisine restaurants, lounges, a conference car, an onboard spa, and other state-of-the-art amenities make it one of the most luxurious trains in India and in the world as well.
- It is run by the Maharashtra MTDC and Indian railway and was initiated to boost the tourism of Maharashtra.

- Ten out of the twenty-one coaches of the Deccan Odyssey are reserved for the most luxurious purposes, like a bar, conference cart and even a health spa, apart from a critically acclaimed restaurant onboard.

Routes:

- Maharashtra Splendor (Mumbai – Nasik – Ellora Cave – Ajanta Caves – Kolhapur – Goa – Ratnagiri – Mumbai)
- Indian Odyssey (Delhi – Sawai Madhopur – Agra – Jaipur – Udaipur – Vadodara – Ellora Caves – Mumbai)
- Hidden Treasures of Gujarat (Mumbai – Vadodara – Palitana – Sasan Gir – Somnath – Little Rann of Kutch – Modhera – Patan – Nashik – Mumbai)
- Indian Sojourn (Mumbai – Vadodara – Udaipur – Jodhpur – Agra – Sawai Madhopur – Jaipur – Delhi)
- Jewels of the Deccan (Mumbai – Bijapur – Aihole – Pattadakal – Hampi – Hyderabad – Ellora Caves – Ajanta Caves – Mumbai)
- Maharashtra Wild Trail (Mumbai – Aurangabad – Ramtek – Tadoba – Ajanta – Nashik – Mumbai)

The Deccan Odyssey operates from October to April and the duration for all 6 routes is 7 nights, 8 days

Starting fares:

For international travelers: US\$5,810 + 4.5% Service tax

For Indian travelers: INR 3,71,900 + 4.5% Service tax

Food – Vegetarian and non-vegetarian options are available in Indian and continental cuisines.

4. Golden Chariot

- The Golden Chariot is one of the superb luxury trains in India that takes you to some of the most famous tourist places in South India.
- Launched in 2008, the Golden Chariot is well known for its impeccable hospitality.
- The train has AC chambers with royal interiors, bars, restaurants serving multi-variety cuisines, a mini gym, an ayurveda spa and other 5-star facilities.
- The Golden Chariot luxury tourist train is operated by the Karnataka State Tourism Development Corporation.
- Regarded by tourists as one of the best luxury trains of India, it was also awarded as 'Asia's Leading Luxury Train' in the year 2013.

Routes:

- Pride of the South (Bangalore – Kabini – Mysore – Hassan – Hampi – Badami – Goa – Bangalore)
- Southern Splendour (Bangalore – Chennai – Mahabalipuram – Pondicherry – Thanjavur – Madurai – Thiruvananthapuram – Alleppey – Kochi – Bangalore)

The Golden Chariot runs from October to March, and the duration for both routes is 7 nights, 8 days.

The Golden Chariot train price in India per cabin on twin sharing basis for Pride of the South:

For international travelers- US\$8,260 + 4.5% Service tax

For Indian travelers- INR 3,08,000 + 4.5% Service tax

Starting fares per cabin on twin sharing basis for Southern Splendour:

For international travelers- US\$9,130 + 4.5% Service tax

For Indian travelers- INR 3,50,000 + 4.5% Service tax

Food – Vegetarian and non-vegetarian options are available

5. Fairy Queen Express

- Fairy Queen Express is one of the oldest trains providing luxury train journeys in India.
- Powered by the oldest serving steam locomotive built in around 1855, Fairy Queen has its own charm as it rambles through to Alwar in Rajasthan.
- With a mention in the Guinness Book of World Records and a recipient of the National Tourism Award, Fairy Queen easily makes it to the list of most luxurious trains in India.

Route: Delhi – Alwar – Sariska- Alwar – Delhi

Runs from October to March on the 2nd and 4th Saturdays of the month.

The duration of the journey is 1 night, 2 days.

Attractions at its two stoppages Sariska and Alwar are:

- Sariska– Lake Palace, Sariska National Park
- Alwar– Alwar Museum

Starting fares for full package (Two-way train journey + sightseeing / stay at Sariska for an adult) INR 8,600 + Government taxes/Service taxes

Food – Many options are available

6. Mahaparinirvan Express

- Follow the Buddha's journey on this Buddhist pilgrim train across India and Nepal.
- This train derives its name from 'Mahaparinirvana Sutra', which is a final explanation of the Buddha's teachings.

- This train journey gives you the experience of soaking the history and culture of the places like Bodhgaya, Varanasi, Sarnath, Lumbini and Sravasti where the Buddha travelled.
- The Mahaparinirvan Express has 18 first AC berths, 92 two-tier AC berths and 256 three-tier AC berths. Piping hot tea, coffee and meals are served on board.
- It arrives at Gaya in the morning where tourists can visit temples, stupas, monasteries and other foundations of Buddhist culture.

Total Cost: INR 62,400-76,800 per person

Journey Duration: 7-8 Days

Places Covered: New Delhi - Bodhgaya - Rajgir - Nalanda - Varanasi - Sarnath - Nautanwa - Lumbini - Kushinagar - Balrampur - Sravasti - Taj Mahal – Delhi.

7. Royal Orient

- This train is royalty on wheels.
- This regal train travels from Gujarat to Rajasthan, stopping over at important tourist destinations such as Chittorgarh, Udaipur, Junagarh, Veraval, and Somnath.
- 13 elegant blue-colored coaches and each saloon has an attached bathroom plus two attendants who will serve you round the clock.
- The Royal Orient serves food fit for the Rajput kings themselves, with everything from Indian, Chinese, Continental, Gujarati and Rajasthani.
- Equipped with a well-stocked bar called “The Watering Hole”, which serves Indian as well as international liquor round the clock.
- The train also has a library with a wide range of books, magazines and a lovely lounge which has a T.V and a CD player.
- Traverse through the forts of Junagarh to the palaces of Jaipur and stop off for desert safaris and other sightseeing tours.
- It is a great experience for those who are looking to explore the forts, palaces and monuments of Northern India.

Total Cost: INR 20,000 per person

Journey Duration: 8 Days

Places Covered: Delhi - Chittorgarh - Udaipur - Junagarh - Veraval - Sesangir - Dilwara PalitanaSarkhej - Ahmedabad - Jaipur – Delhi.

Air transport; India and international

- Air travel is a status symbol for many people as compared to other modes of transport.
 - It has made significant changes in tourist's minds concerning time taking and distance travel.
 - Air travel ensures comfort, safety and speedy travel at the domestic and international places.
 - Passenger enjoys several in-flight services such as food, wine, and music.
 - Over the years to ensure comfortable travel, aircrafts have been modified to improve passenger services, amenities and safety.
 - Its connectivity is extended to the places where other mode transport is normally not possible.
 - With the extensive expansion of airline network it plays a significant role in the growth of domestic and international tourism.
 - Over half (52%) of all inbound travellers throughout world travel to their destination country via air (UNWTO, 2013).
 - The important elements of tourist travel by air are experience that they get by security of aircraft, comfort, and service.
-
- ❖ Airplanes: Airplanes use a propeller to ignite power to the aircraft, and the fixed wings act as a stabilizer for aircraft for keeping it in the air. A long runway is prerequisite for the vehicles to become airborne. The maximum number of tourists travelling aboard chooses to travel by airplane due to less time consumption and luxurious facilities in the passenger planes.
 - ❖ Helicopters: Helicopters are powered using horizontal rotors having two or more blades. The blades rotate around the top and lift the body of the helicopter along. It can only carry four to six people. Nowadays, helicopters are used to travel in mountain region or flying to top of mountain or hills like Vaishno Devi.
 - ❖ Rockets: Rockets are propelled via the chemical reaction of a fluid that is ejected at from the vehicle. The high velocities force from the explosion out of the tail of the rocket push the vehicle upward at extremely high speeds. The rocket is fastest mode of transportation that allowed tourist to travel for suborbital and orbital flights beyond the atmosphere. Rockets are future of transport for space travel and tourism.

Advantages of Air Transport

- High Speed
- Monetary value.
- Free from physical barriers.
- Valuable in natural calamities.

Disadvantages of Air Transport

- High Costs.
- More Risks.

Travel Documents

- The Travel documents which are required while travelling for international and domestic travel are few but important .
- A person cannot travel without possessing them especially in case of international travel .
- Passengers are required to ensure that they are in possession of all documents necessary for travel, apart from their tickets.

For domestic travel within India, valid photo identification, namely

- Valid Passport
- PAN card issued by the Income Tax department
- Election Photo Identification Card
- Valid Driving License
- Photo identity card issued by the employer, being government and reputed private sector organizations
- Photo Credit Card
- Children should carry their school identification cards or any other photo identification proof,
- Valid birth certificates of infants •
- For travel under Concessionary fare types valid relevant IDs.
- In case the Customers do not possess any of the above documents, they should carry a relevant attested document that contains a recent photograph of the travelling Customers.
- For Foreign Nationals, the only valid photo ID for travel is Passport

For International travel within India needed,

- a) Passport
- b) VISA
- c) Forex card Foreign currency
- d) Travel Insurance

- e) Air Ticket
- f) Proof of accommodation / Hotel Booking, if any

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MODULE 3

Tourism Products:-Types (Natural, Manmade, Symbiotic) –Eco tourism, Adventure tourism- Sustainable tourism- Responsible tourism- Nature based tourism-Green tourism- Multi sport adventures- Cultural tourism- Health tourism- Rural tourism-Ethnic tourism - Spiritual tourism- Golf tourism- Space tourism- Pro poor tourism- Dark Tourism etc.- Important Tourist Destinations in India and Kerala

Tourism Products

- ❖ Tourism product is usually as the amount of psychological and physical satisfaction it offers or delivers to the tourists when they are travelling to a new place or are on the way to a given destination it can be both domestic and international.
- ❖ Tourism products are more concerned towards services and facilities produced to fulfill the requirement of the consumers or the tourists.
- ❖ Tourism product may be combined or amalgamated in nature i.e. the various attractions at a given destination, transportation facilities and other entertainment facilities result in full or 100% customer satisfaction.
- ❖ Every element in tourism product is delivered by single supplier service or facilities like tour operator, airline companies, hotels and resorts etc.

Types of Tourism Products

1) Natural tourism products.

- These include natural resources such as areas, climate and its setting, landscape and natural environment.
- Natural resources are frequently the key elements in a destination's attraction:
 - a) countryside
 - b) climate – temperature, rains, snowfall, days of sunshine.
 - c) natural beauty – landforms, hills, rocks, terrain.
 - d) water – lakes, ponds, rivers, waterfalls, springs.
 - e) flora and fauna.
 - f) Wildlife.
 - g) Beaches.
 - h) Islands.
 - i) Spas.
 - j) scenic attractions. .

2) Man-made tourism products

- These are created by man for pleasure, leisure or business. Man-made tourism products include:
 - a) Culture (sites and areas of archaeological interest, historical buildings and monuments, places of historical significance, museums and art galleries, political and educational institutions, religious institutions);
 - b) Traditions (pilgrimages, fairs and festivals, arts and handicrafts, dance, music, folklore, native life and customs);
 - c) Entertainment (amusement and recreation parks, sporting events, zoos, cinemas and theatres, night life, cuisine);
 - d) Business (conventions, conferences).
- 3) Symbiotic tourism products.
 - These are tourism products which are a blending of nature and man.
 - Nature has provided the resource and man has converted them into a tourism product by managing them.
 - Wildlife sanctuary, marine parks, aero products and water sports, flower festivals are the example of Symbiotic tourism products.
 - National parks for example, are left in their natural state of beauty as far as possible, but still need to be managed, through provision of access, parking facilities, limited accommodation, litter bins etc.
 - Yet the core attraction is still nature in this category of product. These products are symbiosis of nature and man.

Ecotourism

- ❖ It is also known as Ecological Tourism.
- ❖ It is natural resource based tourism, where tourist visits to enjoy and appreciate nature with prime focus on experiencing, learning and conservation of species and habitats.
- ❖ As it usually occurs in natural areas, should be low-impact non-consumptive on area.
- ❖ It should be locally oriented in control and benefits through providing revenue to the local community to conserve or preserve value of such areas.
- ❖ This form of tourism attracts ecologically and socially conscious tourists who are responsible and supportive in sustaining the local environment and show respects to the traditional culture and lifestyle of the local people.
- ❖ It generates and maintains the local traditional economy, by involving of local populations in small-scale activities having low visitor impact, in well-defined areas in some form of protection.

Adventure Tourism.

- ❖ The term "adventure" has different meaning for every other individual.
- ❖ For some, it is white water rafting and for some mountain climbing.
- ❖ It naturally depends upon an individual's physical endurance and desires.
- ❖ It is more of passive activities, like Mountaineering expeditions, trekking, rock climbing, bungee jumping, Para gliding, white water rafting, scuba diving and others.
- ❖ Adventure travel is a type of passive leisure activity most of the time outdoors placed in an unusual or wilderness destination that engages tourist in natural or physical excursions that bring visitor outside his home comfort zone involving exploration or travel open-air to remote areas, where the traveler expect the unexpected for personal challenge and self perception.
- ❖ It is generally categorized as a hard adventure and soft adventure.
 - Hard adventure tourism - involves an element of physical risk and mental strength.
 - Soft adventure tourism - seeks to explore areas by visiting undeveloped destinations.

Sustainable tourism

- ❖ It is a concept that covers the complete tourism experience, including concern for economic, social and environmental issues as well as attention to improving tourists' experiences and addressing the needs of host communities.
- ❖ It aims to reduce the negative effects of tourism activities.
- ❖ This has become almost universally accepted as a desirable and politically appropriate approach to tourism development.
- ❖ It aims to minimize the negative impacts and maximize the positive ones.

Negative impacts to a destination include economic leakage, damage to the natural environment and overcrowding to name a few.

Positive impacts to a destination include job creation, cultural heritage preservation and interpretation, wildlife preservation landscape restoration, and more.

Responsible Tourism

- ❖ Responsible Tourism is a tourism that makes “better places for people to live, and better places for people to visit”.
- ❖ It focuses on developing the sense of responsibility towards the visited place among the tourist.

- ❖ It recognizes the impacts of tourism on a destination and minimizes the negative impacts on the environment and maximizes the economic and socio-cultural benefits of tourism.
- ❖ It also promotes recycling, and conservation of water, use energy efficiency equipment and creation of local economic opportunities for communities.
- ❖ The responsible tourist travels with motive to enjoy the culture and tradition of the local communities in a respectful way and endeavor to contribute to the economic and cultural integrity of local community.

Nature based tourism

Green tourism

Multi sport adventures

Cultural Tourism

- ❖ It refers to trips or visits with the purpose of seeing or learning about traditions and custom of the host countries or way of life of other nations or destination in the form of cuisine, music, dance, fairs, festivals, rituals, as well as lifestyles of communities etc. in museums and art galleries, traditional artistic performances and local fairs and festivals and other cultural tourism attractions.
- ❖ The places of cultural importance are Khajuraho festival, Konark festival and Goa Carnival Festival and others.

Health Tourism

- ❖ Any leisure or pleasure oriented tourism with leisure, recreation, relaxation and educational activities for the improvement of physical, psychological and social well-being of tourist utilizing the natural resources and climate or any activities of visiting place that have a positive impact on health of tourist.
- ❖ It is travel with the prime purpose of treatment in pursuit of improving or maintaining health with pleasure-seeking indulgences of spas or alternative therapies.
- ❖ It encompasses diverse variety of treatments and services away from professional medical care to self-fitness training.

Rural Tourism

- ❖ Rural tourism is a form of tourism that is based on the rural environments showcasing the rural life and their art forms, culture and heritage.
- ❖ It enables interaction among the locals and visiting people for experiencing socio-cultural tourism and benefiting the local community economically by providing employment and livelihood to local population.
- ❖ This type of tourism is taking place in rural settlements that provides special emotions for the tourist and offer individualized holiday and helps in preserving local values and culture of inhabitants.

Ethnic Tourism

- ❖ The act of travelling to area inhabited by indigenous people for the purpose of observing the culture and lifestyles of truly exotic people.
- ❖ The destination activities include visits to native homes staying and participating in traditional ceremonies and dances, and witnessing in religious rituals.
- ❖ In India to observe indigenous people tourists visit to the isolated hill tribes of Assam.

Spiritual Tourism

- ❖ Visiting to a place with the intention of spiritual growth regardless of the main reason for travelling.
- ❖ A secular travel which intentionally or unintentionally includes an experience those impacts individual's belief system and individual sanctification of weary souls with fond memories.
- ❖ In this type of tourism the focus is on the journey that is inner directed, self-reliant, and sometime active meditation, it has nothing to do with destination.
- ❖ Many people living under stress conditions turn to spirituality from the travails of time driven life and much-needed break for soul from modern individualistic lives.
- ❖ It embroils tangible and intangible products and services.
 - Tangible Products and Services include temples, shrines, mosques, and other religious centers with a spiritual focus.
 - Intangible Products and Services include organized spiritual events, spiritual discourses and gatherings with spiritual motives.

Golf Tourism

Space Tourism

- ❖ Space tourism is the term broadly applied to the concept of paying customer travelling beyond the earth's atmosphere.
- ❖ It's a new and not so popular type of tourism

Pro Poor Tourism

Dark Tourism

- ❖ "Dark tourism" often referred as "thana tourism," is concerned with tourist encounters of spaces of death, horror, atrocity, human suffering, genocide, calamity, and warfare, that have disturbed the public consciousness are consumed through experiences.
- ❖ These sites also include burial grounds and memorials of the dead whether ancient or modern, turning suffering of people into a leisure experience for tourists.

Important Tourist Destinations in India and Kerala

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MODULE 4

Accommodation Industry- History-Types-Departments-Categorization in India (Star)-Room Types-Travel Agency-Types and Functions-Tour Operators-Types and Functions - Characteristics of tourism- Impacts of tourism (Economic, Environmental, Socio-cultural)

ACCOMMODATION INDUSTRY

Hospitality

“Hospitality is the relationship between the guest and host, or the act or practice of being hospitable. This includes the reception and entertainment of the guest, visitors or strangers”

Hotel

- Hotel is an establishment that provides paid lodging on a short-term basis.
- The word hotel is derived from the French hotel (coming from the same origin as hospital).
- Which referred to a French version of a building seeing frequent visitors, and providing care, rather than a place offering accommodation.

Definition:-

“Hotel is a place where a bonfide traveller can be receive food and shelter, he or she is pay for it, he or she wants a fit condition to be received”

HISTORY OF ACCOMMODATION INDUSTRY

Evolution & development of hospitality industry and tourism

The origin and growth of the hotel industry can be studies under the following three periods:

- a) Ancient Era
- b) Grand Tour
- c) Modern Era

a) Ancient Era

- This era is marked by the earliest recorded evidence of the hospitality facilities in Europe in 500 BC.
- Ancient cities of Greece also had a large number of commercial places that offered food and lodging facilities to travelers.
- The inns of the biblical era offered a cot or bench in the corner of a room or sometimes even in a stable.
- Privacy and Personal sanitation had no existence.
- In the 3rd century AD. Many lodging places grew in Europe and Minor Asia (part of Asia adjoining Europe). These were known as '*Mansions*'.
- The Industrial Revolution in England changed travel from social to business travel.
- The lead-in-organized hotel keeping as we see it today was taken by the emerging nations of Europe, especially Switzerland. Their lodging establishments were called 'Chalets'.

b) Grand Tour

- The second half of the 18th century, before the French Revolution (1789-99), is referred to as the 'golden era of the era'.
- In those days, the 'Grand Tour' of the European continent was taken by wealthy families in Britain for educational purposes.
- This tour lasted for several years. It gave a big push to the hotel industry particularly in prominent cities of France, Italy, Germany, Austria, Switzerland, and Ireland.
- This gave rise to the development of the modern hotel industry.
- The world's first tour operator, Thomas Cook organized a rail tour from Leicester to Loughborough.

c) Modern Era

- The improvisation in the modes of transport made journeys safer, easier, and faster enabling economical as well as a frequent mass movement.
- The development of ropeways leads to the growth of many hotels in the Alpine ranges, particularly in Switzerland.
- The two world wars severely affected the hospitality industry.
- The massive destruction caused by the war and the resulting economic depression proved to be a major setback for the travel business.
- However, the development of aircraft and passenger flights accelerated the growth of the hotel Industry.

Types of Hotels

- 1) Star Hotels
- 2) Commercial Hotels
- 3) Apartment
- 4) Rotels
- 5) Floating Hotels
- 6) Heritage Hotels
- 7) Resort
- 8) Motels

1) Star Hotels

- It is a Western-style hotel, they provide modern facilities.
- Star hotels are the finest types of hotels.

- They are found in metropolitan cities and major tourist areas.
- However, the hotels vary from five stars deluxe to one-star, based on the services and facilities of the hotels.

2) Commercial Hotels

- Commercial hotels primarily cater to individual travelers. Besides, commercial hotels are located in business centers, cities, or towns.
- They provide basic facilities to their guests.
- The private owners run the hotels. Hence, the success of commercial hotels depends on the type of service and facilities they provide.

3) Apartment

- The idea of the Apartment was started in America.
- This kind of hotel is often defined as residential homes with hotel facilities.
- It is known as an apartment hotel because the facilities are similar to our home.
- Besides, they are located in major cities with European plans.
- The plans include only room without food.
- The Rooms in this hotel are furnished or not furnish.
- The hotels are sold out on a monthly or annual basis.

4) Rotel

- Rotel is an air-conditioned coach; it offers lodging, sleep, food, and complete transport.
- The Rotel offers a bed, reading lamp, article rack, and a personal mirror for each passenger.
- Besides, the sleeping coach of a Rotel has a three-tier room with a bed next to the wardrobe.
- In addition, this kind of hotel has a kitchen with a sink, cupboard, and fridge.

5) Floating Hotels

- The old ships, which were used for passenger transport, are converted into hotels, with modern facilities.
- These converted hotels are known as floating hotels.
- This type of hotel is located on the surface of the water, rivers, or lakes.
- The facilities of this hotel are similar to regular hotels. Hence, it has become popular in many locations.

6) Heritage Hotels

- Palaces, Castles, Fortresses, and Havelis of the Royal property are converted into hotels to let the guests experience the culture and tradition of the Royal families.
- These properties are renovated with modern facilities for the guests.
- In India, the states of Rajasthan and Gujarat are famous for heritage hotels.
- Eg: Lake Palace in Udaipur and Umaid Bhavan Palace in Jodhpur.

7) Resort

- The resort provides visitors a place to sleep, relax, and enjoy.
- Resort hotels meet the needs of visitors traveling for health or climate change.
- The focus of resorts is rest, relaxation, and recreation.
- The resorts are located close to the ocean, hills, and other areas of natural beauty.
- Therefore, the classification of resorts depends on the locations, the climate, and topography. For eg summer resort, winter resort, hilly resort, Health Resorts, Forest Resorts, and Beaches.

8) Motels

- The motels serve the basic requirements for motorists.
- Motels do not have star grading.

- Compared to the hotels and due to the lack of amenities motels are less expensive.
- Besides, they provide a basic necessity to the motorist such as parking area, lodge, meals, and basic services to travelers.
- The guests in the motel stay for the short-term.
- The buildings are single or double storied.
- They are located on the major highway or outskirts of the town.

Departments in hotel

1. Front office department
2. Housekeeping department
3. Food and beverage department
4. Engineering department
5. Security department
6. Human resource department
7. Accounts department
8. Sales and marketing department
9. Purchase department
10. Information and IT department

1. Front office department

Front Desk is a very important department in the hotel, making direct contact with guests. The main function of this department is Reservation, Guest service, Check-in, Check-out, Telephone, Finance & Cashiering, Foreign Exchange, Room Assignment, Inquiry etc. The Front Office is also called the nerve centre of a hotel. It can be defined as a front of the housing department located around the foyer and the lobby area of a hospitality property. As this department is located around the foyer area of the hotel and is visible to the guests, patrons and visitors, they are collectively called “Front Office”. Should guests have any problems or require to appreciate or comment, they would normally go directly to the Front Office, because it is convenient to contact and converse with other departments. Therefore, this department is the direct delegate to link the work and report the consequence to other departments.

This department is one of the major operational and revenue-producing departments of the hotel which generates two-thirds of the revenue earned by a hotel from the sale of the guest rooms. It involves in providing valuable services to the

guests during the entire guest cycle consisting of Pre-arrival, Arrival, Occupancy and Departure.

Importance of Front Office Department

- Traditional Front Office functions include reservation, registration, room and rate assignment, guest services, room status, maintenance and settlement of the guest account, and creation of guest history records.
- The Front Office develops and maintains a comprehensive database of guest information, coordinates guest services, and ensures guest satisfaction. These functions are accomplished by personnel in diverse areas of Front Office Department.
- The front office is also known as the face of the hotel. It is the first guest contact area and also the nerve centre of the hotel. All the activities and areas of the front office are geared towards supporting guest transaction and services.
- Guest Registration: Does all guest registration-related activities like Check-in, room assignment, welcoming, room rate etc.
- Guest Service: Fulfills any Guest Services related activities.
- Guest History and records: Creates and maintains a guest profile, history, likes and dislikes, collect feedback etc.
- Guest Database: Develops & maintains a Comprehensive Database of Guest Information
- Reservation: This section is responsible in registering the room reservation from various sources, with recordings, filing of reservation records, and revising on the appropriate time to make sure that guests would have their rooms upon entering the hotel.
- Telephone: This section is to facilitate guests pertaining to the telephone both internally and externally, and to wake guests up in the morning upon request.
- Finance and Foreign Exchange: This section relates with the Accounting Department, through the collection from guests through their services, and also give the foreign exchange service.

Front office organization of a large hotel



2. Housekeeping department

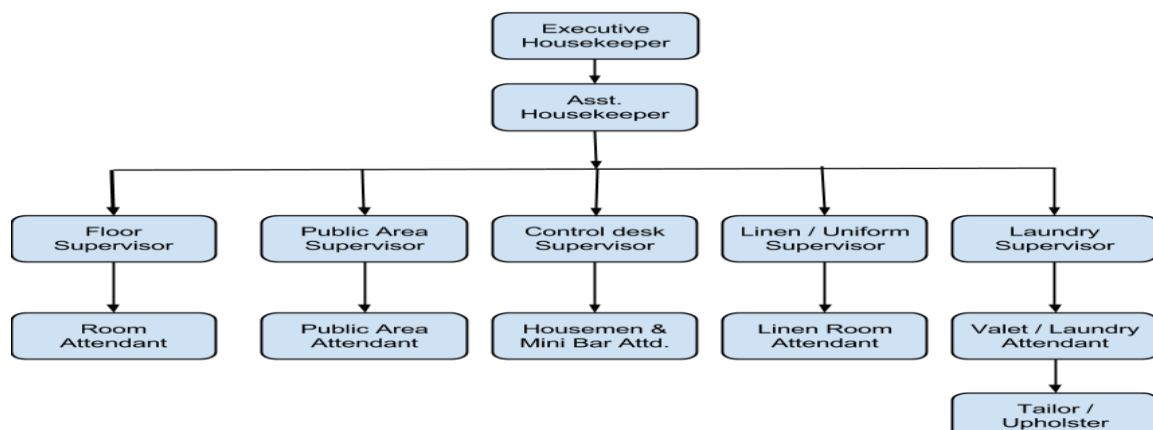
Housekeeping may be defined as ‘provision of a clean, comfortable, safe and aesthetically appealing environment’. By another definition, ‘housekeeping is an operational department in a hotel, which is responsible for cleanliness, maintenance, aesthetic upkeep of rooms, public areas, back areas and the surroundings’. The term Housekeeping outside the hospitality, hospitals refers to the management of daily duties and chores involved in the running of a household, such as cleaning, cooking, home maintenance, shopping, and bill payment etc. These daily recurring tasks may be performed by any members of the household, or by other persons like butler or maids who are hired for the purpose.

Main Responsibilities of Housekeeping

- To ensure well furnished and maintained guestrooms and public areas.
- To ensure excellence in housekeeping sanitation, safety, comfort and aesthetics for hotel guests.
- To oversee the coordination of and administer all housekeeping programs and projects.

- To act as a source of contact in interdepartmental communications, vendors, professional agencies etc.
- To act provide a budget, budget control, and forecasting related to housekeeping.
- To achieve the maximum efficiency in ensuring the care and comfort of guests & in the smooth functioning of the department.
- To establish a welcoming atmosphere.
- To ensure courteousness, reliable service from all staff to the guest.
- To ensure a high standard of cleanliness and general upkeep in all areas for which the department is responsible.
- To provide linen in rooms, restaurants, banquet halls, conference halls, health clubs etc, as well as to maintain an inventory for the same.
- To provide uniforms for all the staff & maintain inventory for the same.
- To cater to the laundering requirements of hotel linen, staff uniforms, and guests.
- To provide & maintain the floral decorations and to maintain the landscaped areas of the hotel.
- To select the right contractors & ensure the quality of work is maintained.
- To co-ordinate renovation and refurbishing of the property in consultation with the management & with interior designers.

Organization structure of housekeeping department



3. Food and beverage department

Food and beverage department mainly classified two.

A. Food and beverage production department

B. Food and beverage service department.

A. Food and beverage production department

Food Production is a department which is involved in preparation of food. A process, in which raw materials are cooked, combined and transformed to make a dish. The scope of Food Production has been widening at a faster pace in India as well as Abroad. A Chef is involved from purchasing to deciding the menu, supervising the kitchen, maintaining the quality of food, sanitation standards, and coming up with new dishes. Food Production department comprises of main kitchen, banquet kitchen, soup section, pantry section, pastry section, baking & confectionary section, and vegetable section. Sections may vary based on the scale and star category of a hotel or hospitality establishment.

A Chef does more than cooking and has to handle many responsibilities. Being a Chef requires great experience and a flair for cooking. A Chef is responsible for overseeing subordinates and the work they do. Chef is responsible for menu planning and menu engineering; and special dishes to be added from time to time. He/she is also responsible for creating recipes, indenting and costing. A Chef supervises the purchasing, preparation of food, organization of kitchen, equipments required in the kitchen, recruitment of staff, maintaining the cleanliness and inspecting the quality of raw materials to be used in cooking; at the same time be aware of safety standards. Promotion from a junior Chef to a head chef may take years and is competitive, but if you have that extra edge and are focused, one could be a famous Chef at a young age. Pursuing a career as a Chef is challenging, exciting and rewarding at the same time. One can even opt for self-employment and if you have the confidence and skills in you, you can open up your restaurant/hotel/café.

The institute from where you complete your certificate or diploma or degree comes in picture as an important aspect. Lords Institute of Management offers certificate course in Food Production Principles affiliated to American Hotel & Lodging Educational Institute, USA. Students graduated from the institute are market ready and have high practical knowledge in the meticulous tasks involved in various sections of Food Production.

Organization structure of food and beverage production department



B. Food and beverage service department

Food and Beverage Service Department is one of the main service oriented and crucial division of the hotel. It renders the services of prepared food items, beverages, and tobacco in a hospitable way to the customers as per their demand. The significant feature of this department is that, it is the second highest revenue generating department next to the front office. The important functions include the design and development of menus, pricing, portion control, wastage control, customer staff relations and staff training.

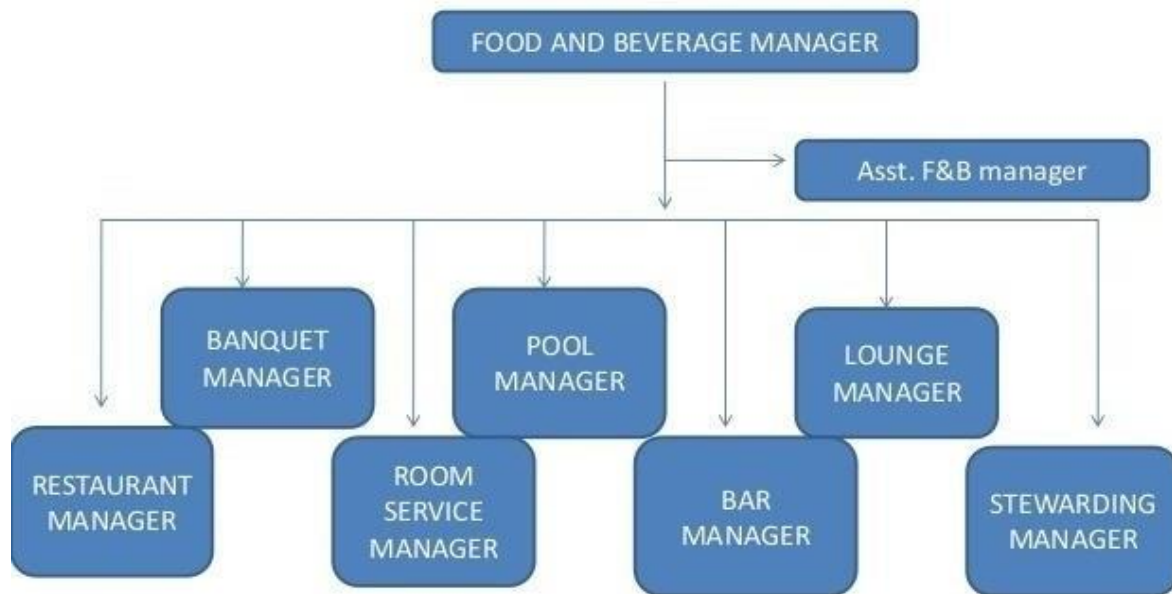
This department comprises of main operational areas:

- Bar (Service of Beverage)
- Restaurant (Dining services)
- Banquet hall
- Coffee shop
- Speciality restaurant

The personnel related to this department must be professionally qualified in terms of service and hospitality. As we know that the role of this department is totally service oriented, the staff need to be in the front line with the customers and ought to be well groomed, smart and hygienic. The food and beverage staff play a significant role in promoting good manifestation and positive influence towards the guests by professional and world class service in hospitable manner.

Today's service industries are focusing on the concept of guest delight which is the improved expression of guest satisfaction. We need to delight the guests to make them satisfied because today's customers visit many corners of the world, they feel the level of service in many place and need to have a changed atmosphere in terms of taste and service. The term food and beverage function is one that encompasses all activities within the hotel and catering establishment, that are together concerned with the provision of food and beverage services within that periphery of that establishment.

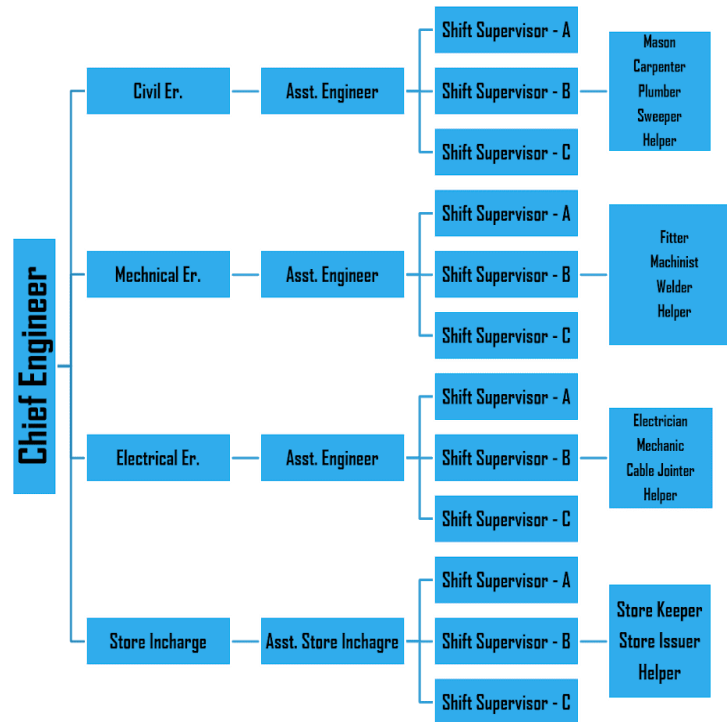
Food and beverage service department is furnished with a qualified and skillful brigade headed by food and beverage Manager, who is responsible for planning and coordinating the different food and beverage activities inside the hotel. Food and Beverage Manager is a team leader in terms of food and beverage promotion and management. Down the line, food and beverage Manager is supported by the outlet executive who are responsible for the execution, implementation and the control of food and beverage activities in their area of concern. All outlet executives are again supported by the line supervisor, and waiters and waitresses to delight the customer by serving their wants.

Organization structure of food and beverage service department**FOOD & BEVERAGE ORGANISATION**

4. Engineering and Maintenance Department

From the temperature of the lobby to the temperature of the shower water, the engineering and maintenance staff do a lot of work behind the scenes. But that work ensures a great experience for guests. When vacationers experience facility problems - such as cold water, heating and air conditioning issues, burned-out light bulbs, leaking faucets - guest satisfaction increases, and the chance of the hotel capturing a return guest decreases drastically. For this reason, the department is always busy being preventive and maintaining facilities, as well as quickly resolving new building issues that arise. Meanwhile, the staff is trying to keep maintenance and repair costs down. Naturally, older hotels will tend to be maintenance intensive, although every hotel regardless of its age will require constant care.

Organization structure of engineering or maintains department



5. Security Department

Hotel security protects hotel guests, employees, and property. Hotel security typically works directly on the hotel property, patrolling the grounds, and in an office, monitoring security cameras or filling out paperwork. This is a full-time or part-time entry-level position that requires strategic thinking and a discerning eye. Hotel security may follow a chain of command, but they are sometimes only one among two or three guards who report directly to hotel management. If the situation calls for it, hotel security may also work with the local police department.

Hotel Security's Duties and Responsibilities

Hotel security's duties and responsibilities can vary depending on the location of the hotel and the crime rate in the area. However, based on our research of this position, the following responsibilities are usually assigned to hotel security.

Perform Surveillance

The bulk of hotel security's day is filled with patrolling hotel grounds, parking lots, lobbies, restaurants, and hallways. They provide a sense of security to both hotel staff and guests simply by being present. Depending on hotel resources and size, some hotel security may be assigned to a surveillance room, where they monitor the hotel via security cameras.

Escort People In/Out of the Hotel

Hotel security is also responsible for escorting guests and hotel staff to and from the hotel. If valet parking is unavailable late at night, hotel security may escort guests and staff in order to protect them. Additionally, hotel security may need to escort belligerent guests off hotel property, especially in hotels that have bars.

Maintain Order

Hotels that have conference centers or are near conference centers often hold concurrent conferences or conventions. During these times, the hotel experiences a high volume of guests. Hotel security is often expected to maintain order among the different groups of guests.

Report to Supervisors and Management

Hotel security is responsible for reporting all suspicious activity to their supervisors or hotel management. Usually, hotel security should report current events in real time through their radio and document events that have already been resolved.

Investigate Disturbances

Hotel security must be on call anytime during their shift to investigate disturbances reported by hotel staff and guests. This can include things like excess noise coming from a guest's room or reports of suspicious people prowling the parking lot.

Organization structure of security department



6. Human Resource department

Human Resource Management is an Integral and Significant Part of the Hospitality Industry. Since Hospitality Service is All About Providing Better Services to the Consumer, the Quality of Hotel Would Depend on the Employees, Who Are Considered as Brand Ambassadors of the Property. Therefore, Choosing the Right Candidates and Training Them is a Task That the Hrm Has to Perform Diligently. The Hr Dept. Is Thus an Important Segment of the Hospitality Industry and is Essential for Efficient Running of a Hotel. Ashok Malkani Examines the Tasks of the Hr Dept and the Problems That It Has to Tackle for Smooth Functioning of the Hotel.

Human factor plays an important role in the success of an organisation. This is particularly true in the case of hospitality industry. When we speak of hospitality industry we normally think in terms of hotels and restaurants. However, according to the Oxford English Dictionary, hospital ity means “the reception and entertainment of guests, visitors or strangers with liberality and goodwill.” To ensure that guests receive courteous and proper attention it is essential for organisations to have an effective personnel and Human Resource Management (HRM) department. This becomes more indispensable in the hospitality industry, since it is a people driven business which relies mainly on satiating the desires of the customers, for its success.

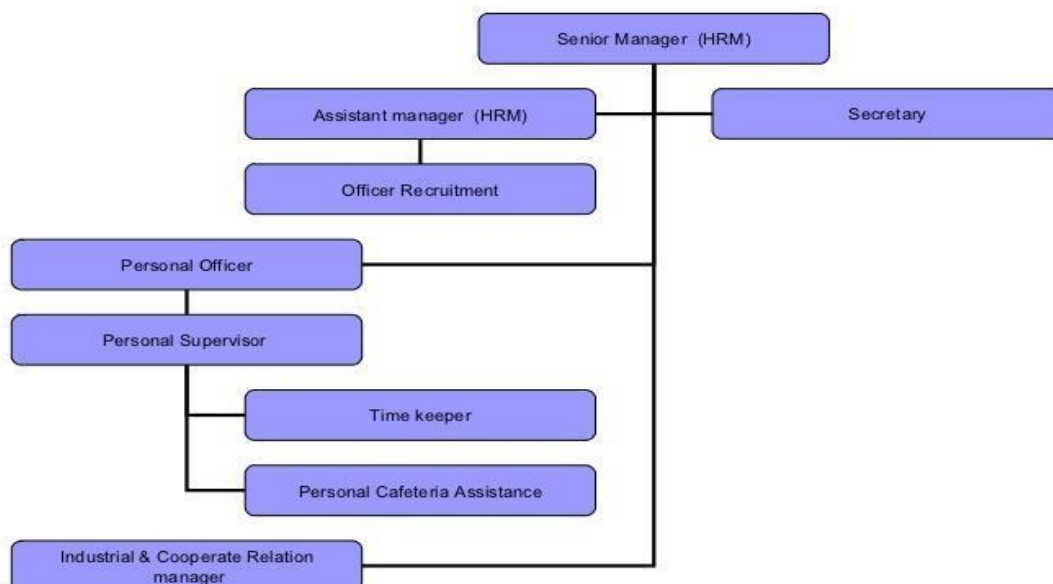
Functions of human resource department

- Recruitment and Selection – recruiting, screening and selecting staff with the correct attitudinal and behavioural characteristics is an important part of the human resources department.
- Teamwork – the use of cross-process and multifunctional team activities/events.
- Training and development– the need to equip operative level staff with teams working on interpersonal skills and managers with new leadership style is another responsibility of human resources department.
- Appraisal – having appraisals in the form of customer evaluation, peer review, team-based performance, and appraisal of managers by subordinates is a responsibility of human resources department.
- Rewarding Quality – a need for more creative system of rewards and payment systems that reward employees for attaining quality goals

Organization structure of human resource department



Human Resource Department



7.Accounts and Credits Department

This department maintains all the financial transactions. Accounting departments typically handle a variety of important tasks. Such tasks often include invoicing customers, accounts receivable monitoring and collections, account reconciliations, payables processing, consolidation of multiple entities under common ownership, budgeting, periodic financial reporting as well as financial analysis.

Functions

Payroll

Larger organizations will have a paymaster or payroll manager. In smaller companies this task may be performed by the financial accountant.

Budgeting

In a larger organization budgeting may be carried out by a budget accountant. In a medium-sized company it may be undertaken by the management accountant. Budgeting is concerned with the financial evaluation of plans and with reporting against this, normally on a monthly basis.

Management accounting

Management accounting is concerned with the analysis and control of financial information to assist in the day-to-day operations of an organization. Most medium- to large-sized companies will have a management accountant responsible for this function who will report to the financial director.

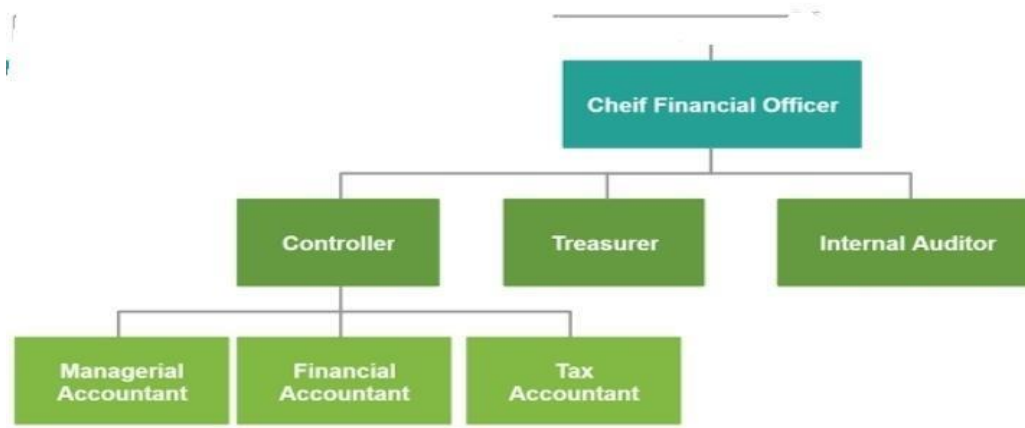
Management accounting and financial accounting overlap in that management accounting reports are often based upon information derived from the financial accounting records. For example, the 'actual' expenditure figures shown in management accounts will be taken from the financial accounting records. Sometimes financial accounting and management accounting are integrated. An example of this would be the fully integrated standard costing system where the financial accounts are structured in such a way as to provide cost and management information directly.

Taxation

Most large companies will have a taxation department dealing with all tax affairs. In a smaller company this may be handled by the finance director or possibly the financial accountant. As well as day-to-day taxation management and reporting, all decisions made by a company will have tax implications and these need to be identified and built into the decision-making process and financial plans. Not only does tax have to be accounted for but cash needs to be made available at the right time to pay it to the authorities. Tax does, therefore, affect cash planning and budgets.

Organization structure of finance department

Organization structure of Finance department



8. Sales and Marketing Department

The major role of the sales and marketing department is to bring in business and also to increase the sales of the hotel's products and services is the major task of the department.

Responsibilities of marketing department

- Successfully promoting and managing the brand.
- Working with advertising agencies.
- Managing relationships with agencies and partners.
- Overseeing budgets for advertising, marketing, and promotions.
- Monitoring competition.
- Supervising the Marketing and Sales Department staff.
- Generating new ideas for customer incentives and accommodation or business.
- Packages and other sales and marketing duties.

9. Purchase Department

The purchase department is responsible for procuring the inventories of all the departments of a hotel. Duties of the purchasing department include interviewing salespeople, placing orders for goods needed by all hotel departments, keeping records of all purchases and payments, drawing up and signing contracts and agreements for the purchase of all goods, comparing price and quality on all bids received, receiving and checking the quality and quantity of merchandise received on order, checking receipts and shipping invoices against accounts payable and forwarding such information to the accounting department, suggesting changes in the use of certain goods where costs can be saved or quality improved, and suggesting new products.

In some hotels, heads of both the housekeeping and the chef-steward department do their own interviewing of sales representatives, placing of orders, checking, and other functions of purchasing. This will depend largely upon the hotel and its size. The systems may vary accordingly.

10. Information Technology (IT) / Systems

The Information Technology department is responsible for the day-to-day support of all IT systems, business systems, office systems, computer networks, and telephony systems throughout the hotel/resort.

Additionally responsible for Information Technology issues, products, and services at the property. Provides user training and support of all property/site systems, network enhancements, hardware and software support etc...

Classification/ Categorization of Hotels in India

Hotels can be classified in the following ways;

- 1) On the basis of Size.
- 2) On the basis of Star.
- 3) On the basis of Location
- 4) On the basis of Clientele
- 5) On the basis of Ownership.
- 6) On the basis of Level of Services.
- 7) On the basis of Length of stay.
- 8) On the basis of alternative Accommodation

1) Classification on the basis of Size.

- a) Small hotel:
 - Hotels with 25 rooms or less are classified as small hotels.
 - E.g: Hotel Alka, New Delhi and The Oberoi Vanyavilas, Ranthambore.
- b) Medium Hotel:
 - A Hotel with twenty six to 100 rooms is called medium hotels.
 - E.g: Hotel Taj view, Agra and Chola Sheraton Hotel, Chennai.
- c) Large Hotels:
 - Hotels with 101-300 guest rooms are regarded as large hotels
 - E.g: The Imperial, New Delhi and The Park, Kolkata
- d) Very Large Hotels:
 - Hotels with more than 300 guest rooms are known as very large hotels
 - E.g: Shangri-La Hotel, New Delhi and Leela Kempinski, Mumbai.

2) On the basis of Star.

- a) 1 Star
 - These are smaller hotels managed by proprietors.
 - The hotel often has a more personal atmosphere.

- It is usually located near affordable attractions, major intersections, and convenient transportation.
- Furnishings and facilities are clean but basic.
- Most will not have a restaurant on site but are usually within walking distance.
- The hotel should have at least 10 bedrooms.
- 25% should have an attached bathroom with a bathroom for every four of the remaining room.
- 25% of the bathroom should have western-style WCs
- Reception counters with a telephone and a telephone for the use of the guest.
- Example: Hotel Ajanta, Bangalore

b) 2 Star

- The building should be constructed and the locality and environs including the approach suitable for a good hotel.
- There should be a reception counter with a telephone.
- All public and private rooms should be fully air-conditioned and should be well equipped with the support quality
- There should be experienced, courteous and efficient staff in smart and clean uniforms.
- There should have at least 10 rooms with at least 75% should attached bathrooms with showers.
- At least 25 % of the rooms should be air-conditioned.
- Telephone in each room and telephone for the use of guest and visitors and provision for radio or relayed music in each room.
- Carpets, curtains, luxury furniture of high standards fittings, etc.

c) 3 Star

- Typically these hotels offer spacious accommodation that includes well-appointed staff and decorated lobbies.
- Bell desk services are generally not available.
- They are located near the business area for immediate approach and environs should be of the highest standard.
- There should be well equipped, well furnished, and well-maintained dining room/restaurant on the premises.
- There should have at least 20 rooms with attached bathrooms with long baths or the most modern shower chamber.
- At least 50 % of the rooms should be air-conditioned and the furniture and furnishings such as carpets, curtains, etc.

- There should be a very good standard.
- There should be a receptionist, cash, and information counter attended by the highest qualified trained and experienced personnel and conference facilities.
- There should be provision for reliable laundry and dry cleaning services.
- 24 hrs housekeeping at the hotel should be of the highest possible standard and there should be plentiful supply of linen, blankets etc which should be of the highest quality available.
- Telephone in each room. and telephone for the use of guest and visitors and provision for radio or relayed music in each room

d) 4 Star

- The locality including the immediate approach and environs should be of the highest standard.
- There should be a receptionist, cash and information counter attended by the highest qualified trained and experienced personnel and conference facilities.
- There should have at least 25 rooms with attached bathrooms with long baths or the most modern shower chamber.
- At least 50 % of the bathroom must have long baths or the most modern shower chambers with 24 hrs service of hot and cold running water.
- There should be a special restaurant dining room where facilities for dancing are also available.
- Telephone in each room, telephone for the use of guest and visitors, and provision for radio or relayed music in each room.

e) 5 Star

- The locality including the immediate approach and environs should be of the highest standard.
- There should be a receptionist, cash and information counter attended by the highest qualified trained and experienced personnel and conference facilities.
- There should have at least 25 rooms with attached bathrooms with long baths or most modern shower chamber.
- At least 50 % of the bathroom must have long baths or the most modern shower chambers with 24 hrs service of hot and cold running water.
- There should be provision for reliable laundry and dry cleaning services.
- 24 hrs housekeeping at the hotel should be of the highest possible standard and there should be a plentiful supply of linen, blankets, etc which should be of the highest quality available.
- Adequate parking space and swimming pool.

- Offer both international and Indian cuisine and the food & beverage services should be of the highest standards
- 24 hrs services for reception information and telephone

3) On the basis of Location

a) Downtown Hotel:

- A downtown hotel is located in the centre of the city or within a short distance from business centre, shopping areas, theatres, public offices etc.
- The centre of the city may not necessarily be the geographical centre, but it refers to an area that is considered to be the commercial hub of the city.
- The room rates in these hotels may be higher than similar hotels in other areas, so as to cover the huge investment made on the land.
- They are preferred by business clientele as they find it convenient to stay closer to the place of their business activities.
- Eg: Hotel Intercontinental, New Delhi and Hotel Le meridian, Pune.

b) Sub-urban Hotels:

- As the land cost in the city centre is higher and the space is limited, some entrepreneurs build their hotels near the outskirts of the city.
- Providing similar facilities as the downtown hotel, these hotels are set in suburban areas and have the advantage of quicker surroundings.
- Such hotels are ideal for people who prefer to stay away from the hustle and bustle of city.
- The duration of the stay of guest in these hotels may be longer than at a hotel located in the city.
- The room rates in such hotels are moderate and may attract the budget travellers.
- Eg: Trident Hotel, Gurgaon and Uppal's orchid, New Delhi.

c) Resorts Hotel:

- Hotels that are located at tourist destination such as hill station, sea beaches and countryside are referred to as resort hotels.
- These hotels have a very calm and natural ambience.
- They are mostly away from cities and are located in pollution –free environs.
- The room rates in these hotels may range from moderate to high, depending on the additional service offered.
- These hotels combine stay facilities with leisure activities such as golf, summer and winter sports, etc.

- The occupancy in resorts is normally higher during vacation time and weekends when guest want to take a break from their weekly routine.
- Eg: Taj Fort Aguada Beach Resort, Goa and wildflower hall in the Himalayas, Shimla.

d) Airport Hotel:

- Airport Hotels are situated in the vicinity of airport and other ports of entry.
- Offering all the services of a commercial hotel, these hotels are generally patronized by the passengers who need a stopover en route their journey.
- Eg: Hotel centaur, Mumbai and Radisson, New Delhi.

e) Motel:

- The word motel is formed by merging two words „motor“ and „hotel“.
- They are located primarily on highways and provide modest lodging to highway travellers.
- A motel offers facilities such as accommodations, food and drinks, garage facilities, a parking lot, and re-fuelling for vehicles.
- E.g: Motel Aaram ,Kannur, Kerala

f) Floatels:

- Floatels are type of lodging properties that float on the surface of water.
- This category consists of all lodgings properties that are built on the top of rats or semi-submersible platforms, and includes cruise liners and houseboats.
- Some of them provide luxurious accommodation, along with food and beverage facilities to guests.
- The house boats of Dal Lake (Shikara) in Srinagar in Jammu and Kashmir are some examples of Floatels in India.

g) Rotels:

- The hotels which rotate on wheel are called Rotels.
- It is also called Motel on wheels.
- The best example of rotel in India is Palace on Wheels.
 - It is a luxurious train, fully air-conditioned, and well furnished, with attached restaurant and bar.
 - The fare is inclusive of train ticket, food, alcoholic beverages and sightseeing.
 - This train starts Delhi and covers the tourist places of Rajasthan and Uttar Pradesh including Taj Mahal, Agra, and Mathura.

- Other e.g for Rotels are The Deccan Odyssey (Golden Chariot), Maharaja Express, Royal Rajasthan, Mahaparinirvan Express and Fairy Queen.

4) On the basis of Clientele

a) Business or commercial Hotels:

- Designed to cater to the business traveller, commercial hotels are generally situated in the city centre.
- These hotels provide high standard rooms and amenities, along with high speed internet connectivity, business centres, and conference halls.
- They also provide in-house secretarial services, as well as facilities such as letter drafting, typing, and fax and photocopying of document for the convenience of their guest.
- The guest amenities at commercial hotels may include complimentary newspapers, morning coffee, cable television and access to channeled music and movies.
- The duration of guest stay is generally very short at these hotels.
- The occupancy level is higher during the weekdays and slightly lower during weekends.
- The Park and Hotel Intercontinental in New Delhi are examples of business or commercial hotels.

b) Transient Hotels:

- Transient hotels cater to the needs of people who are on the move and need a stopover en route their journey.
- Located in the close proximity of ports of entry, such as sea port, airport, and major railway station, these hotels are normally patronised by transient travellers.
- They have round –the –clock operational room service and coffee shop, and all the facilities of a commercial hotels.
- Transient hotels are usually 5 stars, and their target market includes business clientele, airline passengers with overnight travel layovers or cancelled flights, and airline personnel.
- The occupancy rate is usually very high, sometimes more than 100 percent, as room can be sold more than ones on a given date.
- Hotel Centaur and Radisson in New Delhi are examples of transient hotels in India.

c) Boutique hotels:

- These are very small and expensive hotels and mainly cater for elite class.
- They are different from the hotels in that each room has a distinct personality.

- Though the hotel is small but still it has more number of restaurants.
- Each restaurant is decorated keeping in view a theme and food served, the uniform of the staff, the menu, even the way of welcoming the guest commemorates with the theme.
- E.g Shahpura Bagh Palace ,Shapura, Rajasthan.

d) Residential Hotels:

- As the name suggest, residential hotels provide accommodation for longer duration.
- These hotels are generally patronised by people who are on a temporary official deputation to a city where they do not have their own residential accommodation.
- Guest stay for a minimum period of one month and up to two years.
- The services offered by these hotels are modest.

e) Suite Hotels:

- Suite hotels provide the highest level of personalized services to guest.
- The guest rooms generally comprise a living area, compact kitchenette, complete with refrigerator and a microwave, a bedroom attached with a bathroom, and sometimes even a dance floor.
- The facilities are highly customized and may include valet services, personalized guest stationery, high speed internet connection, and in-room safety locker facility.
- These hotels are patronized by affluent people and tourist who are found of luxury.
- Eg: Burj Al Arab, Dubai and Intercontinental the Lalit Goa Resorts.

f) Bed & Breakfast Hotel:

- A European concept, bed & breakfast hotels are lodging establishment generally operated in large family residence.
- These range from houses with a few rooms converted into overnight facilities to small commercial buildings with twenty to thirty guestrooms.
- The owner usually lives on the premises and is responsible for serving breakfast to guest.
- Guest is accommodated in bedrooms and breakfast is served in the rooms or sometimes in the dining room.
- The bathroom may be attached to the guest rooms or may be on a sharing basis.
- As the tariff is generally lower than a full-service hotel at these properties, they are suitable for budget travellers.

g) Casino Hotels:

- Casino hotels provide gambling facilities, such as Luxor hotel and casino in Las Vegas.

- These Hotels attract the clients by promoting gambling, arranging extravagant floor shows, and some may also provide charter flight services to its clients.
- They have state-of-the-art gambling facilities, along with the specialities restaurants, bars, round the clock room services, well appointed and furnished rooms for its guest.
- Nowadays, these hotels are also attracting the MICE (meetings, incentives, conference and exhibitions) segments.
- The casinos of Las Vegas, USA, are among the most famous casino in the world.

h) Conference Centres:

- The word conference means „a meeting, sometimes lasting for several days, in which people, with a common interest participates in discussions or listen to lecturers to obtain information“.
- Thus, a conference centre is a hotel which caters to the needs of a conference delegation.
- These hotels provide rooms to delegates of conferences, a conference hall with the desired seating configuration for the meeting, food and beverage requirements during and after the conferences and other requirements, such as flip charts, white board with markers, and overhead projector with screen, computer, and public address system.
- These are large hotels, having more than 400 guest rooms.
- The services provided are of the highest standards.
- Normally conferences are charged as packages, which include accommodation and meetings facilities.
- Eg: Hotel Ashok, New Delhi.

i) Green hotel:

- Green Hotels are environmentally-friendly properties whose managers are eager to institute programs that save water, save energy and reduce solid waste.
- The basic definition of a green hotel is an environmentally responsible lodging that follows the practices of green living.

5) On the basis of Ownership.

a) Independent Hotels:

- These hotels are on ownership basis and do not have any affiliation or contract through any other property.
- And also they do not have any tie up with any other hotels with regards to policy, procedures and financial obligation.

- The advantages in this type of hotel is that they need not maintain a particular image and they are not bound to maintain any set targets, but can independently adopt quickly to the changing trends. They are usually autonomous.

b) Chains:

- When one hotel realizes that they can offer the same services in other cities, chains of the same hotel are opened in those places.
- Hotel chain is an enterprise that administrates, through a unique management a number of hotels located in different areas.
- They can be total or partial owners of the hotel and they manage their administration, marketing and promotion.
- This gives them the advantages of a large central organisation providing reservation systems, management's aids, financial strength, expertise, manpower, specialities, merchandises and promotional help.
- Some of the chain companies are Inter Continental Hotel Groups (IHG), Hilton Hotel Corp., Best Western International, Marriott International, Global Hyatt Corp.

c) Franchise:

- It is the authorization given by a company to another company or individual to sell its unique product /services and use its trademark according to the guidelines given by former, for a specified time, and a specified place.
- Under it the owner operates as a member of the chain, utilizing the brand image, name, and goodwill and obtaining for a certain fee.
- Some of the franchising companies are Holiday Inn, Choice international, Ramada,

d) Referral Groups:

- It consists of independent hotel which have grouped together for some common purpose.
- Though the properties in the referral group may be different from each other but there is sufficient consistency in the quality of service to satisfy guest expectations.
- The member hotels recommend guest to other member hotels.
- Some examples are Best Western international, one of the largest hotel chains, is the best example of referral groups.

e) Time –Share Hotels:

- A new concept of ownership also called vacation ownership or holiday ownership concepts, mushrooming up in resorts areas like hills, beaches, forest.
- As the name suggest, it entails purchasing a tourist accommodation at a popular destination for a particular time slot in a year which can be week or weeks.

- Each room or suite is owned by several people who will schedule their visits well in advance with the management office to ensure that the room or suites is available or rent a unit to other vacationers if they cannot avail the facility.
- It is fully furnished rooms with kitchenettes may have a dining hall with a bar.
- More desirable the season, the higher the timeshare fee.
- The price of the property will depend on the week, one intends to buy.
- The guest can choose the peak seasons, semi peak seasons or lean seasons.
- It is also required to pay an annual contribution towards the maintenance of apartments and public areas, electricity, gas, water, safety, insurance etc.
- The owner can also rent out the unit through management.
- The most common time share in India is Mahindra and Mahindra, Nanda Tourist Corporation, Sterling Holiday's Resorts, Avelon Resorts, Hilton Grand Vacation, Marriott Vacation Club International.

f) Condominium:

- Condominium units also called as Condo are purchased outright and owned by the guest as second homes.
- Condominium hotels have single owners instead of multiple owners sharing the hotel.
- In condominium hotels, the owner informs the management company when they would occupy the unit.
- The management company is free to rent the unit for the remainder of the year, and this revenue goes to the owner.
- Owner purchases a unit and has full right of an unit he has purchased and shares the cost common to the complex such as takes, insurance, Maintenance, and upkeep of public areas including swimming pool, health clubs, parking, security, air-conditioning, health, cable, broadband etc.
- Each owner can occupy or sell his unit independently but is required to follow the rules and regulations laid by the management.
- In some cases the management can help the owner in renting out the properties.
- They take full responsibility of the owner's unit's safety and also pay to the owner a major portion of the rent earned from renting out.
- Usually the management requests the owner to rent out in case of major conferences.
- The management earns a major portion by renting out conferences hall and from catering.
- The Resorts and condominium inns group of Singapore are among the most popular example of such properties.

6) On the basis of Level of Services.**a) Upmarket/Luxury/World Class Services Hotels:**

- Targeting the affluent segment of society, hotels in the up-market category offer world class products with personalized service of highest standards.
- The emphasis is on excellence and class.
- These hotels provide upscale restaurants and lounge, exquisite decor, concierge services, opulent rooms and abundant amenities.
- The design and interior decoration of the hotel itself reflects the standards maintained by the hotel.
- The guest rooms are large with exquisite decoration and furnishing.
- Generally, a valet is assigned to each guest room.
- These hotels have many specialty restaurants with full-assisted services.
- Top-end recreational facilities, such as golf course, tennis court, designer swimming pool with trained lifeguard, and other sports facilities, shopping arcades, beauty salons, health spas with sauna and Jacuzzi, are a regular feature.
- These hotels are generally patronized by affluent people who care for quality and include business executives, celebrities, and high –ranking political figures.
- The Oberoi Udaivilas, Udaipur and ITC Hotel grand Maratha Sheraton & Towers, Mumbai are few luxury hotels in India.

b) Mid- Market/Mid- Range Service Hotels:

- These hotels offer modest services without the frills and personalized attention of luxury hotels, and appeal to the largest segment of travellers.
- They may offer services such as room services, round –the-clock, coffee shop Airport / railway station pickups and drop facilities.
- A typical hotel offering mid range services would be medium sized; having roughly 150 to 300rooms.
- The room rent is much lower than the up market hotels.
- These hotels are patronized by business travellers, individual travellers and groups.
- Eg: Taj Residency, Lucknow and Trident Hotel, Jaipur.

c) Budget/Economy Hotels:

- It focus on meetings the most basic needs of guest providing clean, comfortable and inexpensive rooms.

- Also known as economy or limited services hotels, they appeal primarily to budget – minded travellers and groups.
- The clientele of budget hotels may also include families with children, bus tour groups of people travelling together.
- These hotels have clean, comfortable guest rooms, coffee shop, and a multi cuisine restaurant, in room telephone, and channelled music and movies.

7) On the basis of Length of stay

a) Commercial Hotels:

- The duration of guest stay in these hotels is short, ranging from a few days to a week.

b) Transient Hotels:

- Hotels are classed as “mainly transient” when at least 75 percent of their guests are not permanent residents.
- They are generally en-route guest i.e. who are in the process of moving from one destination to another and stop at the hotel for a short period of time as against a terminal guest who has reached his final destination. Hence hotels, which cater to a transient guest, are called transient hotels.
- Transient hotels generally operate on the European plan.

c) Semi-resident hotels:

- These hotels are generally patronized by people who are staying at the location while in transit to another place.
- The duration of stay may range from weeks to some months.
- They incorporate the features of both transient and residential hotels.

d) Residential/Apartment Hotel:

- The residential hotel is basically an apartment building offering maid service, a dining room, and room meal service.
- Residential hotels range from the luxurious to the moderately priced.
- Some resort hotels operate on the so-called American plan, in which the cost of meals is included in the charge for the room.
- Residential hotels are also called as apartment hotels.
- Room in a Residential hotel is sold on a monthly or yearly basis.
- Almost all residential hotels operate a restaurant, offer telephone services, laundry and valet services.
- Advance rent is usually collected while other charges are billed weekly.
- These types of hotels normally operate on European plan.

e) Extended stay hotels:

- Extended stay hotels are a type of lodging with features unavailable at standard hotels.
- These features are intended to provide more home-like amenities.
- Extended-stay hotels typically have self-serve laundry facilities and offer discounts for extended stays, beginning at 5 or 7 days.
- They also have guestrooms (or "suites") with kitchens.
- The kitchens include at a minimum usually: a sink, a refrigerator (usually full size), a microwave oven, and a stovetop.
- Some kitchens also have dishwashers and conventional ovens.
- Extended stay hotels are aimed at business travellers on extended assignments, families in the midst of relocation, and others in need of temporary housing.

8) On the basis of alternative Accommodation

a) Sarai/ Dharamshala:

- These lodging properties are mostly found at popular pilgrimage places.
- They are generally constructed by welfare trusts, social organisation, or even the state, and provide basic security and sleeping facilities for a nominal fee.

b) Dak Bungalow/Circuit Houses/Inspection Bungalow/First lodges:

- A legacy of the British Raj, these were built as rest houses for colonial official across the country as well as in remote areas and scenic locales.
- All these properties have an ageless charm and an old world style of hospitality as well as special cuisine, which forms a part of the attraction, apart from the low tariff.
- These are owned by the various state governments and can be accessed through the local district administration .
- Often these are the only lodging properties in remote areas.

c) Lodges/Boarding House:

- Lodges are modest hotel situated away from the centre of the city or located at a remote destination.
- These are self-sufficient establishment that offer standard facilities, such as clean and comfortable rooms, food and beverage service.
- Boarding houses are establishment that usually provide accommodation and meals at a specified period of time, such as weekends, or for a specified time of stay.

d) Youth Hostel:

- The youth, from rural as well as urban areas, travel for various reasons, such as education, adventures, and recreation.

- Youth hostels were established to cater to the youth on the move, who couldn't afford steep hotel rents.
 - A youth hostel generally provides low-cost dormitory accommodation with common bathing and cafeteria facilities.
 - They may also provide kitchens for self catering.
- e) Yatri Niwas:
- A yatri niwas provides low-cost, self-service accommodation to domestic tourist in cities.
 - The emphasis is on modest comfort and affordability.
 - These are generally frequented by people during brief stopover while travelling between places, or by families with modest budgets.
 - These properties are located at historical, cultural, and natural sites.
- f) Camping Grounds /Tourist camps:
- Camping grounds are normally located within cities in open spaces.
 - They provide parking space along with water, electricity, and toilets.
 - Camps must follow certain regulation regarding the quality of services and cost, and are set by municipalities.
- g) Railway/Airport Retiring Rooms:
- A retiring room is for the convenience of the transit travellers.
 - These are situated at major railway station and domestic and international airports.
 - They provide a resting place to passengers with confirmed and current tickets.
 - These retiring rooms are available at reasonable rates and are often air conditioned.
 - Booking for the same is made through the station superintendent or the airport manager.
 - They are equipped with clean sanitation facilities and may include F&B facilities at a cost.
- h) Paying Guest Accommodation:
- A PG accommodation is a non institutional accommodation offered by individual household at various destinations.
 - This kind of accommodation is becoming popular in large metropolitan cities among outstation students and the employed youth migrants from other towns.
 - Guest normally pays for accommodation, while the rules for F& B services may differ from host to host.

DIFFERENT TYPES OF ROOM

- ✚ **Single room:** A single room has one single bed for single occupancy. The size of the bed is normally 3 feet by 6 feet.
- ✚ **Twin Room:** A twin room has two single beds for double occupancy.
- ✚ **Triple:** A triple room has three separate single beds and can be occupied by three guests. This type of room is suitable for groups and delegates of meeting and conferences.
- ✚ **Adjoining Room:** An adjoining room shares a wall with another hotel room and is connected by a door.
- ✚ **Adjacent room:** An adjacent room is very close to another room but does not share a common wall with it.
- ✚ **Cabana Rooms:** A cabana is suited away from the main hotel building, in the vicinity of a swimming pool or sea beach. It does not have beds and is generally used as a changing room and not as a bedroom.
- ✚ **Quad Rooms::** A quad room has four separate single beds and can accommodate four persons together in the same room.
- ✚ **Queen room:** A queen room has queen size bed. The size of the bed is 5 feet by 6 feet.
- ✚ **Studio Rooms:** A studio room is a small apartment which combines living room, bedroom, and kitchenette into a single room.
- ✚ **Suite Rooms:** A suite comprises more than one room, occasionally, it can also be a single large room with clearly defined sleeping and sitting areas. The decor of such units is of very high standards, aimed to please the affluent guest who can afford the high tariffs of the room category.
- ✚ **Duplex Rooms::** A duplex comprises two rooms situated on different floors, which are connected by an internal staircase. The suite is generally used by business guest who wish to use the lower level as an office and meeting place and the upper level room as a bedroom. This type of room is quite expensive. ■
- ✚ **Double Room:** A double room has one double bed for double occupancy. The size of double bed is 4.5 feet to 6 feet.
- ✚ **King Room:** A king room has a king size bed. The size of the bed is 6 feet by 6 feet.
- ✚ **Lanai:** A lanai has a veranda or roofed patio, and is often furnished and used as a living room. It has a view of garden, sea beach or waterfall.
- ✚ **Efficiency Room:** An efficiency room has an attached kitchenette for guest preferring longer duration of stay. Generally, this type of room is found in holidays and health resorts where guest stay for a longer time.
- ✚ **Hollywood Twin Room:** It has 2 single beds with a common headboard. This type of room is generally occupied by two guests.

- ✚ **Hospitality Rooms:** A hospitality room is designed for hotel guest who would want to entertain their own guests outside their allotted rooms. Such rooms are generally charged on hourly basis.
- ✚ **Interconnecting Rooms:** Interconnected rooms have a common wall and a door that connects the two rooms. This allows guest to access any of the two rooms without passing through a public area. This type of rooms is a deal for families and crew members.
- ✚ **Parlour Rooms::** A parlour has a living room without bed and may have sofa and chair for sittings. It is generally not used as a bedroom. European term for this is Salon.
- ✚ **Penthouse Rooms::** A penthouse is generally located on the topmost floor of hotel and has an attached open terrace or open sky space. It has very opulent decor and furnishings, and is among the costliest rooms in the hotels, preferred by celebrities and major political personalities.

TRAVEL AGENCY

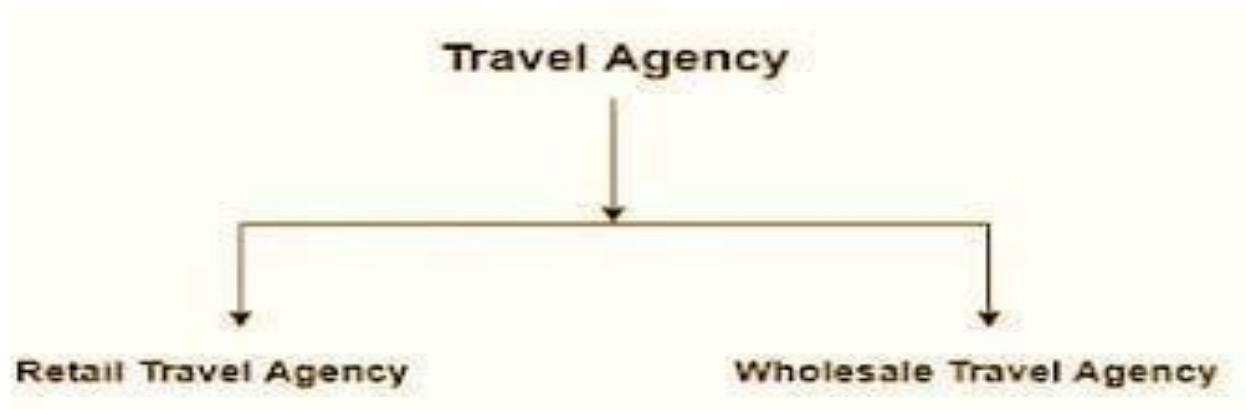
- Travel agency is one of the most important organizations in the tourism private sector which plays a significant and crucial role in the entire process of developing and promoting tourism in the country or at a destination.
- It is a travel agency which packages and processes all the attractions, accesses, amenities and ancillary services of a country and present them to tourists. That's why travel agency is known as '*image builder*' of a country.
- A prospective travel agency is one which makes arrangements of travel tickets (air, rail, road, and sea); travel documents (passports, visa and other documents required to travel); accommodation, entertainment, and other travel- related services from principle suppliers. It may also secure travel insurance, foreign currency for traveling people.

Travel Agent

- A travel agent is a person who has full knowledge of tourist product – destinations, modes of travel, climate, accommodation, and other areas of the service sector.
- He acts on the behalf of product providers/principles and in return gets a commission.
- Technically, a travel agent is an owner or manager of an agency, but other employees are responsible for advising tourists and selling packages tours/individual components of travel products.
- A travel agent may be an individual /firm or corporation which is commonly known as a travel agency.
- An agency means the office of travel agent or organization where all travel goods and services are assembled and coordinated for the smooth conduct of travel agency business.

Types of Travel Agency

Travel agencies are basically categorized into two types:- **Retail Travel Agency** and **Wholesale Travel Agency**.



1) Retail Travel Agency

- ✚ They sell various travel-related services directly to their customers.
- ✚ They act on behalf of the main service provider/suppliers. Such as hotels, airlines, cruises, railways, coach operators, etc.

2) Wholesale Travel Agency

- ✚ They purchase the product from the main providers and sell them directly to the retail travel agency or customers.
- ✚ Therefore, the wholesale travel agency act as a middle man between the main providers and the retail distributors.

Functions and Services of Travel Agency

Here we discuss the functions of a large scale travel agency that performs all types of activities such as Retail travel agency, wholesaling and tour operations, etc. The main function of a large-scale travel agency is:

1. Travel Information

- Whatever the size of a travel agency, it has to provide necessary travel information to tourists.
- A travel agency must give up-to-date, accurate, and timely information regarding destinations mode of travel, accommodation, sight-seeing, shopping, immigration, passport, visa, customs clearance and procedure, health and security rules, and various permits required to travel in particular areas, etc.

2. Itinerary preparation

- The term tourists itinerary is used to identify the origin, destination and all the stopping points in a traveler's tours.
- It is a composition of various elements and designed after a detailed study of the market. Travel agencies prepare an itinerary for tour packages.

3. Airline Ticketing and Reservation

- A travel agency sells a variety of tourism products. Airline ticketing and reservation is still a major source of revenue.
- Travel agencies perform a function of airline ticketing and reservation on behalf of various airlines.

4. Tour Packaging and Costing

- Travel agencies prepare a tour package and sell them to tourists.
- The costing and pricing of tour packages depend to a large extent on the ability of travel agents as to how effectively he is able to negotiate with the principal suppliers.

5. Reservation

- It is a very important function of all types of travel agencies.
- A travel agency consistently makes linkage with the accommodation sector, transport sector and other entertainment organizations to reserve rooms, and seats in the cultural programs and transportation.

6. Travel Insurance

- Some large-scale travel agencies perform additional functions to serve their clients.
- Travel insurance protects travellers against the person as well as baggage losses resulting from a wide range of travel-related happenings and problems.

7. Currency Services

- Approved travel agency authorized by Govt. body provides currency exchange services to tourists.

Top 10 Travel Companies in India

- 1) Cox and Kings
- 2) Thomas Cook
- 3) SOTC
- 4) Kesari Tours
- 5) Club Mahindra Holidays

- 6) Expedia
- 7) Yatra
- 8) Goibibo
- 9) MakeMyTrip
- 10) Travelguru

TOUR OPERATOR

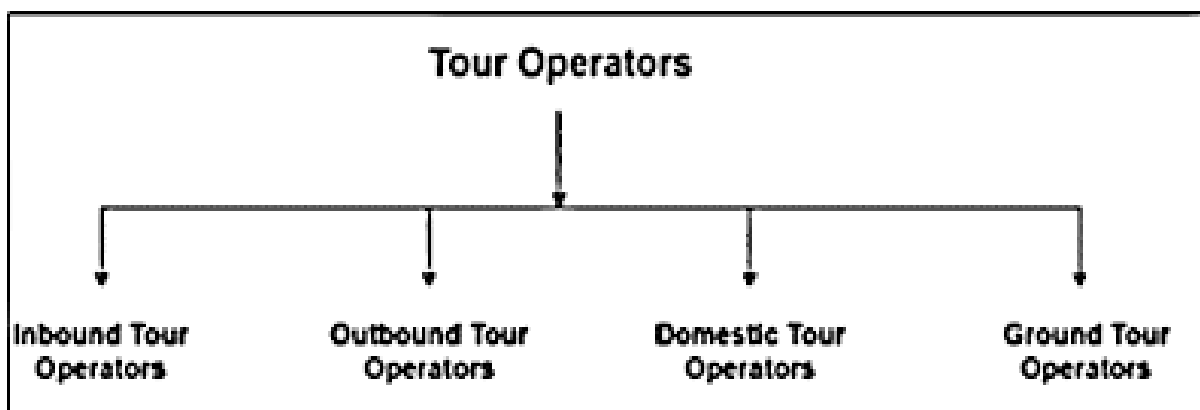
- Tour operator is an organization, firm, or company who buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the public directly or through middlemen, is called a Tour Operator.
- More precise tour operators are primarily responsible for delivering and performing the services specified in a given package tour.
- They can provide these services themselves as some have their own cars and coaches, hotels, and other travel-related services or can obtain these from the other suppliers. That is why they are called manufacturers of tourism products.

Definitions of Tour Operator

- Poyther (1993) defines, “tour operator is one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation.”
- Holloway (1992) stated that tour operations undertake a distinct function in the tourism industry, they purchase separate elements of tourism products/services and combine them into a package tour which they sell directly or indirectly to the tourists.

Types of Tour Operators

Tour operators are basically categorized into **four types**. These are categories on the basis of their nature of the business and its operations.



1. Inbound Tour Operators

✚ These are also known as **incoming tours or** guests, clients/tourists, and handle arrangements in the host country are called **inbound tour operators**.

✚ For example, a group of American Tourists is coming through TCI Ltd. to India and the company makes arrangements and handles the group in India then TCI is called an inbound tour operator.

2. Outbound Tour Operators

✚ Tour operator who promotes tours for foreign destinations, maybe business tour or leisure tour is called **outbound tour operators**.

✚ For example a group of American tourists going to a trip of India and Thomas Cook handle arrangement in America like as ticket reservation, hotel booking etc. then Thomas Cook is called Outbound Touroperators in the context of America.

3. Domestic Tour Operators

✚ Domestic tour operators are those who assemble, combine tourist components into inclusive tours and sell it to the domestic travellers.

✚ In general, these tour operators provide travel services within the tourist's native country.

✚ The domestic tour operators operate within the boundary of the home country and offer package tour to the travelers viz. Domestic inclusive tours or independent tours.

4. Ground Operators/Destination Management Companies

✚ These are commonly known as **handling agencies** and their main function is to organize tour arrangements for incoming tourists on the behalf of overseas operators.

✚ Technically, the operators who receive ahandling agency is at a prominent tourist place i.e., Delhi and it has to make arrangements to Goa, then it contracts (If it has no office of its own) with a local operator (known as excursion agent) to handle the arrangement on his behalf.

Functions of Tour Operator

A tour operator is an organization, firm, or person who is responsible for the actual arrangement of transport and accommodation facilities on any tour or vacations. They are also responsible for operating and providing vacation through contracting, booking, and packaging together of the various components of the tour such as hotel, transportation, meals, guides, optional tours, and sometimes flights.

A tour operator is like a service provider, providing the most convenient option for tourists to stay, visit, as well as leave from the city. A tour operator owns a high volume of travel services across carriers, services, and accommodation. Some most important functions

of the tour operators are following as:

1. Planning a Tour

- The most important functions of the tour operators are planning a tour.
- Tour operators plan a tour and make tour itinerary which contains the identification of the origin, destination and all the stopping point in a traveler's tours.
- A prospective tour operator also gives advice to intending tourists in various types of tour programmes, which they may choose for their leisure or commercial travel.

2. Making Tour Package

- Tour operator buys individual travel components, separately from their suppliers and combines them into a package tour.
- Tours operators make tour package by assembling various travel components into a final product that is called tour package which is sold to tourist with own price tag.
- Making tour packages is also an important function of Tour Operator.

3. Arranging a Tour

- Tour operators make tour package and also arrange a tour according to tourist demands.
- Tour operators arrange the tour package and various tourists activities to provide the best experience to tourists/traveler.

4. Travel Information

- Whatever the size of tour operators, it has provided necessary travel information to the tourists.
- This task is utterly difficult and very complicated. A tour operator must give up-to-date, accurate and timely information regarding destinations, modes of travel, accommodation, sightseeing, immigration, health and security rules about various permits required to travel in a particular area etc.

5. Reservation

- It is a very important function of all type tour operators and travel agencies.
- Tour operator makes all the reservation by making linkages with accommodation sector, transport sector and other entertainment organizations to reserve rooms, and seats in cultural programmes and transportation.

6. Travel Management

- Tour operators manage tour from beginning to the end of the tour.
- A tour operator has the responsibility to look after the finer details of a vacation or

tour such as hotel, accommodation, meals, conveyance etc.

- Tour operators provide travel guide, escorting services and arrange all travel related needs and wants.

7. Evaluate the Option Available

- Tour operators evaluate all available options to provide a unique or unforgettable travel experience to tourists during their journey.
- Tour operators evaluate the various options available for a tour package and provide the best of them to tourists.

8. Promotion

- Tour Operators make tour packages and promote them into various tourists markets at domestic as well as international level.
- Tour operators promote a travel destination to attract a large group of tourists at domestic as well as international level.
- In the promotion of tourist destination, tour operators play a key role. Travel agencies or tour operators are called as *image builder* of a country.

CHARACTERISTICS OF TOURISM

1. Intangibility

- Tourism products are intangible.
- 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. Perishability

- 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.

3. Variability

- 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.

4. Inseparability

- 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.

5. Seasonality

- In tourism industry have two types of season.
 1. Peak season
 2. off season

Seasonality in tourism actively is note a particular characteristic of a single destination or country, as it's experienced in almost all countries and destinations in the world.

6. 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.

7. Pricing competitions

- Tourism demand is influenced by seasonal demand.
- There are certain time of the year which see a greater demand than others.
- At these times there is a greater strain on services like hotel booking, employment, transportation etc.
- Very simply if seasonal rate high compare to off season rate.

8. Interrelationship of elements

- The tourism product cannot be provided by a single enterprise unlike a manufactured product.
- The tourism product covers the complete experience of a visit to a particular place and many providers contribute to this experience. For instance, airline companies, hotels, restaurant, travel agents etc.

IMPACTS OF TOURISM

The impacts created by tourism are broadly classified under 3 major headings.

1. Economic Impacts
2. Socio-Cultural Impacts
3. Physical Impacts

1) **ECONOMIC IMPACTS**

a) **Positive economic impact**

Business and public organizations are increasingly interested in the economic impacts of tourism at national, state and local levels.

Generating Income

- Tourism in India is the largest service industry with a contribution of 5.9% to the national GDP in 2011 and this create 8.78% of the total employment in India.
- The growth of foreign tourist arrival is one of an important source of income generating factor for almost all countries in the world.
- Tourism activities are also an important source of taxation revenue.(tourism revenue through the purchase of tourism offerings which are subject to sales tax, service charge, VAT etc...)

Creating Employment

- Tourism has a capacity to generate direct, indirect and induced employment.
- It is a highly labour intensive industry and many jobs involve low skilled work, it is beneficial to the uneducated local community.
- Jobs created through tourism spread across many sectors such as transport, hospitality, retail, travel & tourism etc...

Source of Foreign Exchange Earnings

- Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country.

Developing Infrastructure

- Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centres, in addition to the hotels and high-end restaurants that cater to foreign visitors.

Multiplier Effect

- The effect of the flow of money to various sections of society from one section is termed as Multiplier Effect Money earned from tourism activity is a major contributor to the national income of a country.

Contributions to Government Revenues

- User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide Governments with the funds needed to manage natural resources.

b) Negative impacts

Economic Leakages

- It refers to the process through which tourism receipts are withdrawn or leave the destination's economy. This happens due to reasons such as:
 - Foreign capital investment in tourism and the profit is taken to their country.

- Employing foreigners in tourism job and their income in the form salary is leaked out of the country.
- Importing goods from other countries to cater to the requirements of the tourists.

Inflation

- It is a phenomenon happening out of tourism development at a particular region where the prices of land and other commodities are increased either by creating artificial demand or taking the advantage of the high spending capacity of the tourists.

Seasonal Employment

- Most of the jobs created by the tourism industry are seasonal in nature.
- Because of this particular character, employees will be very busy and they will have a hand full of money during peak season but as the industry moves to the off season much loss their job and it would be difficult for them to manage in rest of the period.

2. SOCIO CULTURAL IMPACT

a) Positive impact

Increase the Standard of Living

Tourism development enables the people to get employment and to increase their purchasing power. The infrastructural facilities that are also access to the local people and it will increase their standard of living.

Cultivate Brotherhood among People and Nation

Tourism is the movement of people across the nation where they get in touch with the people of different countries. This would enable the tourists interact with many types of people, that will help them to build friendship among them.

Heritage Conservation

The conservational initiatives by the national and international organizations, plays an important role in the preservation of our heritages. Many of our heritage treasures are funded, maintained and promoted by the tourism department.

Promoting Peace and Stability

Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross- cultural awareness.

International Understanding

Through tourism, people can understand and appreciate the culture, history, geography, social, educational, political, and economic systems of other countries. This will lead to greater understanding, between various countries.

Negative impact

Undesirable Social and Cultural Change

Tourism sometimes led to the destruction of the social fabric of a community. The more the tourists arrive into a place, the more the perceived risk of that place losing its identity. A good example is Goa.

Increase of Tension and Hostility

Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life.

Creating a Sense of Antipathy

In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence.

Demonstration Effect

It is the tendency of the local people to imitate the life style and culture of the tourists. Their eating habits, dressing style, behaviour etc. would be copied by the host

community which would gradually lead for disappearing the actual culture of the hostnation.

Urbanization of Rural Area

As more and more developments take place in rural area in the name of tourism, thevirginity of the villages getting lost. Accordingly people also get modernized.

3. Physical impact

Positive impact

Regional Development

When tourism destinations equip with different sort of infrastructures and superstructures like roads, bridges, airports etc., it ultimately benefit the local people and the region. One of the best examples from the Indian scenario is the transformation of remote village in Madhyapradesh i.e Kajuraho into an urban city only because of the group temples which found a place in the tourist map of the globe.

Direct Financial Contributions

Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas.

Preservation of National Heritage and Environment

Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

Protection and Preservation of Environment

Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resource.

Raising Environmental Awareness

Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment.

Negative impacts

Depletion of Natural Resources

Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

Water Resources

Water, especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists.

Local Resources

Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply.

Land Degradation

Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes.

e.g. the trekking in the Himalayan region, Sikkim and Assam.

- **Pollution**

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution.

- **Air Pollution**

Transport by air, road, and rail is continuously increasing in response to the rising number of tourist activities in India. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution.

- **Noise pollution**

Noise is wrong sound in the wrong place in the wrong time. Noise pollution is the unwanted sound present in the atmosphere leading to adverse health effects on individual or population.

- **Destruction and Alteration of Ecosystem**

The habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behaviour when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists.

- **Adverse Effects on Environment and Ecology**

One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilization of natural landforms.

TOUR OPERATOR

Tour operator is an organization, firm, or company who buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the public directly or through middlemen, is called a Tour Operator. More precise tour operators are primarily responsible for delivering and performing the services specified in a given package tour. They can provide these services themselves as some have their own cars and coaches, hotels, and other travel-related services or can obtain these from the other suppliers. That is why they are called manufacturers of tourism products.

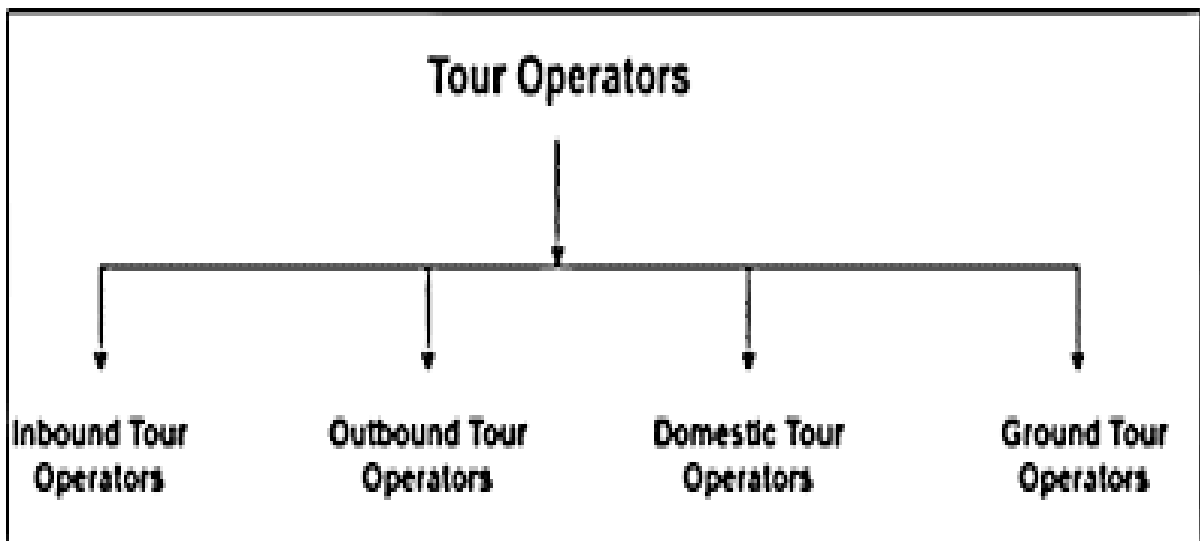
Definitions of Tour Operator

- Poyther (1993) defines, “tour operator is one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation.”
- Holloway (1992) stated that tour operations undertake a distinct function in the tourism industry, they purchase separate elements of tourism products/services and combine them into a package tour which they sell directly or indirectly to the tourists.

Today, tour operators have become highly competitive. They endeavour to achieve a high volume of turnover, and maximum International and domestic market share by effectively operating. Moreover, the success of many developed and developing nations as tourists destinations depend heavily on a tour operator’s ability to attract tourists, development and promotion of tourism plant, diversification of tourism product and their social responsibilities to develop a remote and backward area.

Types of Tour Operators

Tour operators are basically categorized into **four types**. These are categories on the basis of their nature of the business and its operations.



5. Inbound Tour Operators

These are also known as **incoming tour operators** who handle guests, clients/tourists, and handle arrangements in the host country are called **inbound tour operators**. For example, a group of American Tourists is coming through TCI Ltd. to India and the company makes arrangements and handles the group in India then TCI is called an inbound tour operator.

6. Outbound Tour Operators

Tour operator who promotes tours for foreign destinations, maybe business tour or leisure tour is called **outbound tour operators**. For example a group of American tourists going to a trip of India and Thomas Cook handle arrangement in America like as ticket reservation, hotel booking etc. then Thomas Cook is called Outbound Touroperators in the context of America.

7. Domestic Tour Operators

Domestic tour operators are those who assemble, combine tourist components into inclusive tours and sell it to the domestic travellers. In general, these tour operators provide travel services within the tourist's native country. The domestic tour operators operate within the boundary of the home country and offer package tour to the travelers viz. Domestic inclusive tours or independent tours.

8. Ground Operators/Destination Management Companies

These are commonly known as **handling agencies** and their main function is to organize tour arrangements for incoming tourists on the behalf of overseas operators. Sometime when **perators**. Technically, the operators who receive a handling agency is at a prominent tourist place i.e., Delhi and it has to make arrangements to Goa, then it contracts (If it has no office of its own) with a local operator (known as excursion agent) to handle the arrangement on his behalf.

Functions of Tour Operator

A tour operator is an organization, firm, or person who is responsible for the actual arrangement of transport and accommodation facilities on any tour or vacations. They

are also responsible for operating and providing vacation through contracting, booking, and packaging together of the various components of the tour such as hotel, transportation, meals, guides, optional tours, and sometimes flights.

A tour operator is like a service provider, providing the most convenient option for tourists to stay, visit, as well as leave from the city. A tour operator owns a high volume of travel services across carriers, services, and accommodation. Some most important functions of the tour operators are following as:

9. Planning a Tour

The most important functions of the tour operators are planning a tour. Tour operators plan a tour and make tour itinerary which contains the identification of the origin, destination and all the stopping point in a traveler's tours. A prospective tour operator also gives advice to intending tourists in various types of tour programmes, which they may choose for their leisure or commercial travel.

10. Making Tour Package

Tour operator buys individual travel components, separately from their suppliers and combines them into a package tour. Tours operators make tour package by assembling various travel components into a final product that is called tour package which is sold to tourist with own price tag. Making tour packages is also an important function of Tour Operator.

11. Arranging a Tour

Tour operators make tour package and also arrange a tour according to tourist demands. Tour operators arrange the tour package and various tourists activities to provide the best experience to tourists/traveler.

12. Travel Information

Whatever the size of tour operators, it has provided necessary travel information to the tourists. This task is utterly difficult and very complicated. A tour operator must give up-to-date, accurate and timely information regarding destinations, modes of travel, accommodation, sightseeing, immigration, health and security rules about various permits required to travel in a particular area etc.

13. Reservation

It is a very important function of all type tour operators and travel agencies.

Tour operator makes all the reservation by making linkages with accommodation sector, transport sector and other entertainment organizations to reserve rooms, and seats in cultural programmes and transportation.

14. Travel Management

Tour operators manage tour from beginning to the end of the tour. A tour operator has the responsibility to look after the finer details of a vacation or tour such as hotel, accommodation, meals, conveyance etc. Tour operators provide travel guide, escorting services and arrange all travel related needs and wants.

15. Evaluate the Option Available

Tour operators evaluate all available options to provide a unique or unforgettable travel experience to tourists during their journey. Tour operators evaluate the various options available for a tour package and provide best of them to tourists.

16. Promotion

Tour Operators makes tour packages and promote them into various tourists markets at domestic as well international level. Tour operators promote a travel destination to attract a large group of tourists at domestic as well as international level. In the promotion of tourist destination, tour operators play a key role. Travel agencies or tour operators are called as *image builder* of a country.

Difference between Tour Operator and Travel Agent

- The **main difference** between a tour operator and a travel agent is that tour operator is the person who is actually responsible for the planning of the trip/tour package while travel agent is the person who is involved in selling the tour package.
- Travel agents' job is to help tourist to select a package that suits the clients' needs whereas tour operator plan customer's trip, arrange accommodation, transportation and look into the minute details of the job.
- Tour operators have more responsibility about his client's tour, as their job

begins the minute tourist start preparing for the trip to the moment they return safely from the trip. In addition, nowadays many people prefer to work directly with the tour operators without the interment.

