

2nd SEM BTM-Bachelor of Travel and Tourism Management

UNIVERSITY OF CALICUT

TOURISM PRODUCTS

2019 ADMISSION

Prepared By

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TTM2B02: TOURISM PRODUCTS

Lecture Hours Per Week: 6

Credits :5

Objective: This course will provide knowledge about the Products and Resources in Tourism Industry.

Module I

Introduction: Tourism Resources-meaning, importance and characteristics. Classification of Tourism Resources-Physical Tourism Resources-types-Bio geographical resources-types-cultural tourism resources-types-Tourism Product: Concept and Definition, Tourism resources as tourism products. Nature and tourism: relationship-culture and tourism-relationship.

Module II

Leisure and business tourism-characteristics and differences- Mass tourism and Niche Tourism: characteristics and differences- Cultural Tourism-Historical tourism- Indigenous tourism- Film-induced tourism- Literary tourism- Music tourism- Ethnic tourism- Pilgrimage Tourism- Culinary Tourism-Industrial Tourism-Adventure tourism-types-Sports tourism-types.

Module III

Alternative tourism: Concept-definition-evolution-ecotourism-principles-practices-Geotourism-Green tourism- Sustainable tourism-definition and concept-principles-responsible tourism-concept-definition-principles-Rural tourism and village tourism- Health tourism: concept-types, wellness tourism- medical tourism-scope of medical tourism in India-types of medical tourism packages- Spa tourism-Ayurveda tourism-concept-practices-packages-Ayurveda tourism in Kerala an overview-Backpacker tourism.

Module IV

Cruise tourism: Concept and definition- trends in Cruise tourism- On board facilities and services- types-Cruise Destinations-Cruise organization and personnel-Marketing and Distribution- environmental concerns-Other water transport services in Tourism-houseboats and ferries-overview of houseboat tourism in Kerala.

Module V

Road and rail tourism: Motor Coach Tourism-Automobile and tourism-Car Rentals-services offered-major car rental firms- Rail Tourism-High Speed trains- Luxury trains-rail tourism passes-Eurail Pass-luxury tourist trains- tourist trains in India-palace on wheels-The Deccan Odyssey-The Golden Chariot.

Recommended Practical Activity. *For the practical exposure of student's field visit to nearest destinations preferably to some Eco Tourism, Responsible Tourism, Village Tourism Centers etc.

CPA COLLEGE OF GLOBAL STUDIES

Tourism products

Module 1

Module I

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TOURISM RESOURCES

Resources

- A resource is a service or supply from which benefit is produced.
- A resource is something that can be used for a purpose, eg; tools and materials are resources.
- Everything that exists in nature and has utility to mankind is a resource.

TOURISM RESOURCES

- The term tourism resource describes natural and man-made attractions, infrastructure, services, and the conditions that attract tourists to an area and may contribute to the formulation of a tourism destination.
- **Definition:** Tourism resource could be defined as those factors that make it possible to produce a tourism experience and it includes;

1.Tangible Resources (attractions, facilities, infrastructure etc...)

a) Facilities and Infrastructure

- The key infrastructural facilities that should be available in a destination are transportation and accommodation.
- Main roads, rail, sea, and air transportation came under transportation system. Like that a tourist will not make travel without getting a suitable room for stay.
- Even if the destination has quality attractions, visitors will be deterred from visiting if good transport links and suitable accommodation do not exist.

b) Attractions

- Attraction is what attracts a tourist in a destination. It includes historic sites, beaches, national parks, events, sporting activities etc..
- These attractions are important initially in motivating visitor, travellers to the destination.

2. Intangible Resources (image, reputation, culture etc...)

a) Image

- The image of the destination concerning safety and security, uniqueness of experience on offer, readiness to receive tourist etc..

b) Reputation

- The reputation of the destination regarding to the value for money, service, quality, hospitality etc..

c) Culture

- The culture of the destination e.g. welcoming of tourist, lifestyle, hospitality etc...

3. Human Resources (skills, motivation, service etc...)

- Skills, Qualification and experience
- Work ethic
- Training systems and schemes

4. Financial Resources (fund, capital etc...)

- Investment capital
- Public capital for services, infrastructure etc...
- Finance to develop and market tourism etc...

IMPORTANCE AND CHARACTERISTICS OF TOURISM RESOURCES

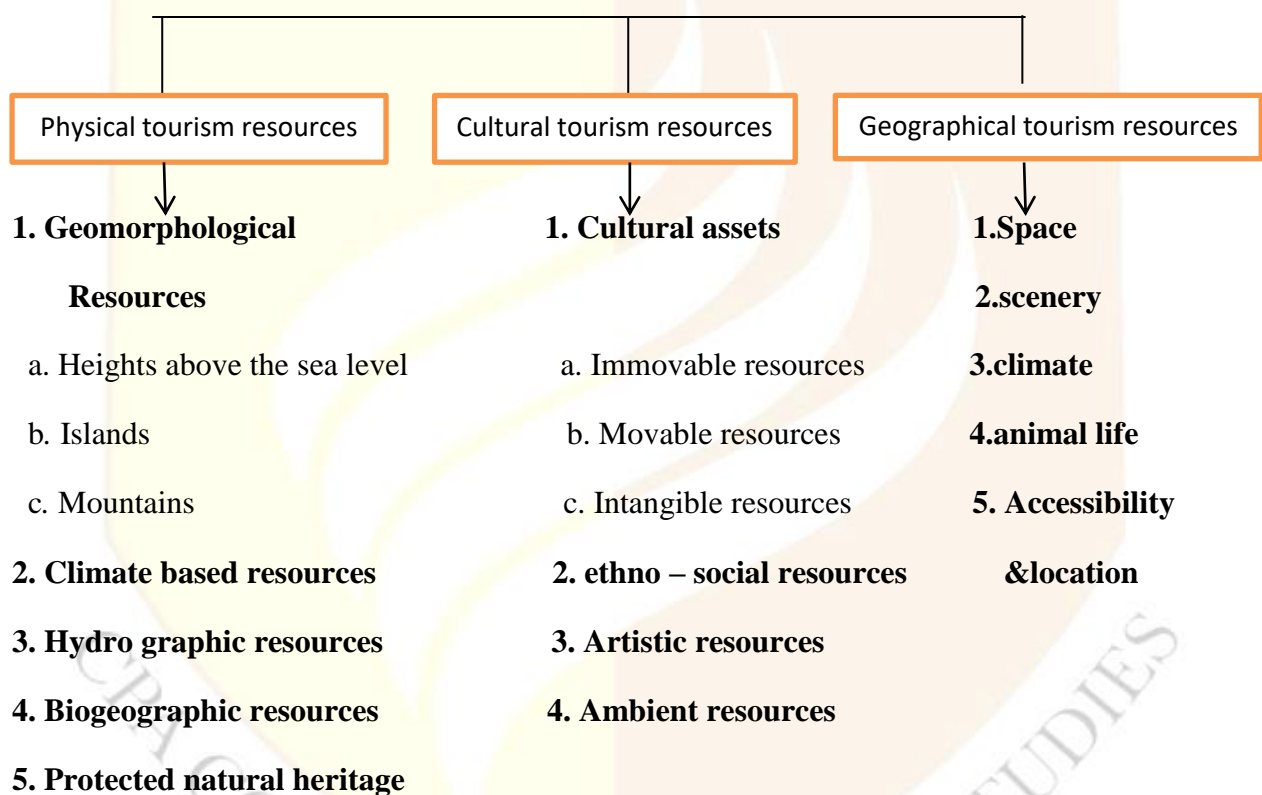
Characteristics

- Tourism resource is normally taken to refer to tangible objects.
- Tourist resources are not used solely by tourist.
Most tourism resources are not used exclusively by tourist. Tourism shares the resource with agriculture, forestry, water management or residents using local service.
- Tourism resources are perishable.

Importance

- Tourism resources helps boosts the revenue of the economy
- Attracts foreigners to visit the destination
- creates thousands of jobs
- develops the infrastructures of a country
- Plants a sense of cultural exchange between foreigners and citizens.

CLASSIFICATION OF TOURISM RESOURCES



1. Physical tourism resources/natural tourism resources

- Physical resources are the attractions that have been made by nature such as beaches or lakes.
- The natural tourism resources consist of all natural elements and factors that possess a high degree of attractiveness.
- These resources can be classified as: geomorphologic resources, climate based resources, hydrographical resources, bio-geographical resources and protected natural heritage.

a) Geomorphologic Resources

- These consist of all phenomena and processes associated to the genesis, prevalence, and contemporary dynamics of relief.

i. Heights above the sea level

- It represents a complex tourist attraction. Heights are a natural component of space that can be artificially changed or created only in exceptional cases and at huge cost.

ii. Islands

- Islands represent a fundamental resource for maritime tourism. The attraction power of islands is mostly determined by their numbers (archipelagos).
- Islands have a coastal circumference larger than 10 KM. Eg; US Virgin Islands, Hawaii Islands.

iii. Mountains

- Relief elevations higher than 500 meters above sea level are a spatially dominating resource. In recent times, winter mountain tourism has developed rapidly.
- The natural factors that largely determines the quality of a mountain is its position, shape and exposure.

b) Climate based resources

- The climate can be an enabling, as well as a constraining factor in tourism development. Today many tourists travel only to enjoy the climate of that region.
- The temperature, humidity, wind, air and sunrays are main factors in tourist decision making. The types of climate depend on meteorological elements
Eg; Mediterranean climate and Mountain climate are especially important for Europe's tourism industry

c) Hydro graphic Resource

- The primary importance for tourism development is to ensure water supply to tourists. The tourism industry is the largest consumer of fresh water used for different needs.
- In all destinations the consumption of bottled water is growing rapidly. Seawater is a resource that has great attraction in term of tourism.

d) Biogeographic Resources

- The multi meaningful relationship of humans toward nature is the basis for developing the biogeography environment in tourist region. Flora and fauna came under this.
Eg; Natural forests in coastal areas

e) Protected Natural Heritage

- The natural heritage sights include national parks, strict reserves, nature parks, natural monuments etc...
- The essence of protection is to ensure that nature maintains its original appearance.

2. CULTURAL TOURISM RESOURCES.

- It came under anthropogenic tourism resources. The human made resources are key factor in tourism.
- Tourists who visit anthropogenic tourism resources usually have a higher educational and cultural level.

a) Cultural Assets

- Cultural assets may be classified as; Immovable, Movable, and Intangible

i. Immovable Assets

- Monumental units – Preserved historical settlements. These can be urban or rural, and build in various styles.
- Archaeological sites
- Individual profane building – Include housing facilities(palaces, castles, cottages)
- Individual sacral buildings - Include notable and distinctive churches, monasteries, convents and chapels. Their attractiveness is additionally enhanced by their locations.
- Memorial areas and buildings – Linked to historical events. They can include monuments to important people, cemeteries, memorial rooms etc...
- Garden Architecture – Represents landscape creations erected within cultural and historic whole. Eg; the oldest garden in Croatia.

ii. Movable Cultural Assets

- It may be a component part of immovable cultural assets or may be kept in cultural institutions (museum, galleries, libraries, collections).
- A part of these exhibits are displayed to tourists, such as archeological findings, furniture, clothing, stamps, letters etc...

iii. Intangible cultural assets

- It is various forms of spiritual creativity that are passed on through tradition, in particular, language, folklore, rituals, customs traditional skills and crafts. These assets are kept and passed on.

b) ethno-social resources

- It includes folklore, national costumes, handicraft products, gastronomic skills, tourism inclinations and other characteristics.
- It may be a concrete tourism product of intangible cultural assets, that is, their dramatic form. In such cases, due to the large share of foreign guests in the audience and their lack of knowledge of the host language, the visual aspect of folklore is most important than its spoken aspect.
- Handicraft products and souvenirs came under this.

c) Artistic Resources

- These resources are generally associated with aesthetics and creativity. The conventional list of art includes six forms; music, drama, literature, painting, sculpture and, architecture. Tourist generally comes into contact with works of art through cultural institutions such as museum, galleries, libraries, theatres and concert halls.

d) Ambient Resources

- It refers to architectural facilities the aim of which is to compliment other tourist attractions in a destination.
- These architectural and ambient facilities encompasses various areas of construction, the most important being hotels, industrial facilities, housing facilities.

3. GEOGRAPHICAL TOURISM RESOURCES

- Tourism is essentially a geographical phenomena regarding the transfer of people and services through space and time.
- The connection between tourism and geography are linked to specific terms such as place, location, space, accessibility, scale and others.

Geological components of tourism;

- Accessibility and location
- Space
- Scenery – Landforms (eg; mountains), water (eg; rivers) vegetation (eg; forests)
- Climate – Sunshine, cloud, temperature, rain, snow
- Animal life – Wildlife (eg; birds) hunting and fishing.

TOURISM PRODUCT

Product

- Anything that is offered in a market for use or consumption by the consumers as per the market requirement is called a Product.

- According to Philip Kotler, “ A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need.”

What is Tourism Product?

- Tourism product can be defined as the sum of physical & psychological satisfaction it provides to tourists during their travelling route to the destination.
- Tourism product is something that can be offered to tourists to visit a tourist destination. The products which satisfy the leisure, pleasure, religious or business needs at places other than the normal place of residence are known as tourism products.
- Tourism products are offered in the market with a cost. Tourism product are the prime reason for tourist to choose a destination.
- Tourism product helps in fetching revenue for the destination. So they should be properly marketed and preserved.
- The tourist product focuses on facilities and services designed to meet the needs of the tourist. It can be seen as a composite product, as the sum total of a country’s tourist attractions, transport, and accommodation and of entertainment which result in customer satisfaction.
- Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc. The tourist product can be analysed in terms of its attraction, accessibility and accommodation.

COMPONENT OF TOURISM PRODUCT

a) Attractions

- Of the three basic components of a tourist product, attractions are very important. Unless there is an attraction, the tourist will not be motivated to go to a particular place. Attractions are those elements in a product which determine the choice made by particular tourist to visit one particular destination rather than another.
- The attractions could be cultural, like sites and areas of archaeological interest, historical buildings and monuments, flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, arts and music festivals, games, etc. Tourist demands are also very much susceptible to changes in fashion.

b) Accessibility

- It is a means by which a tourist can reach the area where attractions are located. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. A Tourist in order to get to his destination needs some mode of transport. This mode maybe a motor car, a coach, an aeroplane, a ship or a train which enables him to reach his predetermined destination. If tourist destinations are located at places where no transport can reach or where there are inadequate transport facilities, they become of little value. The tourist

attractions, which are located near the tourist-generating markets and are linked by a network of efficient means of transport, receive the maximum number of tourists.

c) Accommodation

- The accommodation and other facilities complement the attractions. Accommodation plays a central role and is very basic to tourist destinations.

CHARACTERISTICS OF TOURISM PRODUCTS

1) Intangible

- Unlike a tangible product, say, a motor car or refrigerator, no transfer of ownership of goods is involved in tourism.
- The product here cannot be seen or inspected before its purchase. Instead, certain facilities, installations, items of equipment are made available for a specified time and for a specified use. For example, a seat in an aero plane is provided only for a specified time.

2) Psychological

- A large component of tourism product is the satisfaction the consumer derives from its use.
- A tourist acquires experiences while interacting with the new environment and his experiences help to attract and motivate potential customers.

3) Highly Perishable

- A travel agent or tour operator who sells a tourism product cannot store it. Production can only take place if the customer is actually present. And once consumption begins, it cannot be stopped, interrupted or modified.
- If the product remains unused, the chances are lost i.e. if tourists do not visit particular place, the opportunity at that time is lost.
- It is due to this reason that heavy discount is offered by hotels and transport generating organizations during off season.

4) Composite Product

- The tourist product cannot be provided by a single enterprise unlike a manufactured product. The tourist product covers the complete experience of a visit to a particular place. And many providers contribute to this experience.
- For instance, airline supplies seats, a hotel provides rooms and restaurants, travel agents make bookings for stay and sightseeing, etc.

5) Unstable Demand

- Tourism demand is influenced by seasonal, economic, political and other such factors. There are certain times of the year which see a greater demand than others.
- At these times there is a greater strain on services like hotel bookings, employment, the transport system, etc.

6) Fixed supply in the short run

- The tourism product unlike a manufactured product cannot be brought to the consumer; the consumer must go to the product.
- This requires an in-depth study of users' behavior, taste preferences, likes and dislikes so that expectations and realities coincide for the maximum satisfaction of the consumer.
- The supply of a tourism product is fixed in the short run and can only be increased in the long run following increased demand patterns.

7) Absence of ownership

- When you buy a car, the ownership of the car is transferred to you, but when you hire a taxi you buy the right to be transported to a predetermined destination at a predetermined price (fare).
- You neither own the automobile nor the driver of the vehicle. Similarly, hotel rooms, airline tickets, etc. can be used but not owned.
- These services can be bought for consumption but ownership remains with the provider of the service. So, a dance can be enjoyed by viewing it, but the dancer cannot be owned.

8) Heterogeneous

- Tourism is not a homogeneous product since it tends to vary in standard and quality over time, unlike a T.V set or any other manufactured product. A package tour or even a flight on an aircraft can't be consistent at all times.
- The reason is that this product is a service and services are people based. Due to this, there is variability in this product.

9) Risky

- The risk involved in the use of a tourism product is heightened since it has to be purchased before its consumption.
- An element of chance is always present in its consumption. Like, a show might not be as entertaining as it promises to be or a beach holiday might be disappointing due to heavy rain.

CLASSIFICATION OF TOURISM PRODUCT

I. Natural tourism products

- Beaches, islands, mountains, hills, desert, wildlife (flora and fauna), caves, glaciers, lakes, waterfalls, rivers.
- Examples: palm fringed beaches of Goa, snow-capped mountains in Kashmir, the flora and fauna of Kaziranga National Park in Assam, Dudhsagar fall in Goa, Thar Desert in Jaisalmer etc.

II. Manmade tourism products

- The manmade tourism products are those which are built by humans. There can be manmade tourism products which are purposely built for tourists. They can be museums, casinos, theme parks. There are manmade attractions which are not originally designed to attract tourists. They are forts, palaces, temples etc.
- The manmade attractions also include customs and traditions of a destination. Folk dance, classical dance, music, handicrafts, fairs and festivals etc are other manmade attractions.
- Examples: Taj Mahal, Red Fort, India Gate, Lothal in Gujarat is an important archaeological Indus Valley Site; National Museum in New Delhi, Bhangra of Punjab, Madhubani paintings of Bihar, Brass work of Muradabad etc.

III. Site based tourism products

- When attraction is a place or site then it is site based tourism product. Site of Taj Mahal, sunset at Kanyakumari etc.

IV. Event based tourism product

- Events attract tourists as spectator and also as participants in the events, sometimes both. Kite flying in Ahmadabad attracts tourist both as spectators and participants. Tourists can be spectators for events like Olympics, Khajuraho dance festival.

NATURE AND TOURISM RELATIONSHIP

- The quality of the environment, both natural and man-made, is essential to tourism. However, the relationship of tourism with the environment is complex.
- It involves many activities that can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas.
- The negative impacts of tourism development can gradually destroy environmental resources on which it depends.

- On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation.
- It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.
- The need to preserve the world's inherent assets for future generation is becoming an essential goal not only for travel and tourism but also for all other industries that used the earth's natural resources. However, tourism, as one of the world's fastest growing industries, has a multitude of impacts, both positive and negative, on the environment.
- Negative impacts will arise when the level of visitor use is superior to the environment's ability to cope with this use. Positive impact will arise when every tourist understands the real and main concept of environment and sustainable tourism by heart, not just by word.

Tourism benefits and impacts

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

1. ECONOMIC IMPACTS
2. SOCIO-CULTURAL IMPACTS
3. PHYSICAL IMPACTS

CULTURE AND TOURISM-RELATIONSHIP

- Tourism and culture were viewed as largely separate aspects earlier. Cultural resources were seen as part of the cultural heritage of destinations, related to the education of the local population and the underpinning of local or national cultural identities.
- Tourism, on the other hand, was largely viewed as a leisure-related activity separate from everyday life and the culture of the local population.
- This gradually changed towards the end of the century, as the role of cultural attractions in motivating tourists and distinguishing destinations from one another become more obvious.
- The growing articulation between culture and tourism was stimulated by a number of factors.

What is cultural tourism?

- Cultural tourism is the act of travellers visiting particular destinations in order to experience and learn about a particular culture.
- This can include many activities such as; attending events and festivals, visiting museums and tasting the local food and drinks.

- Cultural tourism can also be an unintentional part of the tourism experience, whereby cultural immersion (with the local people, their language, customs, cuisine etc) is an inevitable part of a person's holiday.
- Bywater (1993) differentiated tourists according to whether they were culturally interested, motivated or inspired.
- Culturally interested tourists demonstrate a general interest in culture and consume cultural attractions usually as part of a holiday rather than consciously planning to do so.
- Culturally motivated tourists consume culture as a major part of their trip, but do not choose their destination on the basis of specific cultural experiences, whereas for culturally inspired tourists culture is the main goal of their holiday.

• Cultural tourism activities

Whether a tourist is seeking a deep cultural experience or otherwise, there are a wide range of activities that can be classified as cultural tourism. Here are a few examples:

- ✚ Staying with a local family in a homestay
- ✚ Having a tour around a village or town
- ✚ Learning about local employment, for example through a tour of a tea plantation or factory
- ✚ Undertaking volunteer work in the local community
- ✚ Taking a course such as cooking, art, embroidery etc
- ✚ Visiting a museum
- ✚ Visiting a religious building, such as a Mosque
- ✚ Socialising with members of the local community
- ✚ Visiting a local market or shopping area
- ✚ Trying the local food and drink
- ✚ Going to a cultural show or performance
- ✚ Visiting historic monuments

Positive impacts of cultural tourism

I. Revitalisation of Culture and Art

- Some destinations will encourage local cultures and arts to be revitalised. This may be in the form of museum exhibitions, in the way that restaurants and shops are decorated and in the entertainment on offer, for example. This may help promote traditions that may have become distant.

II. Preservation of Heritage

- Many tourists will visit the destination especially to see its local heritage. It is for this reason that many destinations will make every effort to preserve its heritage.
- This could include putting restrictions in place or limiting tourist numbers, if necessary. This is often an example of careful tourism planning and sustainable tourism management.

Negative impacts of cultural tourism**I. Social Change**

- Social change is basically referring to changes in the way that society acts or behaves. Unfortunately, there are many changes that come about as a result of tourism that are not desirable.

II. Culture clashes

- Because tourism involves movement of people to different geographical locations cultural clashes can take place as a result of differences in cultures, ethnic and religious groups, values, lifestyles, languages and levels of prosperity

III. Tourist-host relationships

- Culture clashes can also be exasperated by the fundamental differences in culture between the hosts and the tourists.
- There is likely to be economic inequality between locals and tourists who are spending more than they usually do at home. This can cause resentment from the hosts towards the tourists, particularly when they see them wearing expensive jewellery or using plush cameras etc that they know they can't afford themselves.
- Further to this, tourists often, out of ignorance or carelessness, fail to respect local customs and moral value.

TOURISM PRODUCTS

MODULE 2

Module II

Leisure and business tourism-characteristics and differences- Mass tourism and Niche Tourism: characteristics and differences- Cultural Tourism-Historical tourism- Indigenous tourism- Film induced tourism- Literary tourism- Music tourism- Ethnic tourism- Pilgrimage Tourism-Culinary Tourism-Industrial Tourism-Adventure tourism-types-Sports tourism-types

LEISURE TOURISM

- Leisure Travel can be defined as a journey undertaken by persons individually or as a group to destinations away from their starting point, with the main objective of entertainment and / or relaxation in a planned or unplanned manner
- Leisure travel is travel in which the primary motivation is to take a vacation from everyday life. Leisure travel is often characterized by staying in nice hotels or resorts, relaxing on beaches or in a room, or going on guided tours and experiencing local tourist attractions



- Tourists may travel to experience a change in climate and place and learn something new, enjoy pleasant scenery, or to know more about the culture of a destination.
- Tourists, who seek break from the stress of day to day life, devote their holiday to rest and relaxation, refresh themselves.

- These tourists prefer to stay in some quiet and relaxed destination preferably at a hill resort, beach resort or island resort.
- Tourists undertake various adventure sports activities for leisure and to refresh themselves after working hard.

BUSINESS TOURISM

The business traveler's main motive for travel is work. Tourists visit a particular destination for various reasons pertaining to his /her work such as attending a business meeting, conferences, conventions selling products, meeting clients. Business tourism is popularly called as MICE (Meetings, incentives, conferences, and exhibitions) tourism

- Research has shown that business travellers spend up to four times more during their trip than any other types of tourists.
- Business tourism provides significant economic contributions to the local and global economy. Business tourism also promotes the development for advanced infrastructure and transportation systems which also benefits other forms of tourism as well as the local population

Business tourism activities

- There are many forms of business tourism activities. Here have demonstrated four key examples.

International exhibitors

- Business travellers may travel for the purpose of attending an exhibition. Exhibitions offer opportunities

Corporate hospitality events

- Corporate hospitality is a form of business travel that takes place when a corporation invites their guests to attend an event or an organized activity at no extra charge.

Meetings

- Throughout many business excursions, the business traveller will have some form of meeting to attend during the course of their trip. Meetings may be appointments with clients; a board meeting at the present company or interstate of international branches; or an orientation meeting with staff at a new branch. Meetings can take place face-to-face or electronically using means such as Skype or Face Time.

- ***Conferences***

- A conference is a formal meeting of people with a shared interest. Conferences may last a day or they may last several days.

MICE

- Often in the business tourism literature you will come across the term MICE. MICE is a reference for Meetings, Incentives, Conferences and Events. The term MICE has been recognized as 'The Meeting Industry' according to the United Nations World Tourism Organization.
- The MICE industry contributes significantly to the wider business tourism sector. It is becoming increasingly recognized as a prominent part of the industry
- The term MICE (Meetings, Incentives, Conventions, and Exhibitions) represents a sector of tourism which includes business events and activities.
- Travelers attending MICE activities have a purpose beyond leisure tourism, and are in fact business travelers.

a. Meetings

- Meetings are events planned fairly in advance to bring business travelers together on a specific date for the purpose of exchanging information, discussing and solving problems either b/w people from one company or organization, or b/w people from different establishments.
- During a meeting, there will usually be food and beverage served.
- Most of the time, meeting refer to corporate meetings which are held by companies in the following ways;
- Board meeting, management meeting, shareholder meeting, training seminars, strategic planning, and retreats.

b. Incentives

- Incentive travel is a management tool for rewarding and motivating workers.
- Corporate offers incentive travel to the employees and their family for achieving specific target or return of regard for specific target achievement.
- It may vary from moderate trip to an extremely lavish vacation for 3 to 6 days.

c. Conventions/Conferences

- It is generally described as multi-day events attended by at least a hundred delegates for the purpose of exchanging business information.

- Conventions include some form of exposition or trade shows.
- A no of associations have one or more conventions per year.
- If 40% or more of the delegates come from outside the host country, the event would be termed as an international conference or convention.

d. Exhibitions

- Exhibitions are activities organized to show new products, services and information to people who have an interest in them, such as potential customers or buyers (events at which products and services are displayed).

Top business tourism destinations

- New York
- London
- Paris
- San Francisco
- Hong Kong
- Tokyo
- Dubai
- Mexico City
- Boston
- Shanghai
- Toronto

IMPACTS OF BUSINESS TOURISM

Political impacts of business tourism

there are many political positives of business tourism which could be listed as follows:

- Improving State's mental image.
- Projecting State's leaders through their participation in the business tourism events.
- Better means to enhance cultural dialogue.
- Enhancing political clout of the State.
- Developing administrative competence of public officials

Cultural impact of business tourism

- Business tourism sector, through inviting international experts to participate in conferences and exhibitions, is largely contributing to drawing international latest experiments, knowledge and science.
- Business tourism activities, i.e. "conferences, seminars, forums" are considered distinctive means to develop competence of manpower in different public and private sectors, as well as it is an effective means for experience exchange, highlighting cultures and reviving traditions and heritage

Social impacts of business tourism

- Business tourism is a fertile environment to make use of people's leisure time. Besides voluntary work in business tourism is considered an important factor for young people to manage their time gainfully and for the acquisition experience.

Tourism impact of business tourism

- Arriving tourists for the purposes of attending different kinds of conferences and exhibitions are the people who are mostly able to spend and are of high purchase power too.
- Exhibitions and conferences rise the demand on tourism services and products during lull seasons and thus provide jobs.
- Enhance tourist experience which leads tourist to extend residence period or repeat the visit.
- Enrich event calendar in the destination.
- Market and highlight potential of the destination.
- Raise the demand on services, tour operators programs and tourist guides.

Economic Impact of Business Tourism

- There is a strong and correlative relation between the national economy of the countries and business tourism.
- Because this sector usually would promote national industry, enhance communication channels and upgrade quality of manpower in different economic sectors, such as agriculture sector, petroleum sector, communication sector, tourism sector, education and training sector, health sector, vocational associations, etc.
- Business tourism is able to gain many economic fruits for the interest of the national economy. It is considered a key driver for temporary and permanent jobs.
- The sector generates a large number of permanent and temporary jobs in the field of events' supply chain, organization and management in addition to accompanied services.

DIFFERENCE BETWEEN BUSINESS TOURISM AND LIESURE TOURISM

For the business traveller

Location is key

Ideally, the business traveller needs to be close to where the conference is held or close to the venue or site they are visiting. They do not want to waste time travelling to and from the venue.

Connected

The business traveler needs to remain connected to their clients and colleagues during their business trip and requires constant access to important files and emails. Providing internet connection is a must in the hospitality industry.

Loyalty program

- The business traveller company may have a preferred hotel and airline partner that grants corporate rates, ensures a standard comfort, and keeps costs under control
- Many countries rely on business tourism for the provision of employments to their citizens. For example, the population of Melbourne city in Australia, is around 4 million people, over 22,000 of them are employed in the business tourism sector.

Amenities

- The business traveller needs to prepare for their work in the morning, and amenities like breakfast, coffee machine, iron and ironing board are essential for morning preparation.

For the Leisure traveller

Price sensitive

- In general, the leisure traveller wants to have the best deal for their stay. Not necessarily cheap, but good value for money

Reviews

- The leisure traveller will turn to friends, family and online reviews for recommendations. A study by Google said that 82 percent of leisure travellers rely on reviews for their choice of hotel. A negative review of a hotel hugely detrimental and is why hotels must respond to reviews and resolve issues on review websites.

Packages

- Leisure travellers are often looking for ways to enhance their travel experience and are drawn to hotel packages than the business traveler

Facilities

- Pools, evening entertainment and kids clubs for those travelling with children will be more appealing to the leisure traveler.
- To have a successful business, it is important to understand the needs and wants of your customers.
- The same principle applies to hotels, understanding the guest differences and preferences of the business and leisure traveler will ensure that they are provided with what they really want.

MASS TOURISM

- Mass tourism can be defined as an organized movement of large numbers of people to specialized locations. In other words, this involves masses of people going to popular tourist destinations, often during the peak holiday season.
- This is the most popular form of tourism since it is often the most inexpensive way to go on a holiday. Mass tourism often involves holiday package deals. This form of tourism developed during the second half of the 19th century pioneered by Thomas Cook.
- There are many types of mass tourism, including skiing in the mountains, sunbathing on a beach, visiting a theme park or taking a cruise.

Characteristics of mass tourism

- This involves masses of people going to popular tourist destinations, often during the peak holiday season.
- Mass Tourism often includes package deals.
- The tourists often have a fixed program.
- Tourists only spend a little time on each site.
- Masses of people visiting a place can result in a lot of garbage and damages.
- Mass tourism is highly seasonal.

ADVANTAGES AND DISADVANTAGES

Advantages

- Employment generation
- Local people benefit directly from employment
- Infrastructure developments
- Transport facilities are developed

- The local tax base increases
- Cultural understanding

Disadvantages

- Seasonal jobs
- Tourists consume huge amounts of resources including food and water - this type of tourism is particularly **UNSUSTAINABLE** in this manner.
- Tourists introduce new values and cultures - this causes cultural pollution.
- Land is lost from farming to tourist developments.

NICHE TOURISM

- Niche tourism refers to how a specific tourism product can be tailored to meet the needs of a particular audience/market segment. It focuses on a specific aspect of traveling. Niche tourism is any kind of tourism that focuses on a specific activity. Another way to describe 'niche' tourism is 'specialized' tourism. Eg: Agritourism, Culinary tourism, Wildlife tourism etc

Characteristics of niche tourism

- Motivated by a desire to engage in new or existing interests in a novel or familiar location.
- There are relatively low numbers of tourists.
- They are genuinely interested in seeing the destination as it is, rather than demanding changes to it such as more hotel facilities.
- They are often willing to pay more to see a unique environment.

CULTURAL TOURISM

- Cultural Tourism can be defined as the journey of people to specific destinations that offer cultural attractions, including historic sites and artistic and cultural events and shows, with the aim of acquiring new knowledge and experiences that meet the needs and individual growth of the traveler.
- Cultural tourism includes lifestyle of the people, dress, jewellery, dance, music, architecture, fairs, festivals, paintings, cuisines, customs and beliefs, religious practices, celebrations etc
- Tourism plays an important role in promoting cultural relations and international corporations.
- Cultural festivals includes Ellora festival, Elephanta festival, Dubai shopping festival etc.
- Fairs and festivals are one of the main reason of travel as these are based on the culture of a country,

- Eg: Ganesh chaturthi, Onam, Diwali, Dussehra, Pushkar fair, Kumbhmela etc

Major Attractions:

- **ROM** Major Attractions : Colosseum, Trevi Fountain, Roman Forum, Vatican Museum's, St. Peter's Basilica and more.
- **Varanasi** Major Attractions: Kashi Vishwanath Temple, Panchganga Ghat, Ramnagar Fort, Chaukhandi Stupa and more.
- **Pushkar fair, rajasthan** Major fair of horses, camels etc. Also includes many cultural events and programs. Pushkar lake is also a pilgrimage destination

HISTORICAL TOURISM [HERITAGE TOURISM]

- Historical tourism refers to a kind of tourism, where the tour or tour group focuses on the history; history of some place, people, thing, or events.
- People go, see, study, discuss and experience places where historical things occurred. The places will be a portrayal of history of that country or the region and tells about the past happenings.
- Tourists usually visit places of historical importance to know about the culture, tradition, past happenings etc and get to know about the evolution and development in culture.
- Historical tourism attempts to understand the living environment and lifestyle of the ordinary people, the past, present and future and interpret these in an interesting manner.
- The places of important historical events such as battlefield or sites where discovery through land excavations taken place are also promotes as historic tourist attractions.
- The historical destinations include forts, palaces, temples, caves, museums, heritage sites.
- Examples of historic destinations in India includes: Ajanta Ellora caves, Tajmahal, Churches of Goa, Group of monuments at Hampi, Qutb Minar (Delhi)
- Examples of historic destinations in abroad includes: Historic Centre of Vienna in Austria, Ruins of the Buddhist Vihara at Paharpur in Bangladesh

INDIGENOUS TOURISM

- The term ‘indigenous’ is used most broadly to refer to the first peoples of a given region.
- Indigenous Tourism can be defined as a tourism activity in which Indigenous people are directly involved either through control and/or by having their culture serve as the essence of the attraction.
- “Indigenous tourism is tourism that directly engages Indigenous people, either by allowing them to manage a site or making Indigenous culture the focus for a destination. An Indigenous-focus tourist is generally an international or domestic tourist who participates in or undertakes at least one Indigenous tourism activity during a holiday, such as visiting cultural sites or Indigenous communities, experiencing traditional dances, arts and crafts, and travelling to remote Indigenous areas.”
- Aboriginal (Tribal, cultural) tourism describes all tourism businesses that are owned or operated by First Nations people that incorporates an Aboriginal cultural experience in a manner that is appropriate, respectful, and true to the Aboriginal culture being presented.

Some examples include:

- Restaurants that serve indigenous food
- Hotels, wineries and resorts owned by indigenous people
- Museums or interpretive centers
- Indigenous tourism focuses on culture, language and religion.
- It often consists of packed tours whether for individual tourists or groups.
- It is one of the fastest growing sections of the tourism industry. It provides opportunities to promote greater cultural understanding, increasing indigenous people’s capacity and economy.

FILM INDUCED TOURISM

- Film-induced Tourism Film-induced tourism can be defined as “tourist visits to a destination or attraction as a result of the destination being featured on television, video, DVD or the cinema screen”.
- Film-induced tourism is a kind of business that profits from attracting visitors inspired by beautiful sceneries of locations exposed in movie or drama and stories

linked to the locations, through merchandising of filming sets or locations as a tour program.

- A film can have a very powerful impact on destination image and the decision to travel, and therefore makes an important contribution to the field of tourism marketing and film tourism in particular.
- Cinema in recent years has emerged as a powerful tool for the development and promotion of a destination. It is an excellent vehicle for destination marketing.
- ministry of Tourism, Govt of India has been taking up the matter of promoting a destination for film shooting.
- State govt requesting them to consider proactive steps for promoting film tourism which includes:
- Constituting a senior level community for coordinating inter departmental issues relating to tourism and facilitation required for film shooting.
- Identifying an officer preferably from the Chief Minister's office for regular follow up in the matter.
- Identifying locations which promoted through films
- Locations in India developed by movies:
- Dil se – Jiya Jale – Athirappilly waterfalls
- 3 Idiots – Pangong Lake – Ladakh Region

LITERARY TOURISM

- Literary tourism is a type of cultural tourism that deals with places and events from fictional texts as well as the lives of their authors. This could include following the route taken by a fictional character, visiting particular place associated with a novel or a novelist, such as their home, or visiting a poet's grave.
- Most literary tourism is focused on famous works. Modern works that are written to specifically promote tourism are called tourism fiction.
- Literary tourists are specifically interested in how places have influenced writing and at the same time how writing has created place.
- In order to become a literary tourist you need only book-love and an inquisitive mindset.
- There are also many museums associated with writers, and these are usually housed in buildings associated with a writer's birth or literary career, such as their home.

- An interest in traveling to places associated with poets and novelists grew in the 19th century, when according to historical accounts, curious travelers began visiting the homes, graves and favorite haunts of famous writers.
- Travelers also visited the sites and cities described in famous poems and novels.
- For example, London, England, has tours that honor Arthur Conan Doyle's Sherlock Homes. One tour includes a house dedicated to fictional characters from the novel.
- The development of electronic devices for reading books has sparked new innovations in literary tourism, with authors writing novels that offer readers the option of a virtual travel experience or a new way to enjoy a travel destination.
- Travel guides in some of these novels allow the reader to visit sites remotely or gather information for a vacation.

MUSIC TOURISM

- Music tourism is the art of visiting a city or town, to see a music festivals or other music performance.
- This sort of tourism is particularly important to small villages as well as large cities
- Music festivals are visited by many tourists annually.
- Music tourism provides a rationale for travel and can be the primary motivation for traveling to a destination to experience a festival. The most appreciated parts of festivals are the music entertainment qualities and the musical experience of witnessing a live performance is superior to just listening to a record at home.
- In India, music festivals have become a great way for independent artistes to showcase their talents. But more than just that, it gives a huge boost to local employment and tourist footfall. This gives Indian towns and cities a chance to present their culture, heritage and ethos.
- These music festivals host musicians and singers from across the globe, and not just famous artists but amateurs also get the chance to establish themselves and showcase their talent.
- Music Tourism is not just limited to that. It is also contributing in generating local employment and giving chance to the cities to bring upon their culture, ethos and heritage.
- EG: NH7 Weekender (a multi-city fest), Sunburn (an EDM fest held in Goa), Hornbill (an annual rock fest in Kohima, Nagaland), Ziro Festival (held in Arunachal Pradesh), and the VH1 Supersonic.

CHARACTERISTICS

- Location
- History
- Genre
- Convenience
- Value added

ETHNIC TOURISM

- Ethnic tourism signifies the tourists interests in the customs of the indigenous and exotic people. It is a form of special interest tourism which focuses directly on the local people.
- In this form of tourism the tourists visit the homes of local people, observes and participate in their festivals, dances rituals and other forms of cultural expressions.
- Ethnic tourism refers to travelling to destinations for making intimate contacts with people and culture different from the travellers. Curiosity is the factor in ethnic tourism which is leading the tourist to experience different from their culture.
- The emphasis of Ethnic Tourism is directly on the traditional cultural forms as tourist seek to observe or participate in the local festivals and other celebrations.
- The stress is on the specialties of local culture and the interest of local people in their own cultural traditions.
- The uniqueness and importance of the folk traditions are brought to the fore and lead to ethnic pride. It also results in more employment, higher income, improved standard of living of the local people.
- Eg: Rajasthan with its variety of colorful dresses, folk music, dances, fort and diverse tribal cultures is of great importance. Their rituals, music, dresses and dances are very attractive

PILGRIMAGE TOURISM

- It is a type of tourism which powerfully motivates tourist for the achievement of religious attitude or practices.
- It is a journey in search of moral or spiritual significance.
- It is a journey to a shrine or other location of importance to a person's belief and faith.

- The tourism is based on the famous holy religious places such as famous temples, mosques, churches
- Eg: Sabarimala, Mecca, Golden Temple etc
- People comes to these places to fulfill their religious beliefs and to increase spirituality.

CULINARY TOURISM

- Culinary tourism has been defined as “the pursuit of unique and memorable eating and drinking experience”
- By combining travel with this edible experience, it offers both locals and tourists authentic taste of a place.
- It is the exploration of food as the purpose of tourism.
- It is a subset of cultural tourism.
- It is not limited to gourmet food but it can be considered as a subcategory of experimental travel.
- Food is believed to rank alongside climate, accommodation and scenery in importance to tourist.
- Some countries like Ireland, Peru, Canada are making significant investment in Culinary tourism for development and promotion.

CULINARY TOURISM ACTIVITIES:

- Cooking classes
- Food tour
- Wine, Beer making
- Food festivals
- Specialty dining experience

INDUSTRIAL TOURISM

- Industrial tourism is tourism in which the desired destination includes industrial sites peculiar to a particular location. The concept is not new, as it includes wine tours in France, visits to cheese makers in the Netherlands, Jack Daniel's distillery tours in the United States for example,

The Heineken Experience – Amsterdam, Holland

- With an interactive tour through the former brewery of one of the world's largest beer producers, the Experience showcases the brand's history, brewing process, and technological innovations, culminating with a drink in the Heineken Museum bar

Cadbury World – Birmingham, England

- Located on the brand's Bournville manufacturing site, the multimedia experience showcases Cadbury's heritage, production and packaging processes as well as a gift shop and chocolate-themed café.

BMW World / BMW Welt – Munich, Germany

- At Bavaria's most popular attraction, visitors can learn about the brand's history and future; see BMW Group's latest products in a state-of-the-art showroom; and discover Germany's automotive heritage in the nearby museum

ADVENTURE TOURISM

- Adventure travel is a leisure activity that takes place in an unusual, exotic, remote or wilderness destination. It tends to be associated with high levels of activity by the participant, most of it outdoors.
- Adventure travelers expect to experience various level of risk, excitement, and tranquility and be personally tested.
- According to the Adventure Travel Trade Association, "adventure tourism is a tourist activity that includes physical activity, cultural exchange, or activities in nature.
- Adventure tourism is a type of niche tourism involving exploration or travel to remote areas, where the traveler should expect the unexpected.
- Adventure tourism is rapidly growing in popularity as tourists seek unusual holidays, different from the typical beach vacation.
- Mountaineering expeditions, trekking, bungee jumping, rafting and rock climbing are frequently cited as an examples of adventure tourism.

TYPES OF ADVENTURE TOURISM

Hard Adventure

- Hard adventure refers to activities with high levels of risk, requiring intense commitment and advanced skills. Hard tourism includes the activities like climbing mountains/rock/ice, trekking, caving etc.
- Hard adventure activities are highly risked in nature. Professional guide, advance level skills are required to perform these activities. Many tourists died during climbing mountains, caving every day. Caving

- Mountain Climbing
- Rock Climbing
- Ice Climbing
- Trekking
- Sky Diving

Soft Adventure

- Soft adventure refers to activities with a perceived risk but low levels of risk, requiring minimal commitment and beginning skills; most of these activities are led by experienced guides. Soft tourism includes the activities like ba Horseback riding
- Hunting , camping, hiking, kayaking
- Fishing
- Hiking
- Horseback riding

UNIQUE CHARACTERISTICS AND FEATURES OF ADVENTURE TOURISM ARE FOLLOWING AS:

- Physical activity, i.e. activities involving physical exertion
- Contact with nature, i.e. activities bringing contact with the natural world in general, or with specific wildlife.
- Danger and risk
- Challenges
- Stimulation and excitement
- Exploration and discovery

ADVENTURE TOURISM IMPORTANCE AND BENEFITS

- Adventure tourism is one of the fastest-growing sectors of the tourism sector, attracting high-value customers, supporting local economies, and encouraging sustainable practices.
- The continued growth of this sector creates net positive impacts not only for tourism, but also for destination economies, their people, and their environment

- Employment Generation
- Foreign Exchange
- Adventure tourism attracts the foreign tourists at a large scale, as a result, it helps in foreign exchange generation
- Economy Development
- Adventure tourism helps in the development of the host country's economy. Adventure tourism activities directly support the economy in various forms. The more tourists, more economic growth.
- Support Local Communities
- Adventure tourism helps in the development of infrastructure and support local communities. Adventure tourism activities directly contributed to the local economy of the communities and increase the living standards of local people.
- Creating Business Opportunities
- Adventure tourism activities create new business opportunities. There are companies that specialize in helping emerging adventure tourism operators market their product. Each new adventure tourism activity creates a new business opportunity.

SPORTS TOURISM

- “Sports tourism is a type of tourism activity which refers to the travel experience of the tourist who either observes as a spectator or actively participates in a sporting event generally involving commercial and non-commercial activities of a competitive nature.”
- Sports tourism is travelling for the purpose of participating in a sport, leisure or recreational activity. Whereas, passive sports tourism is travelling for the purpose of visiting a sport, leisure or recreational activity. Sports tourism is a rapidly growing
- Activities, Development, Participation, Sports Tourism, Training Sports tourism is a mounting section and refers to individuals travelling to a destination, to participate in or watch sports that includes, world games, international test series, stadium tours, mass participation events, player's testimonials, group tours, sporting events and exhibitions.
- Sports tourism is an integral part of world tourism and this phenomenon is given importance in India. Indian travellers are interested in sports tourism and are keen in discovering various destinations in terms of the internationally commended sports events.

- Events such as the Olympics, F1 Grand Prix, FIFA World Cup, Tennis Grand Slams, PGA championships, Cricket World Cup, are the platforms to showcase the destination. The individuals, belonging to all age groups and backgrounds take interest in sports tourism.
- Over the years, there has been a considerable increase in the number of Indian tourists travelling to watch international sports related events.

TYPES OF SPORTS TOURISM

a) Sporting event tourism

- Sports event tourism refers to the visitors who visit a city to watch events.
- The two events that attract the most tourists worldwide are the Olympics and the FIFA World Cup.
- These events held once every four years, in a different city in the world. Sport tourism in the United States is more focused on events that happen annually.
- The major event for the National Football League is the Super Bowl, held at the end of the year in different city every year.

b) Celebrity and nostalgia sport tourism

- Celebrity and nostalgia sport tourism involves visits to the sports halls of fame and venue and meeting sports personalities in a vacation basis.

c) Active sport tourism

- Active sport tourism refers to those who participate in the sports or sport events. Rugby football, football, basketball, etc are considered active sports and many sport events (which we call tournaments or festivals) are organized each year in most of the countries in the world.

MODULE 3

ALTERNATIVE TOURISM

Evolution of alternative tourism

- Between the 1970s and early 1980s new forms of tourism emerged in developing countries as an alternative solution to the “undesired” type of tourism “the mass tourism” or “the conventional/commercial tourism” or “the traditional tourism”.
- These forms of tourism appearing in different names and various models, served a more sensitive approach giving priority to natural and cultural resources at the front line of planning and development.
- Four main influential phenomena led to the need of a different approach in tourism, these are:
 1. Economic issues like the fact that economic growth did not solve the poverty problem,
 2. Environmental issues referring to mass tourism influence on the environment,
 3. Political issues reflecting the political economy of the international tourism industry which turned to be a natural continuation of historical inequalities between the First World and the Third World.
 4. Social issues including the new traveller market of post-modern culture.

DEFINITION

- Alternative tourism can be defined as ‘forms of tourism that set out to be consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences’.
- Alternative tourism involves travel that is personal and authentic and encourages interaction with the local environment, local people and communities.
- It also involves traveling to relatively remote, undisturbed natural areas with the objective of admiring, studying and enjoying the scenery and its wild plants and animals and cultural attributes.
- Alternative tourism prefers to use or share the service of the local people.
- It is a sustainable development and an alternative to exploitative tourism. (It involves traveling to relatively remote, undisturbed natural areas with the objective of admiring, studying and enjoying the scenery and its wild plants and animals and cultural attributes).
- Alternative tourism emphasizes the philosophy of small versus mass. In alternative tourism, traditional accommodation units are welcomed than the multinational chains, individual travelers than a big group and nature friendly activities than mass tourists’ activities.
- Alternative tourism includes package tours and individual tourist services to the:

- a) Nature based tourism: Tourism in natural environment, ecotourism, adventure tourism etc
- b) Cultural tourism: Rural, cultural heritage, ethnic, religious, music and craft etc

Characteristics of alternative tourism

- Small scale of development with high rates of local ownership.
- Minimized negative environmental and social impacts.
- Maximized linkages to other sectors of the local economy, such as agriculture, reducing reliance upon imports.
- Retention of the majority of the economic expenditure from tourism by local people.
- Localised power sharing and involvement of people in the decision- making process.
- Pace of development directed and controlled by local people rather than external influences.

Forms or concepts of alternative tourism

- a) Active Tourism: Trekking, adventure traveling and adventure activities.
- b) Explorer and encounter travel: Historical places, archaeological sites, foreign culture, ecotourism, rural tourism, handicrafts etc
- c) Committed tourism: International work, camp, religion etc

ECOTOURISM

Definition

- According to the International Ecotourism Society (TIES), ecotourism can be defined as “responsible travel to natural areas that conserve the environment, sustains the well-being of the local people, and involves interpretation and education”.
- Ecotourism is one of the popular forms of alternative tourism.
- It is a sustainable form of tourism.
- 2002 was declared the International year for Eco-Tourism. A world summit was organized in Quebec in Canada in connection with the International year for Ecotourism.
- The World Wildlife Fund says “the term ecotourism refers to any travel to or through wilderness areas that has minimal impact on the natural environment and its wildlife

while providing some economic benefits to local communities and the area's indigenous stewards"

- The key elements of ecotourism include:
 - A natural environment as the prime attraction
 - An optimum number of environmental friendly visitors
 - Activities that do not have any serious impact on the ecosystem
 - Positive involvement of the local community
- Eg: Engaging in trekking, boating etc, wandering among sand dunes, visiting a natural forest, watching animals, birds and trees in a forest.
- Ecotourism resources: Biosphere resources, mangroves, coral reefs, deserts, mountains and forests, sea, lakes, beaches etc

Principles of ecotourism

- Economic benefits
- Environmental conservation
- Cultural preservation
- Community participation
- Empowerment of vulnerable group
 - It promote positive environmental experience for both visitors and host
 - Minimize physical, social, behavioural and psychological impacts
 - It concentrates on intrinsic rather than extrinsic values
 - It is bio centric rather than homocentric
 - It must benefit wildlife and environment
 - It is a first-hand experience with the natural environment
 - Provide financial benefit and empowerment for local people

GEOTOURISM

- Geotourism was introduced publicly in 2002 by the Travel Industry Association of America and National Geographic Traveller magazine.
- The National Geographic Society defines geotourism as tourism that sustains or enhances the geographical character of a place, its environment, culture, aesthetics, heritage and the well-being of its residents.
- Geotourism protects resources that often have been damaged by well-meaning visitors, through stewardship that keeps growth to sustainable levels and directs it to local attractions in addition to well-known attractions also in the area.
- Negative impacts such as overcrowding and pollution are reduced because of this commitment to distributing tourism 'beyond the guidebook.'
- It benefits locals by promoting local services and assets, while responding to visitors' needs by educating residents and showing them the true value of their own hometown.

Principles of geotourism

1. Foster integrity of place: Sustain and enhance geographical character.
2. Adhere to International codes: Follow the WTO's Global Code of Ethics for tourism
3. Market selectivity: Plan not for "tourism" but for tourists. Measure success by benefit not by headcount
4. Foster Product Diversity: Encourage a full range of cuisine, lodging and retail facilities to attract the geotourism market.
5. Ensure tourist satisfaction: Identify quality experiences that tourists want to share with others
6. Involve Community: Base tourism on community resources, encouraging social benefit, and provide honest visitor experience.
7. Determine Community Benefit: Ensure specific economic and social benefits from tourism that help local residents, businesses and resources.
8. Protect and Enhance Destination Appeal:
9. Use Land Wisely: Use techniques to prevent over development and degradation.
10. Conserve Resources: Encourage and promote environmentally friendly business practices.
11. Plan: Recognize and respect immediate economic needs without sacrificing long term geotourism potential of the destination.

12. Encourage Interactive Interpretation: Engage both visitors and hosts in the learning process.

13. Evaluate Efforts: Measure development and marketing practices

GREEN TOURISM

- If a term that can be applied to any form of tourism that relates to natural environment and cultural heritage of an area or that undertakes good environmental management (or green) practice.
- Is sustainable tourism – tourism which takes in to account the needs of the environment, local residents, and visitors now and in the future
- Green tourism is low-impact tourism with an eye toward protecting the environment and culture of an area.
- Green tourism is a term that can be applied to any form of tourism that relates to natural environment and cultural heritage of an area or that undertakes good environmental management practice.

Why green tourism?

- Development of a world-wide societal consciousness about nature protection and appreciation
- Growing interest by individuals to “re-connect” with nature
- Improved access to the countryside
- To demonstrate practices for preventing or minimizing impacts to the environment
- To support the individuals working in the field of tourism and who participate in measures to safeguard their green assets.

SUSTAINABLE TOURISM

- Sustainable tourism can be defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”
- It is committed to a low impact on the environment and local culture, helping to generate future employment for local people.
- The aim of the sustainable tourism is to increase the benefit and to reduce the negative impacts.
- It makes a positive impact on the environment, society and economy.

Concept of sustainable tourism:

- Environmental sustainability
- Economical sustainability
- Social sustainability

Principles of sustainable tourism

1. Using resources sustainably: The conservation and sustainable use of resources – natural, social and cultural
2. Reducing over consumption and waste
3. Maintaining biodiversity
4. Supporting local economies
5. Involving local communities
6. Training staff: Recruitment and improving quality of the tourism product.
7. Understanding research: benefit to destination and problem solving
8. Visitor fulfilment

RESPONSIBLE TOURISM

- Responsible Tourism was defined in Cape Town in 2002
- Responsible tourism is any form of tourism that can be consumed in a more responsible way.
- Responsible tourism is a tourism which minimize negative social, economic and environmental impacts, generate greater economic benefits for local and enhances a well-being of host community
- Responsible tourism is about “making better places for people to live in and better places for the people to visit”
- It requires operators, hoteliers, Govt, local people and tourist take responsibility

Principles of responsible tourism

1. Economic Guiding Principles

- Assess economic impacts as a pre-requisite to developing tourism
- Maximizing local economic benefits – increasing linkages and reducing leakages
- Ensure communities are involved in and benefit from tourism

➤ Marketing & Product Development

➤ Equitable Business

2. social guiding principles:

➤ Involve the local community in planning and decision-making

➤ Assess social impacts as a prerequisite to developing tourism

➤ Maintain and encourage social and cultural diversity

➤ Be sensitive to the host culture

3. environmental guiding principles:

➤ Assess environmental impacts as a prerequisite to developing tourism

➤ Use local resources sustainably, avoid waste and over-consumption

➤ Maintain and encourage natural diversity

RURAL TOURISM

➤ Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism.

➤ Rural tourism may be defined as the movement of people from their normal place of residence to rural areas for a minimum period of 24 hours and maximum of six months for the sole purpose of leisure and pleasure.

➤ Rural tourism activities include: Staying in rural village houses, Tents and Huts, Working in agricultural fields, Local cuisine, Use of eco-friendly transportation modes, Bird and animal watching, nature walk, Exhibiting local folk art, Participating in Fairs and Festivals, Celebrations, Playing Rural games

Characteristics of rural tourism

1. It is experience oriented.
2. The locations are sparsely populated.
3. It is predominantly in natural environment.
4. It meshes with seasonality and local events and is based on preservation of culture, heritage and traditions.
5. The primary attraction is rural culture.

Principles of rural tourism

1. Minimizes impact of urban development.
2. Provides positive experience for both the visitor and the host.
3. Provide direct financial benefits for conservation
4. Build environmental and cultural awareness and respect.

HEALTH TOURISM

Health - Meaning

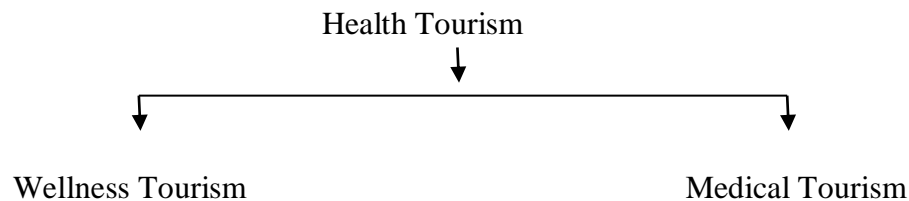
According to UNWHO Health is a state of complete physical, mental and social well-being and not the absence of disease.

Health Tourism - Meaning

- ❖ Health tourism is a wider term for travel that focuses on medical treatments and the use of health care services.
- ❖ It is the contribution to physical, mental and/or spiritual health through medical and wellness-based activities which increase the capacity of individuals to satisfy their own needs and function better as individuals in their environment and society.
- ❖ It covers a wide field of health-oriented tourism ranging from preventive and health conductive treatment to rehabilitation and curative forms of travel.
- ❖ In simple terms, it is tourism wherein people are traveling to other countries for receiving core medical care or alternative treatments like wellness/ayurvedic therapies.

Types of Health Tourism

Health Tourism is classified into two,



Wellness Tourism

- Wellness tourism is travel to maintain, manage or improve health and well-being.
- It is a type of tourism activity that aims to improve and balance all of the main domains of human life including physical, mental, emotional, occupational, intellectual and spiritual.
- The primary motivation wellness tourism is to engage in preventive, proactive, lifestyle-enhancing activities such as fitness, healthy eating, relaxation, pampering, and healing treatments.
- It is motivated by a desire for healthy living, disease prevention, stress reduction, etc...

Wellness Tourism Activities

a) Panchakarma

- ✚ The panchakarma literally means ‘five procedures’ is an ayurvedic treatment that involves elaborated methods of purification to release stress, which prepares the body tissues to accept the maximum benefits of food, nutrition and exercise.
- ✚ The panchakarma encompasses five treatments that can prevent and heal a number of physical, mental, and emotional disorders and illnesses.
- ✚ Panchakarma therapy is a five step process; vamana, virechana, basti, nasya, rakthamokshan.

i. Vamana

- Vamana is a procedure in which doshas (waste products or toxins) are eliminated through upper channels i.e mouth.
- Especially the Kapha and pitta dosha brought to the stomach from all over the body by the specific preoperative procedures and then eliminated out by inducing the emesis.

ii. Virechana

- Virechana is a controlled process that gathers toxins from many pitta locations in the body, concentrates it in the small intestine, and then discharges it.

iii. Basti

- It is advocated in the disease of Vata In Basti karma the medicated oil or herbal decoction is administrated through the anal route

iv. Nasya

- It is an ayurvedic nasal treatment that combines a head, neck and shoulder massage with organic aromatherapy products and the application of warmed herbal oil to the nasal cavity.
- Nasya also increases immune power, and prevent other diseases like hair fall, premature graying of hairs, chronic headache, eye disease, etc...

v. Rakthamoshana

- Rakthamoshana therapy is blood cleansing and purification therapy.
- The blood is expelled out from the body to reduce the number of toxic substances in blood-borne disorders.
- There are 2 types of rakthamoshana
 - ✓ Shasthra visravana
 - ✓ Anushasthra visravana

b) Oil Massage

✚ Abhyanga is a massage that's done with warm oil.

✚ The oil is applied to the entire body, from the scalp to the soles of the feet. It's the most popular massage in Ayurveda.

Benefits of applying oil to the body (*abhyāṅga*):

- Produces softness, strength and color to the body
- Decreases the effects of aging.

c) Yoga

✚ Yoga is essentially a spiritual discipline based on an extremely subtle science, which focuses on bringing harmony between mind and body.

✚ It is an art and science of healthy living.

d) Spa

✚ Spa treatments are the services that a spa provides.

✚ The most popular spa treatment is massage; other important spa treatments include facials and body treatments etc.

Medical Tourism

- Medical tourism is where people who live in one country travel to another country to receive medical treatment for a diagnosed disease, ailment, or condition or seek enhancement.
- It is motivated by a desire for lower cost of care, higher quality care, and better access to care, and/or care not available at home.
- This includes Medical therapies, organ transplantation, keyhole surgery, surgeries, , cosmetic surgeries etc...

Medical tourism activities

a) Organ transplantation

- ✚ Organ transplantation is a medical procedure in which an organ is removed from one body and placed in the body of a recipient, to replace a damaged or missing organ.

b) Cosmetic surgery

- ✚ The goal of cosmetic surgery is to aesthetically enhance a patient's appearance and hence the procedures, principles and techniques used to focus entirely on this outcome.
- ✚ The goal is to improve the proportion aesthetic appeal and symmetry of the body part on which a procedure is being performed.

c) Keyhole Surgery

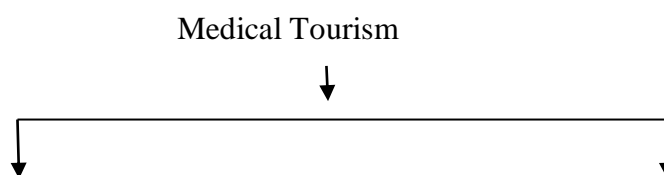
- ✚ Keyhole surgery or minimally invasive surgery is a surgical method used to access the interior of the body through a small incision removing the need for open surgery.

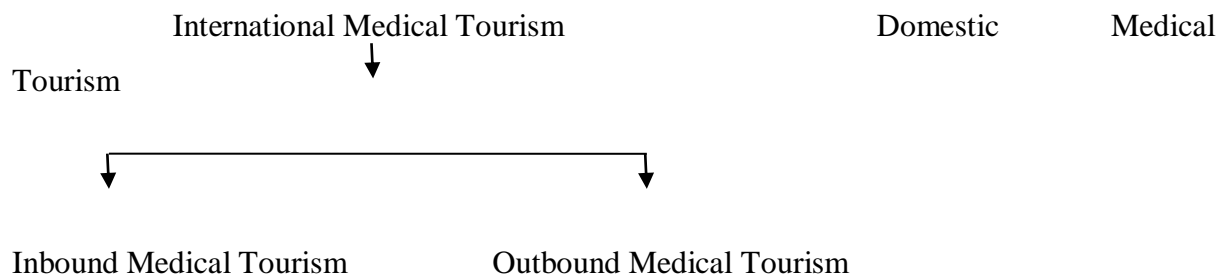
d) Cardiac surgery

- ✚ Cardiac surgery or cardiovascular is a surgery on the heart or treat or great vessels performed by cardiac surgeons.

Types of Medical Tourism

There are mainly two categories of medical tourism. These are following as:





a) International Medical Tourism

- When people who live in one country travel to another country to receive medical, dental and surgical care while at the same time receiving equal to or greater care than they would have in their own country, and are traveling for medical care because of affordability, better access to care or a higher level of quality of care is called International Medical Tourism.
- International Medical Tourism can be further divided into two types:
 - i. Inbound Medical Tourism
 - ii. Outbound Medical Tourism

i. Inbound Medical Tourism

- It refers to tourists of outside origin entering a particular country.
- When people travel outside their host/native country to another country for medical purposes, then it is called inbound medical tourism for that country.

ii. Outbound Medical Tourism

- It refers to tourists traveling from the country of their origin to another country.
- When medical tourists travel a foreign region then it is outbound tourism for their own country.

b) Domestic Medical Tourism

- Domestic Medical Tourism is where people who live in one country travel to another city, region or state to receive medical, dental and surgical care while at the same time receiving equal to or greater care than they would have in their own home city, and are traveling for medical care because of affordability, better access to care or a higher level of quality of care.

Spa Tourism

- The term 'Spa' is derived from the Latin phrase, Salus per Aquam which means health by water, in ancient time people used to travel to hot or cold springs in hope of effecting cure for some illness.
- Even in modern times the therapeutic property of water is being used to treat various health disorders.
- The international Spa Association has defined Spa as" places devoted to overall well-being through a variety of professional services that rejuvenates mind, body and spirit"
- It is part of the wellness tourism in which the experience is associated with activities that involve health improvement through hydrotherapy or balneotherapy.
- There are different types of Spa's,
 - a. **Destination Spa**
 - A destination spa is a facility with the primary purpose of guiding individual spa-goers to develop healthy habits.
 - Historically a seven-day stay, this lifestyle transformation can be accomplished by providing a comprehensive program that includes spa services, physical fitness activities, wellness education, healthful cuisine and special interest programming.
 - b. **Medical Spa**
 - A facility that operates under the full-time, on-site supervision of a licensed health care professional whose primary purpose is to provide comprehensive medical and wellness care in an environment that integrates spa services, as well as traditional, complementary and/or alternative therapies and treatments.
 - The facility operates within the scope of practice of its staff, which can include both aesthetic/cosmetic and prevention/wellness procedures and services.
 - c. **Resort/Hotel Spa**
 - A spa owned by and located within a resort or hotel providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices.

- In addition to the leisure guest, this is a great place for business travelers who wish to take advantage of the spa experience while away from home.
- In many cases resort/hotel spas also act as day spas for local clientele and may offer special rates for people that live in the community.
- If you have a resort/hotel spa in your area be sure to ask if they accept local clientele.

d. **Airport Spa**

- It is located in an airport and specializes in short treatments aimed at the traveler, like 15-minute chair massage and oxygen therapy.
- Some also offer longer treatment

e. **Ayurvedic Spa**

- A Spa in which all treatments and products are natural and it's often used as alternative medicine.

f. **Mobile Spa**

- A Spa that provides services at home, hotels, or wherever you are.

g. **Club Spa**

- A facility whose primary purpose is fitness and which offers a variety of professionally administered spa services on a day-use basis.

h. **Cruise Ship Spa**

- A spa aboard a cruise ship providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices.

i. **Day Spa**

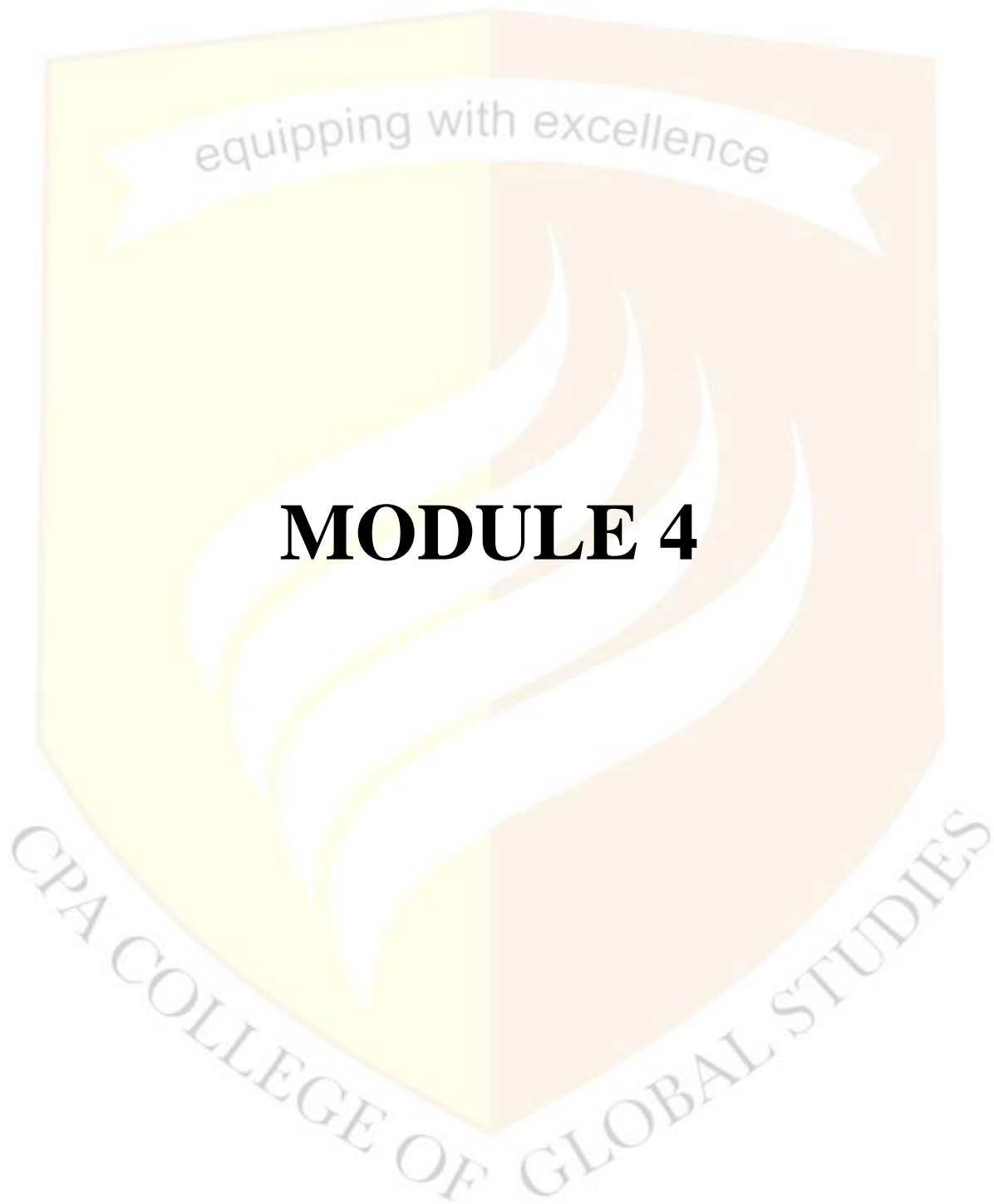
- A spa offering a variety of professionally administered spa services to clients on a day-use basis.
- Day spas offer many of the same services and procedures as cosmetic spas.

Ayurveda Tourism

Concept:-

- ❖ The word Ayurveda is composed of two Sanskrit terms Ayu meaning “life” and Veda meaning “knowledge”.
- ❖ Therefore ayurveda means the knowledge of life.

- ❖ It is defined as the science, through which one can obtain knowledge about the useful and harmful ways of life, happy and miserable types of life conditions that lead to the above types of life, as well as, the very nature of life.
- ❖ Ayurveda is an ancient form of treatment procedure which is rooted to India and makes use of natural herbs, exercise and meditation to treat the root cause of the condition.
- ❖ It is different from the conventional form of medication and believes in the treatment of a condition by balancing the energies (Vatta , Pitta and Kapha) of human body.
- ❖ Ayurveda is a more holistic approach of treatment, where it does not aim on subduing the problem , but treats the cause in a natural way so that the chances of re occurrences are greatly reduced.
- ❖ Ayurvedic treatment is a science which studies the energy imbalances in a human body and works toward balancing them properly which leads to good health.
- ❖ Ayurveda has proved to be useful in treating serious health conditions.



MODULE 4

CRUISE TOURISM

Concept of Cruise tourism

- ❖ Cruise tourism refers to holidays which are entirely or partly based on a cruise ship.
- ❖ It enables tourists to experience a multi-centre holiday, whereby they spend time at various destinations throughout their trip.
- ❖ Cruise ships vary from small yachts to mega ships and can take place on the ocean or river.
- ❖ Cruise tourism is popular in the Caribbean, Mediterranean and Arctic amongst other destinations.
- ❖ Cruise tourism provides and offers food, beverage, accommodation, recreational, casino, shopping, and other services to the tourist.
- ❖ It is like an informal industry which makes an arrangement of various services i.e., cruise packages and combines these with air travel to attract the potential customer.
- ❖ The cruise package includes a plenty of facilities designed to meet the specific requirement of passengers – such as accommodation, food, beverage, deck games, swimming pool, yoga classes, quiet lounges, sheltered dock, library, casino, disco films.
- ❖ Many cruises include special interest themes – like astronomy, yoga, meditation, sequence dancing, classical music and many more.
- ❖ Cruise tourism has always been a popular ‘leisure choice’ worldwide.
- ❖ However, as the cruise tourism industry grows, the destinations in which are visited by cruise ships expands.
- ❖ Cruise tourism was originally predominantly located within warmer climates, i.e. the Mediterranean and the Caribbean.
- ❖ However, we are now witnessing growing trends in colder climates. i.e. Norway, and the Arctic.

Meaning and Definition

Meaning of Cruise Tourism:-

Cruise tourism is a form of travelling for leisure or sport purposes that involves an all-inclusive holiday on a cruise ship.

Definition of Cruise Tourism:-

The UNWTO defines cruise tourism as “a wide range of activities for travellers in addition to its traditional function of providing transport and accommodation.”

Trends in Cruise Tourism

- 1) New Destinations
- 2) Bucket Lists
- 3) Focus on wellness and healthy food
- 4) Impact of Generation Z
- 5) Green Cruising
- 6) Influence of Social media
- 7) Off-Season Destinations
- 8) Solo Cruising
- 9) Woman-Centered Trips
- 10) Working and Playing onboard

1) New Destinations

- One of the most amazing things about the new possibilities in cruising is that they can go just about anywhere.
- Cruises are now forging ahead to wonderful new destinations people didn't know they could go to.
- Eg:- Travel to the Galapagos Islands saw a fourteen percent increase over the previous year.
- Cruises are bringing people to destinations out of the ordinary.
- People can now travel in style and comfort to regions of the world that have rarely seen this kind of travel before.

2) Bucket Lists

- Many people have a list of places they have always wanted to see.
- Now is the time when many people are using a cruise to help that bucket list come true.
- Places like Antarctica have seen a vast increase in the number of people visiting.
- These numbers are only expected to continue to increase.
- Cruises are showing travelers that it is possible to go anywhere and do anything they want.
- Having luxurious accommodations waiting for them onshore is an ideal and totally modern way to travel.

3) Focus on wellness and healthy food

- As people travel, they want to bring their healthy eating and fitness habits with them.
- Cruises are rising to the challenge with menus that bring in something for everyone to enjoy while at the same time not bringing on the unwanted calories and fat.
- With more than three-fourths of the American public not eating enough of certain foods like vegetables, the need to encourage healthy eating remains more important than ever.
- Cruise staffers know how to help people enjoy their time at sea and have incredible options for every single meal.
- People who have dietary restrictions will find it easier than ever to eat right when on board

4) Impact of Generation Z

- The new generation is growing up and heading out to see the world.
- Cruise companies are responding to them where they are right now.
- Generation Z is poised to be over a third of the world's population.
- They are transforming every single thing they touch.
- Cruise directors are more aware than ever that this generation can make an impact on the travel habits of the entire world.
- The new cruisers are looking for certain things when they take a cruise.
- They want something out of the ordinary they can't find anywhere else.
- They also want an experience they can savor and share with others.

5) Green Cruising

- As cruise designers and ship owners look to the future, they realize it is a green one.
- They are looking for ways to reduce the impact that ships have on the environment as people travel the seas.
- This mission is one they embrace with great happiness.
- Many are aware that even small changes can make a big difference.
- For example, a new cruise is not being run on batteries. This innovative thinking is the kind of thinking that helps make the cruise industry a new.
- The use of new kinds of power can help make every travel relax knowing they are traveling in an environmentally sound way.
- Industry insiders expect this process to continue going forward.

- Shipbuilders are looking at ways of transforming ships in the process.
- They're also looking at ways to revamp their existing lines and make them safer and more friendly to travelers and the entire planet at the same time.

6) Influence of Social media

- Social media is more influential than ever before when it comes to traveling.
- This trend applies even more than ever to cruisers in the new year.
- There are three hundred and fifty million posts with a hashtag related to travel in some way.
- People are using social media to help them get access to firsthand accounts of new places that might be on their agenda as they decide where to travel.
- They are looking for insider information that allows them to choose where they want to head on vacation.
- People want to document where they've been and where they are going.
- They also want to show people what they're seeing along the way to people who care about them.
- Travelers are looking for experts and influencers on board who can help them work with social media to create charming posts.

7) Off-Season Destinations

- Places that are increasingly seeing new travel are places like Alaska, where the number of people choosing to cruise is up by seven percent and expected to continue to climb in the new year.
- One area that should see even more growth in the new year is places that may not see a lot of travel during certain times of the year.
- Off-season cruising is one way to save a bit of money and have a chance to see a new destination in the process.
- Cruise directors are offer destinations that people can enjoy all year long.
- People who want to head off to places like the Caribbean islands any time of the year.
- Travelers know they can head off anywhere they want without the need to worry about catching a ferry from one place to the next.

- They also know that taking a cruise means having a place to stay as they go, even when there aren't many people at any given destination.
- This kind of travel is only going to grow as the world of cruising expands into areas all over the globe.

8) Solo Cruising

- Travelers today are not afraid to venture out by themselves.
- They want the freedom to travel alone without the need to consult with others.
- They love having the opportunity to investigate whatever pleases them as they make their way through new places.
- This trend is only expected to apply to cruises as well as other forms of travel this year.
- Repeat solo travel is something that over a third of all travelers are willing to do again and again.
- Cruise ship directors are looking for ways to entice solo travelers and keep them happy on board.
- Travelers today can expect to see a world of options when it comes to traveling via a cruise today.
- People can find large tables where they can meet others as they enjoy meals and make lots of new friends.
- They can also expect offshore excursions that take into account their specific plans with lots of different possibilities at each and every port.

9) Woman-Centered Trips

- Women are making more money than ever before and enjoying it. They're using their funds to do all sorts of unexpected things.
- Almost three-quarters of women want to travel along.
- They are happy to head off to incredible new destinations.
- Cruises are a huge part of this travel plan for many women.
- Busy women find that taking a cruise allows them to use their time effectively.
- They don't have to spend a lot of time making sure they have transportation between destinations.
- Women like the idea of having a safe space where they don't have to feel uncomfortable.

- A safe and protected space where women can relax as they travel will continue to appeal to women all over the globe as they make their personalized travel plans each year.

10) Working and Playing onboard

- Work is a big part of life for many people. People want to be able to work no matter where they are and what they're doing.
- Companies are hiring thousands of workers in the new year.
- The same is true of workers who are looking for a place to work and a bit of fun with them as they see new places.
- Travelers find that combining work and cruising can be incredibly useful. Many cruise lines offer trips that allow people to do both.
- A working vacation onboard is a wonderful way to combine the chance to network with others while also expanding one's understanding of the world.
- Expect to see places like conference rooms at sea onboard even more often.
- Work and play are a fact of life for many cruise lines today.

On board Facilities and Services

Cruise ships typically have aboard some or all of the following facilities:

Facilities

- | | |
|-----------------|------------------|
| • Shops | • Cinema |
| • Casino | • Fitness centre |
| • Spa | • Restaurants |
| • Swimming Pool | • Bars |
| • Theatre | |

On board Services

- | | |
|-------------------------------|------------------------|
| • Reception Desk | • Fitness Center |
| • Shore Excursion Desk | • Sports Activities |
| • Onboard Entertainment | • Casinos and Gambling |
| • Onboard Enrichment Programs | • Onboard shopping |
| • Pools and Sundecks | • Library |
| • Spa and Saloon | • Internet Cafe |

- Restaurants
- Medical center
- Room service

Types of Cruise

Since the introduction of the first cruise in 1821, numbers of cruises came in the cruise industry. Some of them are still operating in the industry while others which were not attracting clients discarded from the industry.

Thus, the following typology is based on sales, marketing and working conditions of the cruises:

- 1) Volume Cruise
- 2) Premium Cruise
- 3) Luxury Cruise
- 4) Speciality Cruise

- 1) Volume Cruise

- As the name indicates, volume cruises concentrate on volume turnover.
- That is why these are called mass market cruises.
- 65 percent of all cruises are volume/mass market cruises.
- These cruises are very popular in the Caribbean sea, Asia Pacific and South East Asia.
- In such cruises, accommodation and other services are comparable to the star hotel.
- Generally, these cruises emphasized two things i.e. Turnover and short-term passenger itinerary.
- These are further divided into three sub-categorized:
 - a. Short term cruises – Normally two to five days.
 - b. Standard cruises – For one-week duration.
 - c. Large cruises – Duration is from the week to two weeks.

- 2) Premium Cruises

- Premium cruises are the second largest segment of cruise industry accounting for mere than 40 percent of all cruise revenues.
- The duration of this cruise varies from one week to three months.
- Due to this, these are known as upscale cruises.
- Their product and services are equivalent to its class resort, and hotel.

- Royal cruise, Star Cruises, Princess Cruises, Panama Canal Cruises are offering premium cruise service.

3) Luxury Cruises

- Luxury cruises occupied a meager percentage of the cruise market.
- It may be due to its high-quality product and services and it focuses on long-haul itineraries for exotic destinations.
- These cruises are meant for elite people. The duration of itinerary may range from 6 months to 12 months.
- In spite of high prices, these cruises are more popular among the tourists and honeymooners.
- Luxury cruises are operated by the Royal Caribbean cruises, Crystal Cruises, and Star cruises etc.

4) Specialty Cruises

- These cruises are launched to cater the demands of specific interest passengers, such as newly married couple, whale watching, oceanography, scuba diving.
- The quality of products and services is comparatively low as other cruises.
- The duration of these cruises is very less but depending on the package.

Cruise Destinations in India

1. The Golden Triangle cruise
2. Kochi Cruise
3. Goa Cruise
4. Brahmaputra river cruise
5. The Sundarbans cruise

1. The Golden Triangle cruise

- ❖ This is one of the most historically acclaimed cruises across the heartland of India.
- ❖ This 12-night long cruise will take through the plains of eastern India all the way up to the capital city of Delhi to Kolkata across the mighty River Ganges.

- ❖ Bask in the glory of bygone times and enjoy the enthralling river cruise as you pass major cities by the banks of the river.
- ❖ A land-water tour with 7 nights onboard & 6 nights on land accommodation provided by Oberoi Hotels at New Delhi, Agra & Jaipur.
- ❖ Enjoy the sumptuous food, both on and off board and take in the sites that are a treat for sore eyes.

Location: New Delhi – Agra – Jaipur – Kolkata

Duration: 6 nights on land and 7 nights onboard

Specialty: Tour of majestic monuments, Islamic influence, and amazing artisan work

Price: INR 2000 onwards

2. Kochi Cruise

- ❖ Located along the southern coast of India, Kochi offers one of the most scenic backdrops to take a cruise in India.
- ❖ With the blue seas meeting the endless sky at the horizon, the Kochi Cruise across the lush blue waters of the ocean can be an enthralling experience for anyone who is a marine travel enthusiast.
- ❖ Enjoy the stunning landscapes along with the exceptional food as you sail through the sea.
- ❖ Also take in the joys that the Kochi Beach has to offer, being one of the most popular beach destinations across India.

Location: Kochi

Duration: 2 hours

Specialty: breathe through the charismatic beauty of Kerala & experience the best sunsets

Price: INR 1,000 onwards

3. Goa Cruise

- ❖ Take in the relaxing beach atmosphere and hop on to one out of the many luxury cruise trips which Goa provides.
- ❖ Embark on a journey across the scenic Arabian Sea under the bright blue skies.
- ❖ The cruise starts from the Mandovi River before taking you into the Zuari bay and into the sea.
- ❖ Explore the nearby islands, take part in fun and exciting activities and indulge yourself with delicious food on board to make your trip to Goa more exciting.

Location: Goa

Duration: Varies from cruise to cruise

Specialty: have a tour of the Goa's villages, with mangroves on both the sides

Price: INR 6,500 onwards

4. Brahmaputra river cruise

- ❖ The Brahmaputra is one of the largest rivers of Eastern India and traverses a large distance before entering Bangladesh and meeting the Ganga there.
- ❖ The trip across the vast expanses of the Brahmaputra is a truly memorable one as you enjoy the charming little villages and landmarks spread across the banks of the great river.
- ❖ Yet another attraction of the river cruise is the chance to see the Gangetic dolphins which inhabit the river.
- ❖ It's always a pleasant sight to come across them, flipping out majestically over the surface of the river and racing by your boat for minutes on end.

Location: Guwahati

Duration: 2-3 hours (Dinner Cruise)

Specialty: Head to the most unique wildlife destinations and meet the one-horned rhinos

Price: INR 500 onwards

5. The Sundarbans cruise

- ❖ The Sundarbans is the world's largest collection of mangrove forests and is located in the delta formed by the Brahmaputra and Ganga Rivers.

- ❖ If you're a wildlife enthusiast, the Sundarbans boat cruise is sure to meet all your expectations and more.
- ❖ The trip takes you along the coastal mangroves, giving you the opportunity to feast your eyes on the stunning backdrop of forests coupled with the crocodiles, deer and the occasional Royal Bengal Tiger which inhabits these parts.

Location: Kolkata

Duration: 4 Days/3 Nights

Specialty: Experience the most amazing views and relish luxurious amenities

Price: INR 2,800 onwards

Types of Cruise Markets

- 1) Mass market: Consists of people with incomes in the \$30,000 to \$60,000 range. Average cost per person is \$100 to \$300 per day.
- 2) Middle market: Consists of people with incomes in the \$60,000 to \$80,000 range. Average cost per person is \$250 to \$500 per day.
- 3) Luxury market: Consists of people with incomes higher than \$80,000. Average cost per person of more than \$500 per day.

Types of cruise guests:

- a) Active. With the variety of activities on a ship.
- b) Families. Special activities are designed for children so parents can relax and enjoy themselves.
- c) Gamblers. Casinos offer entertainment for passengers interested in playing.
- d) Those celebrating an event. Special occasions are often celebrated on cruise ships.
- e) International travelers. Cruise itineraries satisfy travelers who want to experience the appeal of other countries. Those who wish to relax. Passengers decide whether or not to participate in activities. Pools are available for lounging and sunning, and spas are available at an extra expense.
- f) Singles. Ships provide the opportunity to meet others.

- g) Those with special interests. Cruise lines have developed “theme cruises” to appeal to many special interest groups, i.e., whale watching, wine tasting, etc.

Marketing strategies and distribution used by cruise industry.

- 1) Many cruises are promoted through agencies. Cruise lines have sales teams who go to individual agencies to assist with advertising and sales promotion of their cruise line.
- 2) Sales incentives are offered to agents to influence them to promote one cruise line over another. Brochures are the main promotional tool. Websites provide an opportunity for a timely response.
- 3) Cruise lines utilize television advertising to reach mass markets and magazines to cater to particular market segments.
- 4) Direct mailings are frequently used to follow up with cruise customers, and email is used to deliver newsletters and alert cruisers of upcoming specials.

Cruise tourism environmental Concerns

- Cruisers tend to concentrate their activities in interesting and specific coastal regions and ports.
- Hence their impact on these sensitive areas may be significantly higher than their proportion in terms of global shipping numbers.
- While cruising currently represents only 2% of the total tourism industry, it is growing rapidly and appears to be more flexible to economic and social changes due to its mobility.
- These features make the industry very attractive to developing economies, but extremely difficult to monitor and control with regards to pollution.
- Cruise liners now are increasing in size and perform most of the functions of a small-scale tourist resort: accommodation, catering, transport and tourist activities, and recreation, thereby making spending in destinations less likely.
- The majority of coastal regions visited by cruise ships now provide the function to ‘touch down’ for a brief or single-day or half-day visit.
- Consequently over a short time span a large number of tourists can create concentrated negative impacts on local economies and societies breaching the carrying capacity of the host environment and thus threatening natural and cultural heritage.

The major problems are;

- 1) Waste
- 2) Grey water pollution

- 3) Air emission
- 4) Ballast Water Pollution
- 5) Noise Pollution
- 6) Black Water/ Sewage Pollution
- 7) Chemical Pollution
- 8) Solid Waste Pollution
- 9) Oil Pollution/ Bilge Oil Pollution

1) Waste

- The United Nations Environment Programme (UNEP) has identified tourist ships as one of the principal pollution sources of marine ecosystems.
- Estimations of waste from cruise ships vary from 2.6 to 3.5 kg/person/day.
- Various types of waste are dumped at sea creating problems such as eutrophication, hypoxia and bio-accumulation of toxins.

2) Greywater Pollution

- Regular activities like cleaning utensils and doing the laundry cause cruise ship pollution.
- The grey water accumulation contains not just harmful chemicals but sometimes even metals and minerals too.
- Grey water concentration in the ocean waters harms the marine environment.
- According to statistics, the average greywater churned out of a cruise ship is around 3,30,000 to 9,60,000 million liters a day.

3) Air emissions

- The engine of the cruise ships also emit unwanted air.
- The cruise ships emissions the gases on the sea, leading to shipping pollution of immense proportions in the oceanic area.
- Air pollution from cruise ships is generated by diesel engines that burn high- sulphur dioxide, nitrogen oxide and particulate, in addition to carbon monoxide, carbon dioxide, and hydrocarbons.

4) Ballast Water Pollution

- The International Maritime Organization (IMO) suggests that the consequence of ballast water is one of the most significant global ecological and economic risks.
- Ballast water is used in large vessels for stabilization during transportation.
- As with other large vessels, ballast water in cruise ships has been pointed out to be a problem due to the transmission of invasive species.

5) Noise Pollution

- Cruise Ships are known for their entertainment value.
- But even as the entertainment goes on in the cruise ships, noise pollutions from the ships machinery and other activities affects the marine animals and mammals whose sensitive hearing gets harmed and debilitated, often leading to their unwanted death and an overall loss to the eco-system.

6) Black Water/ Sewage Pollution

- The next huge cruise pollution is from sewage.
- Classified as black water, around 30,000 gallons of sewage is deposited into the ocean by cruise ships.
- Sewage includes waste from the toilets and the health facilities provided in the cruise ships.
- Such sewage is rich in bacteria and algae adversely affecting the oceanic life- forms and the entire marine eco-system.

7) Chemical Pollution

- Materials like batteries, chemicals past their expiry, and the processing of pictures in a cruise ship also lead to marine pollution.
- The materials are hazardous and poses a huge threat to the lives of the marine creatures and life forms.
- These materials enter into the oceanic waters through either the grey water or the black water channels.

8) Solid Waste Pollution

- Materials like paper, cardboard and, aluminum can also turn out to be a cause of cruise ship pollution in marine areas.
- They are categorized as solid waste and they end up forming unwanted debris on the oceanic surface leading to large-scale threats for the oceanic plants and creatures.

9) Oil Pollution/ Bilge Oil Pollution

- Oil Pollution is the main reason for the increased level of Marine Pollution.
- Oil leaks through faulty engine system and improper repair work and mixes with the oceanic water.
- Collisions and accidents are also a reason for oil pollution.
- Oil is heavier than water. It does not degrade quickly leading to problems to marine creatures and plants

Other water transport services in Tourism

- 1) Ocean Liners - Ship designed to transport people from one seaport to another along regular long-distance maritime routes according to a schedule. May also carry cargo, mail, and may sometimes be used for other purposes e.g., for pleasure cruises or as troopships.
- 2) Car-Passenger Ferries - A form of transport, usually a boat or ship, used to carry (or ferry) passengers and their vehicles across a body of water. Also used to transport freight.
- 3) Hovercrafts - A hovercraft, or air-cushion vehicle (ACV), is an amphibian craft, designed to travel over any smooth surface supported by a cushion of slow moving, high-pressure air, ejected downwards against the surface below, and contained within a "skirt."
- 4) Hydrofoils-
 - ✚ A boat with wing-like foils mounted on struts below the hull.
 - ✚ As the craft increases its speed the hydrofoils develop enough lift for the boat to become foil-borne - i.e. to raise the hull up and out of the water.
 - ✚ This results in a great reduction in drag and a corresponding increase in speed.
- 5) Jetfoils - A Jetfoil is a passenger-carrying water jet-propelled hydrofoil design by Boeing.
- 6) River Crafts –
 - ✚ Boats / Ships designed for inland navigation.
 - ✚ Usually less sturdy than ships built for the open seas.
 - ✚ Limited in size by width and depth of the river as well as the height of bridges spanning the river.

7) Passenger-cum-Cargo Ships-

- ✚ Ships designed to carry large quantities of cargo, with some limited capacity for carrying passengers.

8) River Cruises Example – Oberoi Zahra Luxury Nile Cruise

9) Harbour Cruises Example – Sydney Harbour Cruises

10) Lake Cruises Example – Lake Geneva Cruises

11) Canal Cruises Example – Amsterdam Canal Cruises

12) Island Cruises Found at most island / seaside destinations. Offer variety of short cruises using different types of boats.

Houseboats and ferries

Houseboats

- A houseboat (different from boathouse, which is a shed for storing boats) is a boat that has been designed or modified to be used primarily as a home.
- Some houseboats are not motorized, because they are usually moored, and in some regions it is used for tourism purposes.

Ferries

- A boat or ship for conveying passengers and goods, especially over a relatively short distance and as a regular service.

Overview of houseboat tourism in Kerala

- ❖ The Kettuvallom of **Kerala** is giant country crafts measuring up to 80 – 91 feet in length.

- ❖ Traditionally, the **houseboat** was called Kettuvallam, which means a boat made by tying together pieces of wood. The entire boat was held together by knots in which not a single nail is used in the making of a Kettuvallam.
- ❖ Kettuvallam is a house boat widely used in the state of Kerala. These have thatched roof covers over wooden hulls.
- ❖ In the Malayalam language "kettu" means "to tie" and "vallam" means boat – the two together make the local name "kettuvallam".
- ❖ Each houseboat is constructed using the ancient principles and techniques of boat building by the local carpenters using 'Anjili' wood. **Coir** ropes are used for tightening the wooden planks together

Facilities in a Kerala houseboat

- The facilities in a luxury Kerala houseboat are no less than a luxury hotel.
- A houseboat is available in different shapes and sizes and has the option in the number of rooms, a fully-equipped kitchenette, a deck, an open lounge area, and attached bathrooms and so on.
- Guests are accompanied by a guide cum oarsmen and a trained cook. Some of the best houseboats in Kerala are available in Alleppey, Kumarakom, and Kollam.

Alleppey Houseboats

- ✚ Alappuzha or Alleppey is a water paradise. The interlinking canals, green endless paddy fields, and swaying coconut trees are the main attractions in Alleppey houseboat tours.
- ✚ The view of this landscape from the Alleppey houseboats during cruising through the backwaters is a divine experience.
- ✚ The migratory birds, cool breeze, and seasonal rains make the boat ride more enjoyable.
- ✚ Apart from the window views, you can enjoy luxury facilities on board.

Kumarakom Houseboats

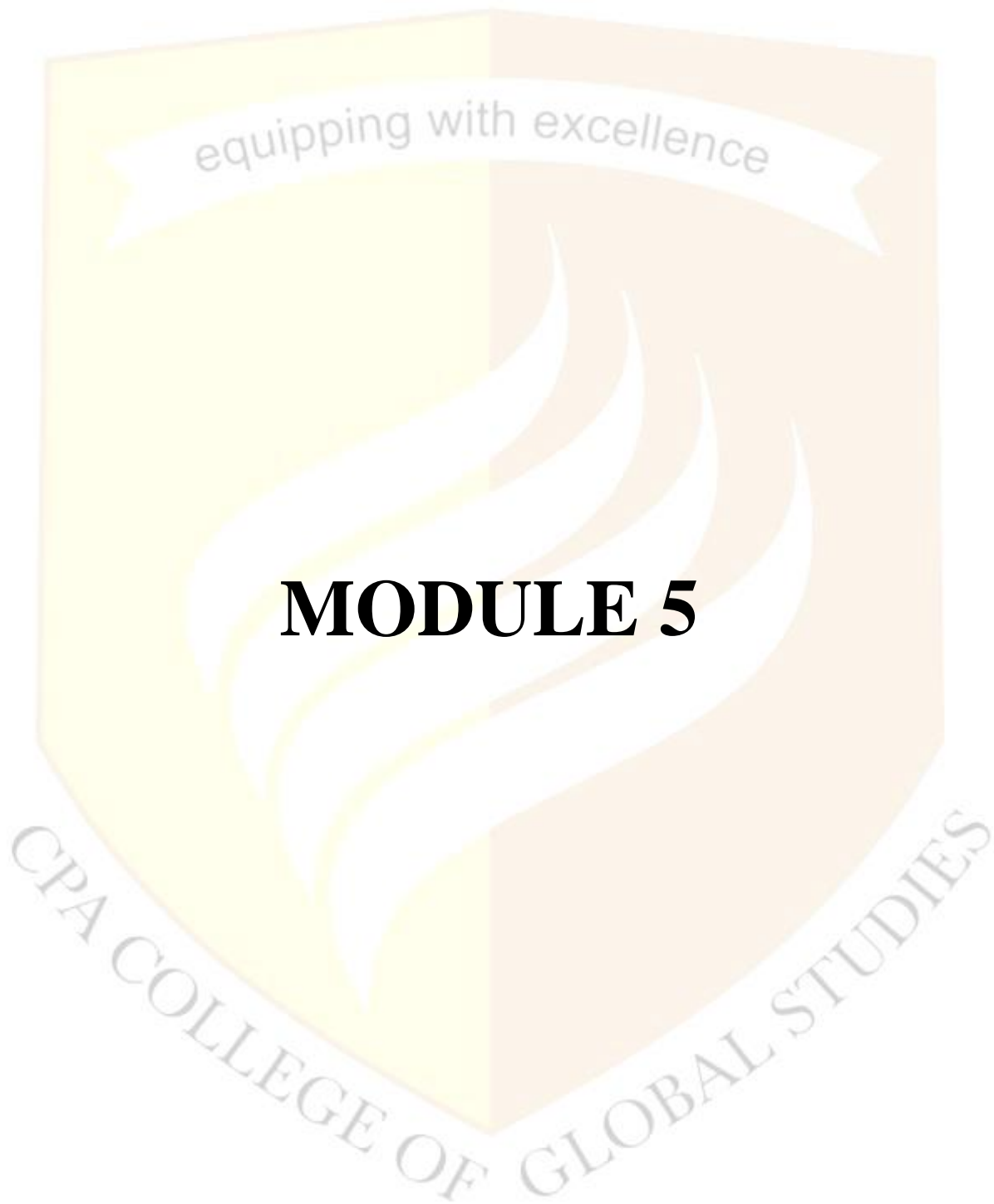
- ✚ The prime attraction in Kumarakom is obviously the backwater cruising.

- ✚ Apart from the incredible views, you can enjoy the traditional Kerala meals on board while cruising through the gorgeous backwaters of Kumarakom.
- ✚ Freshly cooked meals along with the special Karimeen fry will satisfy your gastronome.

Kollam Houseboats

- ✚ Alleppey to Kollam is the longest backwater cruising in Kerala spanning over eight hours.
- ✚ The long journey on the backwater allows stunningly beautiful views for a cherishing memory forever.
- ✚ Enjoy the sight of Chinese nets and spot water lilies blooming along your way.





ROAD AND RAIL TOURISM

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.
- ▶ The best of these roads are the modern roads, which link major towns.
- ▶ 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 in to main stream 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 place a vital role in the opening up of interior and remote areas and is relatively cheaper and less capital incentive.
- ▶ This mode of transportation provides access to millions of people by using national highways, district roads, village road or even unclassified village road.

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

3) District Roads:

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

4) Classified Village Roads:

- It connect 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.
- As per IATO manual “most of the roads are quite good however link roads leading to national parks and wildlife sanctuaries may not always be good.

Motor Coach Tourism

Motor Coach

- ▶ A coach bus is used for longer-distance service, in contrast to transit buses that are typically used within a single metropolitan region.
- ▶ A Motor coach (bus) is a type of vehicle used for Travelling passengers on Journey and on longer-distance intercity bus service between cities or even between countries. Not like transit buses designed for shorter journeys, coaches have a luggage hold that is separate from the passenger cabin and are normally equipped with facilities required for longer trips, including comfortable seats, Air Condition, sometimes bathrooms and etc.

Features

- Coaches, as they hold passengers for significant periods of time on long journeys, are designed for comfort.
- They vary considerably in quality from country to country and within countries.
- Higher specification vehicles include luxury seats and air conditioning.
- Coaches typically have only a single, narrow door, but sometimes they have two doors, as an increased loading time is acceptable due to infrequent stops.
- Some characteristics include:
 - Comfortable seats that may include a folding table, armrests, and recliner. Comfort is considered to be an important feature in coaches.
 - Luggage racks above the seats where passengers can access their carry-on baggage during the journey
 - Baggage holds,

- On-board rest rooms fitted with chemical toilets, hand basins and hand sanitizer.
- On some coaches, on-board entertainment including movies may be shown to passengers
- On-board refreshment service or vending machines
- Wheelchair accommodation, possibly including a wheelchair lift for access
- Curtains, useful on overnight services
- Onboard Wi-Fi access

Eg:-

- + Ashok lyland
- + Corona bus manufactures
- + TATA marcopolo motor limited
- + Scania
- + Double ducker

Automobile & Tourism

- Road tourism-travel of people to countries or areas other than their permanent place of residence, in which the main means of transportation is a private or rented car.

Car Rentals

- A car rental, hire car, or car hire agency is a company that rents automobiles for short periods of time, generally ranging from a few hours to a few weeks.
- It is often organized with numerous local branches (which allow a user to return a vehicle to a different location), and primarily located near airports or busy city areas and often complemented by a website allowing online reservations.
- Car rental agencies primarily serve people who require a temporary vehicle, for example, those who do not own their own car, travelers who are out of town, or owners of damaged or destroyed vehicles who are awaiting repair or insurance compensation.
- Car rental agencies may also serve the self-moving industry needs, by renting vans or trucks, and in certain markets, other types of vehicles such as motorcycles or scooters may also be offered.

- Alongside the basic rental of a vehicle, car rental agencies typically also offer extra products such as insurance, global positioning system (GPS) navigation systems, entertainment systems, mobile phones, portable WiFi and child safety seats.

Five things you should know before renting a car

- 1) Where are you going and for how long? The answers to these questions will inform your vehicle rent process and price.
- 2) Are you visiting a place with a comprehensive public transit system? If so, you may not need to rent a car.
- 3) What kind of car do you need? If you're traveling alone and not covering long distances, an economy car should be sufficient to rent. Evaluate based on your travel plans.
- 4) Do you need any extra accommodations in addition to renting a car, such as a car seat or an extra driver on the plan? Do you want insurance when making a car rental booking? What kind of insurance do you need when renting a vehicle?
- 5) Check out a variety of websites, including each company's website, to find the cheapest car rental rates for the vehicle you're thinking about renting.

Major car rental firms

NAME OF THE COMPANY	YEAR OF ESTABLISHED	CEO /FOUNDER	HEADQUARTER
Enterprise	1957	Jack Taylor	St Louis, Missouri, United States
National	1947		Clayton, Missouri, U.S.
Alamo	1974	it has branches across North America, South America, Africa, Europe, Asia,	Clayton, Missouri, U.S.

		and Oceania.	
The Hertz Corporation	1918	Walter L. Jacobs	Estero, Florida, USA
Avis	1946	Warren Avis	Parsippany, NJ, U.S.
Budget Rent a Car	1958	Jules Lederer, Morris Mirkin	Parsippany, New Jersey, U.S.
Dollar Rent A Car	1965	Henry Caruso	Estero, Florida, U.S
Thrifty Car Rental	1958		Estero, Florida, U.S

Rail Tourism

- ❖ A rail tour is a special train which is run in order to allow people to experience rail travel which is not available using timetabled passenger services.
- ❖ A **tourist train** is a rail operation intended not as practical transportation (a way to "get in" or "get around") but as a museum-style attraction to see, a tour as an activity to do, or a means to employ historic dining or sleeper train cars as somewhere to eat or sleep for novelty, nostalgia or entertainment purposes.

Types of Rail Tours

I. Destination tours

- A 'destination' rail tour is often associated with a special event of railway significance.
- Open days or special events at heritage railway locations such as Barrow Hill Engine Shed and the West Somerset Railway have been destinations for railtours originating from large cities.
- Similarly, organizations such as the Crusader Union may hire a train to take a large number of people to a specific event

II. Locomotive tours

- A 'locomotive' railtour focusses on the type of locomotive hauling the train.
- This may be a preserved locomotive, a type not usually used for passenger trains, or a type of locomotive which normally works some distance from the chosen route. Railtours in the 1980s saw a Class 52 running to York and a Class 55 to Exeter.

III. Nostalgic tours

- One type of railtour which is currently popular is the nostalgic excursion using a preserved train, or sometimes a train hired from a railway operator.
- Preserved steam locomotives are popular performers on UK railtours, sometimes covering 400 miles in one day at speeds of over 75 miles per hour.
- Train, branding and route are often chosen as to reflect a common theme, sometimes tracing an aspect of railway history.
- Rail tours are organised both on a commercial basis and as a fund-raising method for railway preservation societies.

IV. Track or route tours

- A track or route rail tour is focused on travelling over sections of railway track that are not used by scheduled passenger trains.
- Locations – such as Carne Point at Fowey, Cornwall – which have not seen passenger trains for several decades, or locations that have never had a public passenger service – such as the MOD depot at Long Marston – can be traversed by such trains.

High Speed trains

1. Shanghai Maglev, 267.8 mph, China
2. Harmony CRH 380A, 236.12 mph, China
3. AGV Italo, 223.6 mph, Italy
4. Siemens Velaro E/AVS 103, 217.4 mph, Spain
5. Talgo 350, 217.4 mph, Spain
6. E5 Series Shinkansen Hayabusa, 198.8 mph, Japan
7. Alstom Euroduplex, 198.8 mph, France

8. SNCF TGV Duplex, 198.8 mph, France

1. Shanghai Maglev, 267.8 mph, China

- Shanghai Maglev is the **fastest train in the world** with a maximum **operating speed of 267.8 mph**.
- It operates between Long Yang Road and Pudong international airport. The Shanghai maglev only takes 7 minutes and 20 seconds to complete the whole journey.
- The total passenger capacity of the Shanghai maglev train is 574. Also, the train operates in every 15 minutes. It cost US\$8 for one ticket and US\$16 for a VIP ticket to travel in Shanghai maglev.

2. Harmony CRH 380A, 236.12 mph, China

- China railways Harmony CRH 380A is the **second fastest operating train** service in the world.
- In commercial service, this electric, multiple unit trains can achieve a **maximum speed of 236.12 mph**.
- And the CRH 380A trains can carry 494 passengers at a time.

3. AGV Italo, 223.6 mph, Italy

- AVG Italo is the **fastest running train in Europe**. This high-speed train has a maximum **operational speed of 223.6 mph**.
- The AVG Italo started the service in April 2007. It operates between Rome and Naples. The passengers of AVG Italo trains can travel between these cities (distance – 140 mi) in just an hour.
- AVG Italo has great Eco-friendly structure, **98% of its parts are recyclable**. AVG Italo has 11 car sets. The seats divided into three classes – Club, Prima, and Smart. All three classes of AVG Italo offers adjustable leather seats, live television, and free Wi-Fi.

4. Siemens Velaro E/AVS 103, 217.4 mph, Spain

- Velaro E is the Spanish version of Velaro E high-speed trains developed by German engineering company Siemens. In Spain, Velaro trains named as AVS 103. The Velaro E operates between Barcelona and Madrid.
 - Velaro E runs at a **maximum speed of 217.4 mph**. Velaro E trains can take passengers from **Barcelona to Madrid in just 2 hours and 30 minutes**. And Velaro E has eight passenger cars and a seating capacity of 404.

5. Talgo 350, 217.4 mph, Spain

- This high-speed train can achieve a **maximum speed of 217.4 mph**. The Talgo 350 runs between Madrid and Barcelona.
- This train has two driving cars and 12 passenger cars. It is also known as ‘Pato’ in Spain, named after its duck beak like the nose of the front car.
- The passengers also have access to video, audio devices at each seat. There are also real-time information panels on both inside and outside of car sets.

6. E5 Series Shinkansen Hayabusa, 198.8 mph, Japan

- This train service started on 5th March 2011 and operated by the East Japan railway company.
- The e5 series train operates between Tokyo and Aomori.
- At the **top speed of 198.8 mph**, E5 series Shinkansen would reach Shin-Aomori station from Tokyo (distance – 444.28 mi) in just 2 hours and 56 minutes.
- Each E5 series Shinkansen has three main classes – standard, green and gran class. The standard class offers 658 seats, the green class offers 55 seats, and gran class offers 18 seats. The gran class is the main attraction of the Hayabusa train. This premium class offers **high-end luxury facilities** for you

7. Alstom Euroduplex, 198.8 mph, France

- Euroduplex trains are the third series of **TGV(Train à Grande Vitesse)** duplex high-speed trains. The French railway company SNCF operates the Euroduplex train service.
- This service **connects French, Swiss, German and Luxembourg rail network**. This multi-system, double deck rains can travel at a **maximum speed of 198.8 mph**.

8. SNCF TGV Duplex, 198.8 mph, France

- TGV(**Train à Grande Vitesse**) duplex is the **fastest train service in France**. This powerful train can touch a **maximum speed of 198.8 mph**.
- The SNCF railway company operates this high-speed train service. TGV duplex started the service in December 2011.
- It is a double-deck, high-speed train that connects all the main cities in France. It is one of the most comfortable European trains that has a seating capacity of 508.

Luxury Tourist Trains in the World

- Luxury trains are designed to offer a very comfortable ride and evoke an association with history and heritage.
- Operating in several countries, they are a premium travel option.
- Although some luxury trains promote tourism in destinations across a continent, others take passengers on a long, leisurely ride through a single country.

Maharajas Express, India

- The Maharajas' Express train can be chartered to corporate individuals, agencies and executives for holding marriages, conferences and other events.
- The train has won the WTA world's leading luxury train award in 2012 and 2013, twice in a row.
- In the train, the presidential suites feature a living cum dining room, two **bedrooms** with attached baths and are furnished with a double bed, LCD television, mini bar, luxurious interiors, climate control system and dial telephone.
- **Price per night:** \$3,385 USD

Operated by: IRCTC (Indian railway catering and tourism corporation)

Features: 23 coaches and accommodates up to 88 guests

Attraction: One Presidential Suite, 18 junior suites, 20 Deluxe Cabins and four suites

Golden Eagle Trans Siberian Express-Russia

- The Trans-Siberian Express travels across Russia from east to west. It is operated between Moscow and Vladivostok on 15 day/14 night voyages.
- The train has imperial suites, gold class and silver class. The features of the suites are a king size bed, dressing table, dedicated seating area and large power shower.
- All accommodation classes have air conditioning, audio and video entertainment and wardrobe.

- The company Golden Eagle Luxury Trains, founded as GW Travel Ltd in 1989 by Tim Littler, has its head offices in Altrincham, Cheshire, England.
- Price per night: \$2,140 USD
Operated by: Golden Eagle Luxury Trains
Attractions: Royalty, luxury gathering, dining, AC room, luxury bathroom, etc.

Royal Scotsman- Great Britain

- This Scottish luxury train Royal Scotsman collects an average charge of \$2,126 a night per person for its 8 days/7 nights Grand Tour of Great Britain. It carries just 36 guests.
- The luxurious train, Scotsman features are five **state-room cars**, two dining cars, one observation car, and a crew car. The sleeping cars are divided into 14 twin cabins, and four single State Cabins and two double cabins.
- All the rooms are furnished with lower beds, dressing table, full-length wardrobe, climate control, ceiling fans, opening windows as well as an attach bathroom with shower, high-quality toiletries.
- The open-deck carriage is furnished with couch or armchair seating for passengers to relax and enjoy the sceneries of countryside and coast.
- Price per night: \$2,126 USD
Operated by: Orient Express hotels
Attraction: Thai foods, modern suite, expressway, WiFi, AC, etc

Rovos Rail Pride of Africa-South Africa

- The train offers weekly voyages between Cape Town and Pretoria and can carry 72 guests.
- The luxurious train constitutes sleeper coaches, a lounge car that can accommodate 26 guests, two 42-seat dining cars, a kitchen car, smoking lounge, an observation car, a staff car, and a generator car powered by a locomotive.
- Accommodation is provided in three categories and they are Pullman suites, Royal Suites, and Deluxe Suites.
- All the suites are air-conditioned and feature twin or spacious double beds, and attach bathrooms furnished with hot shower and elegant toiletries.
- **Price per night: \$2,075 USD**

Venice Simplon Orient Express, Europe

- The Venice Simplon Orient Express (VSOE) luxurious train, operating across famous European destinations is owned by Orient-Express Hotels.

- The train fare is \$1,900 a night per person for its 6-day/5-night voyages between Paris-Istanbul and Istanbul- Venice.
 - The train has 17 excellently styled first-class carriages for catering to 188 passengers onboard. Accommodation is provided in double cabins and Cabin Suites.
 - Each Cabin Suite includes two cabins that are interconnecting which can be furnished with single lounge. The Double Cabin is modified as lounge in day time and can be converted into a bedroom at night. The train's dedicated Bar car and restaurant Cars offer drinks as well as set menus.
 - **Price per night:** \$1900
- Operated by:** Orient Express Hotels

Eastern & Oriental Express, Asia

- The luxury train operating through Singapore, Malaysia, Thailand and Laos charges \$1,583 per night for its 7-day/6-night voyages.
- It is the sister train of the Venice Simplon-Orient-Express. This train's accommodations are listed in Pullman Cabins, State Cabins and Presidential Cabins.
- The wood-paneled cabins with delicate marquetry are furnished with beds, banquette-style sofa, shower and lavatory, and huge observation windows.
- The two Restaurant Cars onboard serve lunch and dinner, while breakfast, fruits, coffee, tea and juices are supplied into cabins daily. Cocktails, liquors and aperitifs are served by the piano bar and a bar in the Observation Car. The train also features a boutique and saloon car.
- **Price per night:** \$1,583 USD

Danube Express-Europe

- It is one of the most expensive private luxury trains operating in Europe. The over-night stay in Deluxe Single En Suite of Danube Express charges of \$1,535 per person. Dubbed as "Hotel on Wheels, the luxury train offers voyages for some of the most tempting destinations in the continent.
- The Danube Express is furnished with four deluxe sleeping cars, a classic sleeping car, a restaurant car, lounge car, and staff car. **The train** carries around 50 passengers in a variety of accommodation categories.
- **Price per night:** \$1,535 USD

Royal Canadian Pacific-Canada

- The per person price for a single night of a Royal Canadian Pacific's 6 day/5 night luxury rail cruise is \$1,442 that's making it one of the world's most expensive journeys.
- The luxury train is operated by CPR (Canadian Pacific Railway). The train accommodates passengers in luxurious staterooms privately.
- The train has 3 executive business cars and 2 sleeper cars offering eighteen On-board Staterooms to accommodate almost 30 guests.
- Each stateroom is modified with three-piece private en-suite, single beds or double beds, bathrobes, in-room safe, and internal telephone.
- **Price per night:** \$1,442
Operated by: Canadian Pacific Railway

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/-789, 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: INP 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.

Rail Tourism Passes

- ❖ A Rail pass is a pass that covers the cost of train travel in a certain designated area or areas within a certain period of time.
- ❖ It is contrasted to a point-to-point ticket in that it allows the holder unlimited travel, within the pre-designated area and period, while a point-to-point ticket only permits the holder to travel from a point to another once.
- ❖ It is different from a season ticket in the sense that, while both of them grant unlimited travel to the holder, season tickets normally target commuting travelers, whereas rail passes usually target tourists.
- ❖ Based on this difference, terms of use are thus normally set differently.
- ❖ The first rail pass was issued as the Eurail pass in March 1959.
- ❖ Owing to its success, many other passes have been issued by various railway companies all around the world since then.

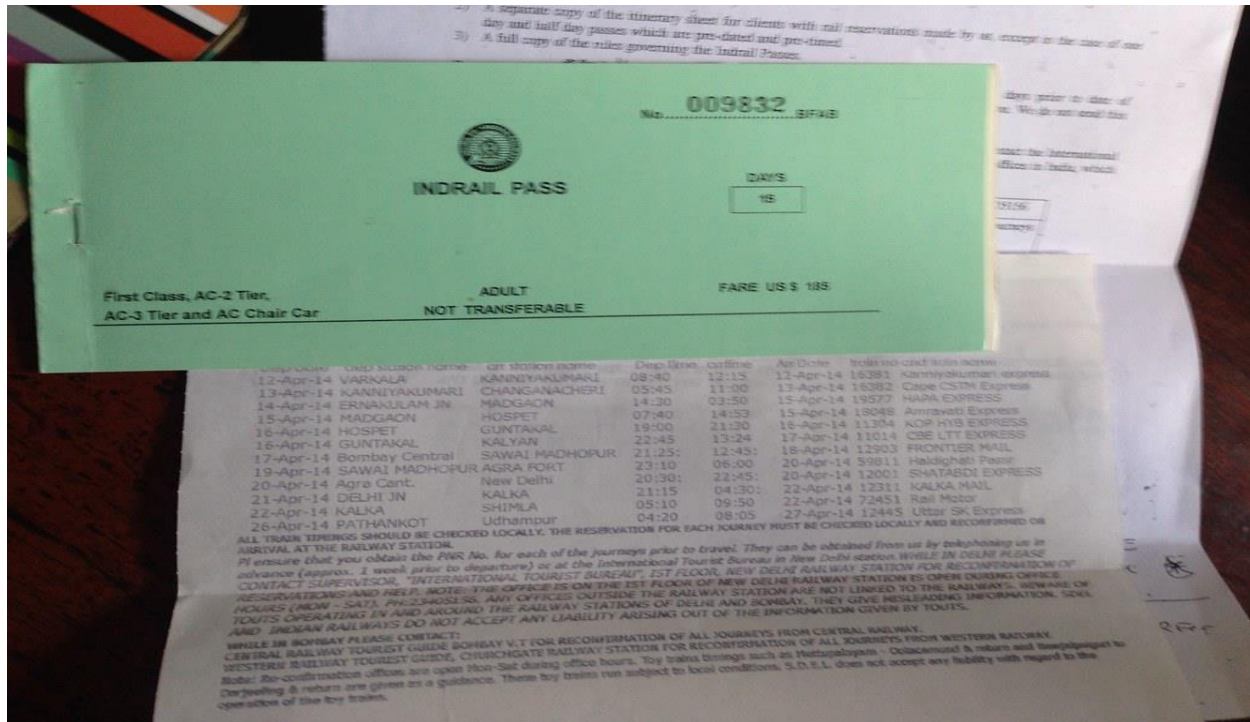
Types of Passes

1) Indrail Pass

- An Indrail Pass is a special railway pass available to foreign nationals created along the lines of the Eurail Pass for unlimited travel without reservation of a ticket on the Indian Railways network.
- This ticket is available for a special time period from half a day to 90 days.
- The Indrail Pass holder is not required to pay any reservation fee, super fast charges and safety charges etc.
- No additional charges are paid for the catering service provided in Rajdhani/Shatabdi Express trains.
- Indrail Passes are very convenient for tourists as they provide flexibility for travel over Indian Railway.
- The fares of Indrail Passes are in US Dollars only but payments can be made either in US Dollars or Sterling Pounds.

Fare in US dollars

Period of Validity	AC 1		First Class/ AC-2 Tier/ AC-3 Tier/ AC Chair Car		Sleeper Class/ Second Class (Non-AC)	
	Adult	Child	Adult	Child	Adult	Child
--						
Half Day	57	29	26	13	11	6
One Day	95	47	43	22	19	10
Two Days	160	80	70	35	30	15
4 Days	220	110	110	55	50	25
7 Days	270	135	135	68	80	40
15 Days	370	185	185	95	90	45
21 Days	396	198	198	99	100	50
30 Days	495	248	248	126	125	65
60 Days	800	400	400	200	185	95
90 Days	1060	530	530	265	235	120



2) Eurail Pass

- The Eurail Pass, introduced in 1959 and formerly known as Europass or Eurorail Pass, is a rail pass that permits travel through 33 European countries on nearly all railroads and several shipping lines.
- The Eurail Group, based in Utrecht, is responsible for the marketing and management of the Eurail and Interrail pass.
- The company is owned by over 35 European railway and shipping companies.
- The Eurail Pass is available to non-European residents, and the Interrail Pass (introduced in 1972) is available to European residents.
- The passes, which provide access to 250,000 kilometers (160,000 mi) of the European railway, are used by over 33,000 travelers annually.

The Eurail pass is also classified as,

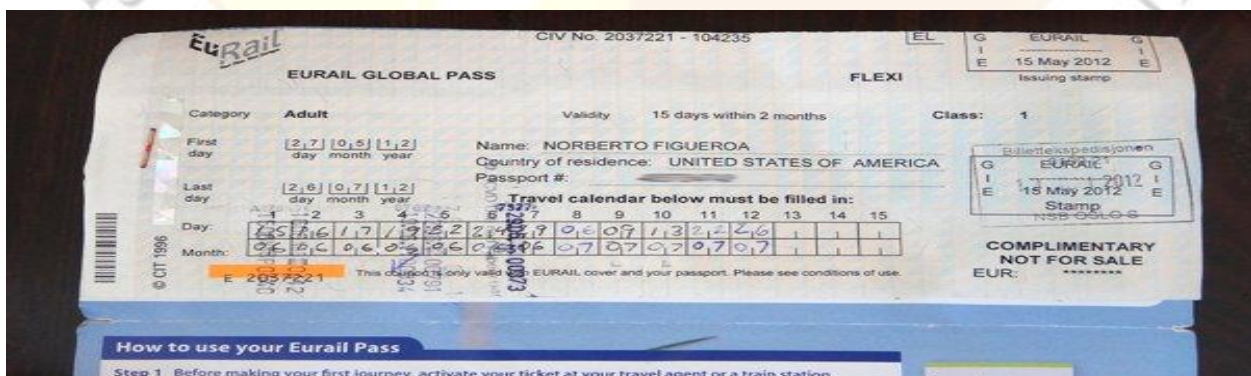
a) Global Pass

- Countries accepting the Global Pass
- The Global Pass is valid in all 33 participating countries; as of 2020, they were Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland

d, Italy, Latvia, Lithuania, Luxembourg, Montenegro, the Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, and the United Kingdom

b) The One Country Pass

- It permits travel on the national rail network of one country, with unlimited trips on each travel day.
- The pass is available in Austria, Benelux, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Greece, the Greek islands, Great Britain Hungary, Ireland (the Republic of Ireland and Northern Ireland), Italy, Latvia, Lithuania, North Macedonia, Norway, Poland, Portugal, Romania, Scandinavia, Serbia, Slovakia, Slovenia, Spain, Sweden, and Turkey.
- Countries without One Country Passes include Bosnia and Herzegovina, Germany, Montenegro, and Switzerland. The passes are available for travel on three, four, five, six or eight travel days in a one-month period.



3) Interrail Pass

- The Interrail Pass is a rail pass available to European residents.
- Residents of countries outside Europe may purchase the Eurail Pass instead.
- This pass is introduced in 1972.
- The pass allows unlimited rail travel in (and between) all 33 participating countries for a certain period of time.
- High-speed trains and night trains often require a paid seat reservation.
- Types of Interrail Pass include the Interrail Global Pass, the Interrail One Country Pass, and the Interrail Premium Pass.

The Interrail pass is also classified as,

a) Interrail Global Pass

- The Interrail Global pass is valid in the following European countries: Austria, Belgium, Bosnia, Herzegovina, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Greece, Great Britain, Hungary, Ireland (Republic of Ireland and Northern Ireland), Italy, Latvia, Lithuania, Luxembourg, the Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, and Turkey.
- Interrail Global Passes include ferry crossings from Patras and Igoumenitsa (Greece) to Venice, Ancona, and Bari (Italy) operated by Superfast Ferries and Blue Star Ferries; fuel surcharges, port taxes, high-season supplements, and cabin accommodations are extra.

b) Interrail One Country Pass

- The One Country Pass allows unlimited travel on the rail network of one country, with unlimited journeys on each travel day.
- One-country passes are available for three, four, five, six, or eight travel days within one month for each of the following countries: Austria, Benelux, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Greek Islands, Hungary, Ireland (Republic of Ireland and Northern Ireland), Italy, Latvia, Lithuania, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland and Turkey.

- There are no separate passes for Belgium, Luxembourg, and the Netherlands, but there is a Benelux pass. It is also available to residents of Belgium, Luxembourg, and the Netherlands, but it is only valid in the two countries other than the country of residence.

c) The Interrail Premium Pass

- It help passengers to book FREE train reservations.
- This means you'll always have a place on trains of your choice, without having to pay additional costs.
- You can book trains up to 3 business days in advance using the Interrail Reservation Service.



4) Japan Rail Pass

- The Japan Rail Pass also called the JR Pass, is a rail pass for overseas visitors sold by the Japan Railways Group, and is valid for travel on all major forms of transportation provided by the JR Group in Japan, with a few exceptions.
- The Rail Pass is designed to stimulate travel and tourism throughout the country.
- It is only cost effective for long-distance travel, particularly by bullet train. While the savings from extensive travel can be considerable, those who travel too little may in fact lose money on a rail pass.

- The Japan Rail Pass is of limited use within larger cities.
- The JR Pass valid in transportation methods like; Train, Bus and Ferry in Japan.



5) Korea Rail Pass

- This pass also commonly called the KR Pass is a rail pass offered by Korail (Korea Railroad Corporation), the national railway operator of South Korea.
- The pass is offered exclusively to foreign visitors and is valid for most of the rail lines operated by Korail in the designated period, including KTX, the high-speed rail tourism passes speed railway in South Korea.
- However, the pass is not valid for subways and tourist trains, even when they are also operated by Korail (e.g. the subway and commuter lines in Seoul operated by Korail)

Pass		2 Day	3 Days	5 Days
Normal Pass	Adult	₩95,700	₩107,800	₩179,900
	Child (4–12 years old)	₩47,900	₩53,900	₩89,900
Saver Pass (2—5 persons traveling together)		₩86,100	₩97,000	₩161,900
Youth Pass (13–25 years old)		₩78,600	₩86,300	₩143,900

Rates are in South Korean WON (Currency of South Korea)

KOREA RAIL PASS (NORMAL) 韓國鐵道利用券 (普通)				No. 5000565 PASSENGER SHEET 旅客用			
VALIDITY PERIOD 期限	3DAYS (3日間)	5DAYS (5日間)	7DAYS (7日間)	10DAYS (10日間)	VALID FROM (開始日)	DAY (日)	MONTH (月) YEAR (年)
				UNTIL (終了日)			
NAME: 姓名	AGE: 年齡		SEX: 性別	PASSPORT NO.: 護照號碼	DATE OF ISSUE - SALES AGENT 發售日期・發售場所		
NATIONALITY: 國籍	DATE OF ENTRY INTO KOREA 入國日次						
PRICE W: 發行額	LOCAL PRICE: 現地販賣價格		EXCHANGE RATE 換率		CONFIRM (確認欄)		
REMARKS SEE REVERSE FOR THE USAGE TERMS AND CONDITIONS							

6) TR Pass

- The **TR Pass** is a rail pass offered by Taiwan Railway Administration (TRA), granting holders of the pass unlimited rides on trains operated by TRA within the day count.
- The pass can be used by both local and foreign travelers, and different durations of validity are offered as choice.
- There are two versions of the pass, i.e. the General Pass and the Student Pass.
- Unlike rail passes in some other countries (Eg. Inter Rail Pass, Japan Rail Pass or Korea Rail Pass), or even THSR Pass in same country Taiwan, TR Pass is available also to local people.
- Both General Pass and Student Pass are offered; while the General Pass is valid for all classes of trains (excluding some trains specially designated by TRA), the Student Pass is only valid for Chu-Kuang Train or slower trains.



7) BritRail Pass

- A BritRail Pass is a ticket that allows you unlimited travel by train within the zones of Great Britain and the duration you choose.
- It is only for foreigners, who visit Great Britain. Anyone who has lived in the United Kingdom for the last six months or more is not entitled to buy a BritRail Pass.
- The various types of BritRail Passes are BritRail England Pass, BritRail London Plus Pass, BritRail Spirit of Scotland Pass, BritRail Central Scotland Pass, BritRail Scottish Highlands Pass, BritRail South West Pass.



BritRail
BRITRAIL FLEXI PASS

Valid for: 8 Days within 2 Months

First Day: 18 3 2010
Last Day: 26 3 2010

Name: MS ANNE MURPHY
Country of Residence: USA
Passport #: [redacted]
Signature: [signature]

1st Class Adult

CIV No. 73504685*A

MUST BE VALIDATED BEFORE 2 Sep 2010
FIRST GREAT WESTERN
18 MAR 2010
Validation Stamp: PADDINGTON STATION
USD 649.00

Your Train Travel Diary

DATE dd/mm/yy	DEPARTURE	FROM	TO	SLEEPER a) Yes b) No
18/3/10	4 pm	London Paddington	Worcester	
19/3/10	4 pm	Worcester	Reading	
20/3/10	2 pm	Reading	Cambridge	
21/3/10	5 pm	Cambridge	London	
22/3/10	11:50 pm	London	Edinburgh	
23/3/10	4 pm	Edinburgh	Birmingham New Street	
24/3/10	1 pm	Birmingham New St	London Kings Cross	
1/4/10	4:45 pm	London Paddington	Reading	
5/4/10	11 am	Heathrow	London Paddington	
5/4/10	4:30 pm	London Paddington	Heathrow	

*** WIN your MONEY BACK!**

8) USA Rail Pass

- The USA Rail Pass is valid for regular Coach Class travel on all Amtrak trains except Auto Train, Acela Express, Metroliner, Certain Thruway motorcoach connections, the Canadian portion of trains operated jointly by Amtrak and Via Rail Canada.



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