

# **TOURISM INTRODUCTION**

- **1. TOURIST** – Is a temporary visitor staying for a period of at least 24 hours in the country visited and the purpose of whose journey can be classified under one of the following heads:
  - a) Leisure (recreation, holiday, health, study, religion and sport)
  - b) Business, family, mission, meeting.
- As per the WTO's definition following persons are to be regarded as tourists:
  - i) Persons travelling for pleasure, for domestic reasons, for health etc.
  - ii) Persons travelling for meetings or in representative capacity of any kind (scientific, administrative, religious etc.)
  - iii) Persons travelling for business purposes.
  - iv) Persons arriving in the course of sea cruises, even when they stay for less than 24 hours (in respect of this category of persons the condition of usual place of residence is waived off.

- **2. EXCURSIONIST**—is a temporary visitor staying for a period of less than 24hours in the country visited. (Including travellers on the cruises).
- **3. TRAVELER or TRAVELLER** - commonly refers to one who travels, especially to distant lands.

# Visitor

- As per WTO is that it does not talk about the Visits made within the country.
- For these purposes a distinction is drawn between a Domestic and an International Visitor.
- **Domestic Visitor**-A person who travels within the country he is residing in, outside the place of his usual environment for a period not exceeding 12 months.
- **International Visitor** –A person who travels to a country other than the one in which he has his usual residence for a period not exceeding 12 months.

# TOURISM, RECREATION AND LEISURE INTER-RELATIONSHIPS

## What is leisure?

- Definition:  
Freetime not spent in subsistence (work/school-related) or existence (biologically necessary) activities.
- Examples?

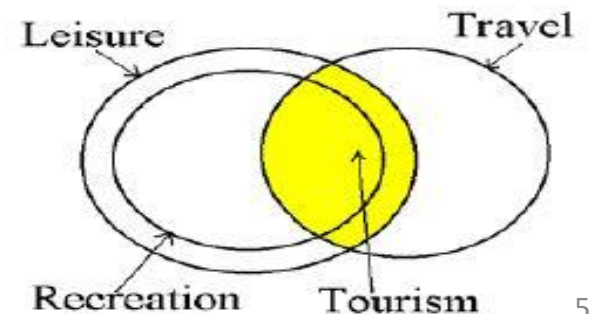
## What is recreation?

- Definition:  
A planned leisure activity that is:
  - Voluntary
  - Yields satisfaction
  - Provides no monetary profit
- Examples?

## What is tourism?

- Definition:  
The temporary movement of people to destinations away from their normal places of work and residence for leisure/recreational purposes.
- Examples?

## Interrelationships



# CLASSIFYING TOURISTS

- **By Product**
- Mass Tourism: Package tour
- Alternative Tourism: Ecotourism

## **By nature of the activity:**

- Active: Adventure tourism, Ecotourism, Golf
- Passive: Sightseeing, Beach, Cruise

- **Location preference**
  - Coastal, Rural, City, Mountains, Lakes
- **Duration of trip and distance travelled**
  - Day trip, weekend trip, annual holiday
- **ALLOCENTRIC** - tourists who try new things, they don't like things being organized or planned and they do not return to the same destination, they like being adventurous
- **MID-CENTRIC** - tourists who go to places that have been popularized by the allocentric, they are not so adventurous, neither are they afraid
- **PSYCHOCENTRIC** - tourists who like things being planned and they are afraid to take risks, they often travel to places they are familiar with

- **By age/socio-economic group**
  - Backpackers, Empty Nesters, DINKS, SINKS, Early/Active Retirees, Boomers, youth
  - **Backpackers:** 18-24 years, no children. Attracted to adventurous activity. Consider themselves travellers not tourists. Generally well-educated. Cost conscious.
  - **DINKS:** Double Income No Kids.
  - **SINKS:** Single Income No Kids.  
Both Dinks and Sinks: younger people, between 25 and 35 years of age, no children, affluent.
  - **Empty Nesters:** Parents whose children have flown the family nest. Between 45 and 55 of age, well educated, high disposable income.
  - **Boomers:** members of the baby boom generation in the 1950s.
  - **Youths:** Between 18 and 25 of age, not well-educated, low disposable income, are used to travelling, (have learned it during the upbringing) and know how to indulge 'the good life'.



# Components of tourism

- 5As
  - Attraction
  - Accessibility
  - Accommodation
  - Amenities
  - Activities

# Elements of tourism

1. Pleasing weather
2. Scenic attractions
3. Historical and cultural factors.
4. Accessibility
5. Amenities
6. Accommodation
7. safety and security
8. Other factors
  - Guide/ escort facilities.
  - Basic medical facilities.
  - Electricity
  - Water
  - Communication system.

# TYPES OF TOURISM

- **Adventure and extreme**

Adventure tourism, Extreme tourism, Space tourism

- **Culture and the arts**

Bookstore tourism, Cultural tourism, Heritage tourism, Literary tourism, Music tourism, Pop-culture tourism, Tolkien tourism

- **Extralegal**

Child sex tourism, Drug tourism, Female sex tourism. Sex tourism, Suicide tourism

- **Food and drink**

Culinary tourism, Wine tourism

- **Historical**

Archaeological tourism, Atomic tourism, Genealogy tourism, Militarism heritage tourism, Shark tourism, Water tourism

- **Low-impact**

Ecotourism, Geotourism, Responsible Tourism, Sustainable tourism

- **Medical and dental**

Dental tourism, Fertility tourism, Medical tourism

- **Miscellaneous**

Accessible tourism, Garden tourism, LGBT tourism, Sports tourism

- **Nature and rural**

Agritourism, Jungle tourism, Rural tourism, Village tourism, Wildlife tourism

- **Religious**

Christian tourism, Halal tourism, Religious tourism

- **Voyeuristic**

Dark tourism, Disaster tourism, Ghetto tourism, Jihadi tourism, Poverty tourism, Township tourism, War tourism

- **Water-related**

Nautical tourism

# TOURISM TRENDS

- only after the 1980's
- A National Policy on tourism in 1982
- 1988, the National Committee, a comprehensive plan for sustainable growth
- In 1992, a National Action Plan was prepared
- 1996 the National Strategy for Promotion
- In 1997, new tourism policy in tune with the economic policies of the Government and the trends in tourism development was published for public debate. The draft policy is now under revision

- Panchayati Raj institutions, local bodies, non-governmental organizations and the local youth have been involved in the development process
- India Tourism Development Corporation in 1966 to promote India as a tourist destination
- Tourism Finance Corporation in 1989 to finance tourism projects
- 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes were also established for imparting specialized training in hoteliering and catering.

# Attractions

- lavish and heartfelt treatment of all visitors, no matter which corner of the world they come from
- diverse traditions, varied lifestyles and cultural heritage and colorful fairs and festivals pose an irresistible attraction for the tourists
- sensuous beaches, dense green forests and wild life and landscapes for eco-tourism,
- snow, river and mountain peaks for adventure tourism,
- technological parks and science museums for science tourism;
- centers of pilgrimage for spiritual tourism;
- heritage trains and hotels for heritage tourism.
- Yoga, Ayurveda and natural health resorts also attract tourists with the promise of rejuvenating their souls and bodies
- Indian handicrafts, particularly, jewelry, carpets, leather goods, ivory and brass hold international appeal.
- 40%of the tourist expenditure on shopping is spent on such items.

# Thrust Areas

- Ninth Five Year Plan (1997-2002). The areas where there has been conspicuous development are infrastructure, products, trekking, winter sports, wildlife and beach resorts and streamlining of facilitation procedures at airports, human resource development and facilitating private sector participation in the growth of infrastructure.

# Boosting Tourism

- incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty
- hotel and tourism-related industry has been declared a high priority industry for foreign investment - direct investment up to 51 per cent of foreign equity
- allowing 100 per cent non-resident Indian investment and simplifying rules regarding the grant of approval to travel agents, tour operators and tourist transport operators.
- huge untapped potential for generating employment
- increasing air seat capacity, trains and railway connectivity to important tourist destinations, four-laning of roads connecting important tourist centers.
- Accommodation facilities have been redefined for the convenience of the visitors. Heritage hotels have been brought into the fold of the hotel industry as well.



# Motivators And Deterrents

- Holiday demand is driven by needs, motives, and expectations, its realization depends on the individual economic situation and the freedom to travel.
- External factors may have an impact on tourism demand by affecting the *ability* to travel (freedom, time, money, fitness) and the *motivation* to do so.
- driven by internal factors (e.g. motives, abilities etc.). Thus, the impact of a change in a single external factor is limited.

# THE PULL AND PUSH FACTORS OF TOURISM

- tourist motivation is the push-pull model
- factors which encourage individuals to move away from their home setting through tourism (push factors - matching supply and demand, including target marketing).
- those attributes of a different place which attract or 'pull' them towards it.
- pull factors refer to the qualities of the destination area which are either natural (such as the climate or topography), derived (the warmth of the people) or contrived (theme parks or hotels).

# **TOURISM ORGANIZATIONS**

# INDIA TOURISM DEVELOPMENT CORPORATION LIMITED (ITDC)

- public sector undertaking (PSU) established in October 1966
- head quarters in New Delhi, 75crore of equity
- Products- Ashok Group Hotels(17 properties ), Duty Free Travel Solutions, Advertising Solutions, Engineering Consultancy, Education and Training, Event Management, Art Gallery
- Commonwealth Games 2010 Delhi made the India Tourism Development Corporation Ltd. (ITDC) as an Hospitality partner all three properties i.e Hotel Ashok, Samrat and Janpath –as the Games Family Hotels with Hotel Ashok being the flagship hotel. “The hotels offerd a combined inventory of 680 rooms/suites with Hotel Ashok offering 500 rooms, Samrat offering 60 rooms and Janpath offering 120 rooms.”

- To construct, take over and manage existing hotels and market hotels, Beach Resorts Travellers' Lodges/Restaurants;
- To provide transport, entertainment, shopping and conventional services;
- To produce, distribute, tourist publicity material;
- To render consultancy-cum-managerial services in India and abroad;
- To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc; and
- To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

# World Tourism Organization

- 1974, based in Madrid, Spain, is a UN agency dealing with questions relating to tourism
- compiles the World Tourism rankings
- concerned with the collection and collation of statistical information on international tourism
- represents public sector tourism bodies
- development of responsible, sustainable and universally accessible tourism
- encourages the implementation of the Global Code of Ethics for Tourism
- minimizing its negative social and environmental impacts
- geared toward reducing poverty and fostering sustainable development

- **2010–present** — Taleb Rifai (Jordan)
- 154 member states, 7 associate members, 350 affiliate members
- **General Assembly**
  - supreme organ of the Organization. Its ordinary sessions, held every two years, are attended by delegates of the Full and Associate Members
- **Regional Commissions**
  - Established in 1975 as subsidiary organs of the General Assembly, the six Regional Commissions normally meet once a year
- **Executive Council**
  - implementation of its own decisions and recommendations of the Assembly , Council meets at least twice a year
- **Committees**
  - \*World Committee on Tourism Ethics \*Programme Committee \*Committee on Budget and Finance \*Committee on Market and Competitiveness
- **Secretariat**
  - led by Secretary-General ad interim [Taleb Rifai](#) of Jordan, who supervises about 110 full-time staff at UNWTO's Madrid Headquarters

# Pacific Asia Travel Association (PATA)

- working to promote the responsible development of travel and tourism in the Asia Pacific region.
- began in 1951 when Lorrin P. Thurston, president of two major daily newspapers in Honolulu, and William J Mullahey of Pan American Airways set about organising the first Pacific area travel conference with the aim of promoting tourism to the largely undiscovered region of Asia Pacific.
- Following the December 2004 Indian Ocean Tsunami, PATA launches a relief fund
- In 2005 the PATA Board of Directors approve an amendment to the association's Mission Statement to reflect concerns for responsible tourism
- 2011 will see PATA celebrate its 60th anniversary with a series of activities and events focused around the theme 'Building Tourism. Past.Present.Progressive'. On September 6-9, PATA Travel Mart 2011 will be held at Pragati Maidan, New Delhi



# INTERNATIONAL AIR TRANSPORT ASSOCIATION (IATA)

- April 19, 1945
- headquartered in Montreal, Quebec, Canada
- James Hogan (CEO)
- represent, lead, and serve the airline industry
- present in over 150 countries covered through 101 offices around the globe
- successor to the International Air Traffic Association
- IATA had 57 members from 31 nations, mostly in Europe and North America. Today it has about 230 members from more than 140 nations
- Airline rules and regulations are defined by IATA. The main aim of IATA is to provide safe and secure transportation to its passengers

- **Activities**

- Price setting
- 3-letter IATA Airport Codes
- 2-letter IATA airline designators
- assigns IATA train station codes
- assigns IATA Delay Codes
- accreditation of travel agents
- worldwide the Billing and Settlement Plan (BSP)
- Cargo Accounts Settlement Systems (CASS)
- regulates the shipping of dangerous goods and publishes the *IATA Dangerous Goods Regulations* manual (DGR)
- Worldwide Scheduling Guidelines (WSG)
- Bar Coded Boarding Pass (BCBP)
- publish *IATA Rates of Exchange* (IROE) 4 times/ year
- IATA Operational Safety Audit (IOSA)

# INTERNATIONAL CIVIL AVIATION ORGANIZATION (ICAO)

- April 1947, (Raymond Benjamin) is a specialized agency of the UN, montreal.
- codifies the principles and techniques of international air navigation
- fosters the planning and development of international air transport to ensure safe and orderly growth
- infrastructure, flight inspection, prevention of unlawful interference, and facilitation of border-crossing
- protocols for air accident investigation - *Chicago Convention*
- publishes Doc 9303, Machine Readable Travel Documents
- standards for aircraft registration ("tail numbers")
- Kyoto Protocol - reduction of emissions

# FHRAI - FEDERATION OF HOTEL & RESTAURANT ASSOCIATIONS OF INDIA

- formed in the year 1955
- apex body of the Hospitality Industry in India
- 3500 Members, comprising of 2160 Hotels,(with nearly 1,20,000 rooms), 1064 Restaurants and allied members
- Rules and regulations for hotels
- Star grading and statistics
- present only about 120000 rooms, and hence the shortage of 150000 rooms needs to be bridged for which an investment of over Rs.50000 Crores is required in the next 3-4 years.

# TRAVEL AGENTS ASSOCIATION OF INDIA (TAAI)

- Established back in 1951
- largest Travel Association of India
- Started with just 12 travel agents
- 2400 members under its banner
- to promote the interest of the Indian tourism industry and the entities associated with it
- to assure the rights and satisfaction quotient of the travellers
- Apply superior technical skills to the job on hand.
- Deliver the highest quality of service.
- Act with responsibility within sound financial parameters.
- Build trust and credibility in the marketplace
- membership spot of TAAI is multi-faceted (with Active IATA accredited Travel Agencies, Airlines and General Sales Agencies, Hotels and Tour operators).
- check on any unethical practices by the member agencies
- strict Code of Ethics that sets certain parameters

# INDIAN ASSOCIATION OF TOUR OPERATORS (IATO)

- Established in 1982
- National apex body of the tourism industry
- has over 4000 members covering all segments of Tourism Industry
- IATO has international acceptance
- interacts closely with the Government on all critical Issues affecting the Tourism Industry
- highest priority to Tourism facilitation
- common medium between the Decision Makers and the industry
- social responsibility during natural calamities
- five categories of membership: Active, Allied, Associate, International and Honorary
- President with a team of 6 Office Bearers and 9 Executives

- meet every month on the first Saturday
- IATO has 12 Action Committees
  - Adventure Tourism Development Committee
    - \* Civil Aviation, Press & PR Committee
    - \* Domestic Tourism Development Committee
    - \* Grievances Committee
    - \* Guides Coordination Committee
    - \* Host Committee
    - \* Hotel Relations Development Committee
    - \* IATO News Committee
    - \* Legal Affairs, Insurance & Consumer Committee
    - \* Privilege Card Development Committee
    - \* Railways Co-ordination & Dev. Committee
    - \* Surface Transportation Development Committee
    - \* Website Development Committee

# UFTAA - UNITED FEDERATION OF TRAVEL AGENTS' ASSOCIATIONS

- on November 22nd, 1966, in Rome, Italy
- emanates from the Universal Federation of Travel Agents' Associations
- result of a merger of two large world organisations, FIATV and UOTAA,
- non-profit Confederation of international scope, representing Regional Federations comprising some 80 national associations
- recognising the need to unify travel agencies and tour-operators into one international federation
- Composition of the Board of Directors elected in **Rimini** on October 22nd, 2010.
- Since 1990, UFTAA has been fighting against the **sexual exploitation of children** by tourists and its "Child and Travel Agent' Charter has been signed by 82 National Associations of Travel Agents



# Travel in India: Social Challenges

- Indian tourism market constitutes only 0.4% of the world market
- political instability, unemployment, rampant mysticism, illiteracy, grinding poverty, terrorism, communal discord and lack of social services and corruptions.
- aggressive touts, unhygienic waste, beggars, and extreme poverty
- Tourist help desks are generally found empty
- Harassment by local people
- Tourists wearing revealing clothes are often harassed by local people
- destinations are also becoming more polluted day by day.
- Indians do not hesitate to spit anywhere, they throw garbage wherever they like and many men even pee in public places.

# TOURISM AND POLITICAL INSTABILITY

- Terrorist attacks...
- Corruption...
- Govts and scams...
- Resignations of important politicians...
- Upa govt in problems...
- With draw support of alliances to upa...
- Revolutionary movements in india... like anna hazare and telangana

# The Travel Agents role

- plan, organize, and conduct long distance cruises, tours and expeditions for individuals or groups
- responsibility of the travel agent is to assist travelers with the constantly changing airfares and schedules etc
- make arrangements for transportation, hotel accommodations, car rentals, tours, and recreation
- advise on weather conditions, restaurants, tourist attractions, and recreation
- information on customs regulations, required papers (passports, visas, and certificates of vaccination), and currency exchange rates
- Sales and marketing skills are important

# IMPACT OF TERRORISM ON TOURISM INDUSTRY

- On Sept. 7, 2011, a bomb exploded outside New Delhi's High Court
- On July 13, 2011, bombings occurred at Zaveri Bazaar, the Opera area, and Dadar in Mumbai.
- 26/11 taj attack
- tourist arrivals in India had dropped by 3.3% but also added that the reasons apart from terrorism were global meltdown and swine flu scare.
- A new trend of 'Terror Tourism'

# COMMONWEALTH GAMES IMPACT ON TOURISM

- Delhi 2010 Commonwealth Games (3-14 Oct)
- accused of inefficiency and corruption
- poor state of the facilities and safety concerns.
- Games were considered to be an important opportunity for tourism development both in terms of increased tourism flows that they expected to attract and also showcase the attractiveness of the country to tourists and the world
- measures taken
  - favourable legislation for foreign direct investments
  - approval of visa-on-arrival regulations
  - Incredible India Bed and Breakfast/Homestay Scheme
  - law against the harassment of tourists
- four lakh foreign tourists are expected, only 75,606 foreign tourists arrived
- increased by over 5% during the Games, this 5% figure is lower than the national average increase in FTAs of 9.2% in October
- FTAs in India during October 2010 grew by 9.2% to 4.87 lakh as compared to the year-ago month. Foreign exchange earnings (FEE) from tourism rose by 8.6% to Rs 5,219 crore in October 2010 compared to the corresponding year-ago month
- 4.9% appreciation in the rupee
- 85 teams , 17 disciplines, 12 day long event

# FORMULA ONE and Tourism

- Oct 30, 2011
- 100,000 domestic and foreign tourists.
- Room rates jumped to 5000 to 6000
- Hotel bookings have also shown a spike of 20-30%
- Grand Prix - Buddh International Circuit (BIC). 18<sup>th</sup> from 20 planned in 2011, Now being 17<sup>th</sup> race out of 19 due to cancellation of Bahrain GP
- \$170million in revenue and employ around 10,000 people
- seating capacity of 120,000 (approx.) at start which will increase to 200,000 in future. The track is 5.14 km long and will take about 1min 24sec to complete one lap

Thank you