

Unit –III: Tourism management: Accommodation - Transport facility - Travel agencies - Publicity and marketing –Tourism visa - Passport and Tourist guides.

Tourism has turned out to be an economic booster contributing to the economic development of many countries over the last few decades. People see holidays as a necessity, and not as luxury in the present scenario. Tourism calls for coordination and cooperation between travel agents, tour operators, and tourists. Tourism has a few major elements – destinations, attractions, sites, accommodation, and all ancillary services.

Tourism involves the activities of people travelling and staying in a place away from their home environment for leisure, business or other purposes.

Factors that Motivate People to Travel

The most common reasons for the people to travel away from home are –

- To spend holidays leisurely
- To visit friends and relatives
- To attend business and professional engagements
- To get health treatment
- To undertake religious pilgrimages
- Any other personal motives

Tourist Management

It involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourists to travel to particular destinations.

There is a subtle difference between just travelling and tourism.

- **Travelling** is going from the place of residence or work to another distant or a neighbouring place by any means of transport. Routine commutation can be termed as travelling.

- **Tourism** is travelling with an objective. All tourism necessarily includes travel but all travel does not necessarily include tourism. We can say, travelling is a subset of tourism.

One similarity between travel and tourism is, they both are temporary movements

Tourism management is the oversight of all activities related to the tourism and hospitality industries. It's a multidisciplinary field that prepares people with the interest, experience, and training for management positions in the food, accommodations, and tourism industry.

Tourism management might also include the enterprises, associations, and public authorities that market tourism services to potential travellers

Accommodation

The term accommodation refers to a room, building or lodging which provides shelter for a person to stay, sleep and live. There are many different types of spaces that classify as accommodation, though in the hospitality industry the term is used to refer to a room at a hospitality company such as a hotel, resort, hostel, motel etc.

Accommodation is one of the basic needs for any tourism activity. Travellers and tourists need lodging for rest, while they are on a tour. Accommodation in the form of low budget lodges/hotels to world class luxury hotels is available at all the major tourist destinations to provide the tourist a home away from home. These are establishments that provide a place for the tourist to stay i.e. lodging facilities which are paid for the duration of the stay by the tourist. There are various types of accommodation which are being used by tourists regularly. Travel agents and tour operators generally include one of the following types of accommodation in the itinerary.

Hotel

Hotels are a vital and essential part of the tourism industry. Today, hotels not only provide accommodation and meals but also offer a variety of other services as per the needs of the tourist/guest. For example, many hotels offer a health club, crèche, etc. as per the changing needs of the customer.

International /Star Hotels

They are the modern western style hotels, found mostly in metro cities and at major tourist destinations and that are located at prime locations in the city. These hotels are classified on

the internationally accepted star grading which ranges from five stars to one star. The grading is given to the hotel depending on the facilities and services which the hotel provides. The facilities which are provided by the five stars are an information desk, conference centre, travel desk, multi cuisine restaurants, banquet halls, room service, swimming pool, gymnasium, health clubs, shopping arcades, beauty parlours, entertainment or cultural programmes, etc.

Motels

They are located on highways and expressways. The tourists who are on transient mode and cost conscious prefer to stay in these kinds of accommodation. These motels not only provide parking space but also certain amenities such as television, restaurants swimming pool, etc.

Commercial Hotels

These hotels are located mostly near the business or commercial centres and mainly serve the business tourists, middle income tourists and their repeat customers. Most of these hotels are equipped with parking space, restaurants, and facilities for their business clients/guests such as convention centers and meeting rooms. (Courtyard Marriott, Hinjewadi, Pune.)

Floating Hotel

These types of hotels are located on the surface of the water which may be the sea, river, or lake water. These hotels have facilities which are similar to a regular hotel. Examples: House boats of Kashmir and Kerala or old cruise liners which have been converted into a hotel. Picture: Houseboats of Kashmir, A houseboat on Lake Union in Seattle, Washington, USA, Houseboat in Alleppey, Kerala located on the backwaters

Capsule Hotel

These were first opened in Osaka, Japan in 1979. These hotels serve mostly the business tourists. The rooms in the capsule are lined similar to that of a 'double-decker', or sleeping compartment of AC 2 tier train. Common washrooms, vending machines, and a lounge area are located on each floor. Facilities such as a bed, a television, flexible lighting, a box for valuables, etc. are provided in each capsule rooms.

Heritage Hotel

These are the old properties like castles, forts, palaces, and havelis belonging to royalty which have been renovated and converted into hotels. Here, tourists enjoy the majestic grandeur and splendor of the olden days. Some examples of heritage hotels are Umaid Bhavan Palace at Jodhpur and Shalini Palace at Kolhapur

Resorts

These cater to the tourists who look for rest, relaxation and recreation. They are located mostly at the sea side, hill stations, wild life sanctuaries, etc. Apart from facilities provided by hotels, resorts provide additional facilities to guest for recreation and relaxation which includes indoor and outdoor games, gambling, spa, etc.

Transport

India, as the third largest country in Asia, requires visitors to give some thought as to how to get from place to place. Fortunately, there are numerous air, rail, and road travel options. This overview of transport in India will help you decide the best ways to travel around.

Air Travel in India

The Indian government has allowed private airlines to operate in India since 1994. However, it wasn't until about 2005 that the number of private airlines really started to increase on both domestic and international routes (although not all of them have survived). Many of these are low-cost airlines that offer cheap fares in return for reduced passenger services, such as free in-flight meals and baggage allowances.

Competition among low-cost airlines has made domestic air travel a lot cheaper (in some cases, airfares aren't much higher than train fares). Coupled with a thriving economy and dramatic jumps in disposable income, air travel in India is booming. In fact, India now has the fastest-growing domestic aviation market in the world. India airports have struggled to handle the additional passenger traffic though. Despite widespread redevelopment of the airports, there are continued capacity issues as passenger traffic rapidly rises.

For example, Mumbai airport now handles more than 45 million passengers a year but with only one runway! This frequently causes congestion and delays.

The Indian government has also been focusing on improving regional connectivity, with the implementation of its UDAN scheme. Many new regional airports are being built and there are more flights to regional destinations under the scheme.

As a result, airport expansion works are scheduled to continue across India well into the future.

Have a read of these guides to domestic airlines in India and airports in India for more information.

Rail Travel in India

India is extremely well connected by a rail network that weaves its 60,000 kilometres (40,000 miles) of tentacle-like tracks throughout the country. It's possible to travel from one side of India to the other in three days. The railway network is operated by the monstrous, government-owned Indian Railways. It's a huge undertaking that employs almost 1.5 million people, and oversees the running of about 20,000 trains every day on long-distance and suburban routes.

Train travel provides an interesting alternative to air travel in India, although it can take a bit of getting used to. The different classes of accommodation on long distance trains and the booking process often confuses first-time travellers. The lack of privacy and hygiene on the trains can be confronting too. However, there's no better way to immerse yourself in the Indian culture and way of life, and you'll be treated to an absorbing view of the Indian landscape. This article demystifies Indian Railways with answers to frequently asked questions. These tips for long-distance travel on Indian Railways are helpful as well.

The good news for anyone wanting to experience India by train, but without sacrificing luxury or comfort, is that there are various luxury train tours (such as the famous Palace on Wheels) to iconic destinations.

Indian Railways operates special tourist trains for pilgrims as well. The Mahaparinirvan Express Buddhist Circuit Train covers India's important Buddhist sites and the Taj Mahal in eight days. The Bharat Darshan Train conducts low-cost train tours to holy places in India. These tours are mainly targeted at Indian tourists who want to visit temples.

There are also toy trains that run on India's historic mountain hill railways, which are popular with tourists.

In addition to the national rail system, many of India's major cities have suburban train networks. In May 2015, the Indian government approved a plan to implement world-class rapid transit Metro rail systems in 50 cities. Currently, these Metro trains are operational in 10 cities -- Delhi, Mumbai, Bangalore, Kolkata, Chennai, Lucknow, Kochi, Hyderabad, Jaipur, and Gurgaon. The train networks are still being built though. The one in Delhi is the most extensive and useful for sightseeing.

At the moment, Mumbai's Metro train only has one functioning line, so commuters still rely on what's known as the Mumbai local train. It's an effective way of traveling north and south, from one side of the city to the other. However, it's notoriously crowded and hot, with people hanging out the doors. Although riding on the Mumbai local train is a quintessential city experience, it's advisable to avoid doing so during morning and evening peak times when the crush and swarm of people is astonishing.

Road Travel in India

The condition of India's roads is gradually improving, although it still leaves a lot to be desired in places. When traveling by road, don't estimate the travel time based on distance because bumpy or windy roads often make the trip much longer than expected. Roadside facilities such as restaurants and toilets are variable, and can be frustratingly few and far between.

Yet, for those who prefer to travel around India according to their own timetable, hiring a car and driver is a great solution. Self-drive car hire is not recommended (or common), as driving in India can be a hair-raising experience. It takes an experienced person to be able to safely negotiate the country's unruly traffic, which isn't too concerned about following the road rules.

Adventurous travellers may opt to hire a motorcycle, or go on a motorcycle tour, as an invigorating way of seeing the country. The hire of motorcycles and scooters is an ideal way of getting around in Goa, where the beaches are spread out along the state's coastline. Bicycle tours are another option.

India has a large network of buses that ply the roads from city to city, and state to state. They're operated by the state road transport corporations and private companies, and are in various conditions (the ones in Tamil Nadu and Karnataka are among the best). Bus travel can be attractive on short journeys as services are more frequent than trains, and it's much easier to book and catch a bus than a train. However, bus travel is usually slow and uncomfortable. Buses often make innumerable stops for passengers to get on and off, seating can be cramped, and the lack of toilet facilities can be a real inconvenience for female travellers. The buses do halt at roadside *dhabas* (restaurants) but the facilities are frequently far from sanitary. Understandably, many people prefer to take the train, especially on overnight trips. Buses are an inexpensive solution if trains are fully-occupied though, such as on the Mumbai-Goa route Redbus is a popular platform for booking long-distance buses in India.

Budget travellers may wish to brave India's local city buses. They've become less perilous (compared to how they used to spew out pollution and rule the roads) and even have air-conditioning in some cities such as Delhi.

Otherwise, three-wheeled auto-rickshaws are the cheapest and most convenient way of getting around town. They're readily available on the streets and have meters that calculate the fare according to distance traveled. Be aware that most auto drivers will quote you an inflated fixed fare instead of going by the meter though (Mumbai is a refreshing exception). This is particularly the case in Delhi.

Of course, regular taxis are an option too. They may or may not go by the meter, depending on the location. Be prepared to pay more if you get a taxi from your hotel. Cab drivers will wait outside hotels in tourist areas and charge higher rates.

To avoid the hassle, tourists who can afford it often choose to use app-based cab services such as Ola and Uber, which now operate in many areas in India. These cabs can be hired for longer day or overnight trips.

Travel Agency

A travel agency can be broadly described as a business or service provider in the travel industry that offers tourism-related products and services to customers on behalf of suppliers.

These suppliers may be businesses within the hotel industry, hospitality industry, cruise industry, airline industry, car rental sector, etc.

A travel agent may be an individual /firm or corporation which is commonly known as a travel agency. An agency means the office of travel agent or organization where all travel goods and services are assembled and coordinated for the smooth conduct of travel agency business

A travel agent is a person who has full knowledge of tourist product – destinations, modes of travel, climate, accommodation, and other areas of the service sector. He acts on the behalf of product providers/principles and in return gets a commission. Technically, a travel agent is an owner or manager of an agency, but other employees are responsible for advising tourists and selling packages tours/individual components of travel products.

Travel agency is one of the most important organizations in the tourism private sector which plays a significant and crucial role in the entire process of developing and promoting tourism in the country or at a destination. It is a travel agency which packages and processes all the attractions, accesses, amenities and ancillary services of a country and presents them to tourists. That's why travel agency is known as 'image builder 'of a country.

A prospective travel agency is one which makes arrangements of travel tickets (air, rail, road, and sea); travel documents (passports, visa and other documents required to travel); accommodation, entertainment, and other travel-related services from principle suppliers. It may also secure travel insurance, foreign currency for traveling people.

The first Travel Agency of the world was established by Thomas Cook in 1845 in England. The use of the term travel trade dates back from the early years of the 19th century, but this should not obscure the fact that what we today describe as travel trade (travel agency and tour operation business) was taking place much earlier in history. Throughout history, there was travel middleman who helped the merchants traveling for trade and others who traveled for religious purposes.

Four years later in 1845, he set up a 'World's First Travel Agency 'to organize excursions. Due to this innovative approach, Mr. Thomas Cook is known as the Father of

Travel Agency Business. His co-ordinated railway and steamship excursions throughout England, Scotland and Europe.

Top 10 Travel Companies in India 2020

Here is the list of Top 10 Travel Companies in India which are listed based on Turnover. The travel and tourism sector in India continued as one of the top 10 contributors to global travel and tourism GDP.

In India, the industry plays a significant role in economic and social aspects, generating US\$247.3 bn in 2018 growing by 6.7% and contributed 9.2% to the country's economy. It has also earned foreign exchange to the tune of US\$28.9 bn, accounting for 5.4% of total national exports.

International Travel House Ltd

International Travel House Limited, India's leading Travel Management Company. International Travel House Limited (ITH) started operations in 1981 as India's first publicly listed travel company. The Company is 10th in the List of Top 10 Travel Companies in India. International Travel House Limited has a strong network of 39 offices in 19 cities across India. Please select a city and its corresponding office below to view contact information.

TravelGuru

Travelguru is India's leading travel website, offering you the best prices on flights, hotels and holiday packages across India and the world.

Travelguru makes planning and buying a holiday or a business trip easy and convenient. TravelGuru is the 9th Largest Travel Company in India.

Travelguru's current product offering consists of airline tickets, hotel rooms, vacation packages and cruises. The Company will shortly be expanding services to offer a wide array of travel-related services including car rentals

Expedia

Expedia is one of the fastest growing online travel portals in Asia, offering travellers an extensive selection of hotels, activities and travel services to meet every budget and activities of every kind at competitive rates.

With over hundreds of thousands of hotel partners worldwide and a comprehensive offering of flight inventory made available on the website, travellers can book everything they need for a holiday – rooms to meet every budget, activities of every kind and travel services to complement.

Goibibo

Goibibo is the largest online hotel booking engine in India and also one of the leading air aggregators. Goibibo is also the number one ranked mobile app under the travel category.

Goibibo's core value differentiator is delivery of the fastest and the most trusted user experiences, be it in terms of quickest search and booking, fastest payments, settlement and refund processes.

SOTC Travel Limited

SOTC Travel Limited (Formerly SOTC Travel Pvt. Ltd.) is a step-down subsidiary of Fairfax Financial Holdings Group; held through its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL). SOTC India is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel, and Business Travel. SOTC was established in 1949. Since then, it has escorted lakhs of travelers across the globe for more than 70 years to various destinations around the world

Yatra Online Pvt Ltd

Yatra Online Pvt Ltd based in Gurgaon India is one of India's leading online travel companies and operates the website Yatra.com. The Company is ranked 5th in the list of Top 10 Travel Companies in India.

The company provides information, pricing, availability, and booking facility for domestic and international air travel, domestic and international hotel bookings, holiday packages, buses, trains, in city activities, inter-city, and point-to-point cabs, homestays and cruises.

As a leading platform of accommodation options, Yatra provides real-time bookings for more than 83,000 hotels in India and over 800,000 hotels around the world. Launched in August 2006, Yatra Online is founded by Mr. Dhruv Shringi and Mr. Manish Amin in the year 2006.

MakeMyTrip

MakeMyTrip is a pioneer in India's online travel industry. Founded in the year 2000 by Deep Kalra, MakeMyTrip came to life to empower the Indian traveler with instant bookings and comprehensive choices.

The company initiated its journey serving the US-India travel market offering a range of best-value products and services powered by technology and round-the-clock customer support. MakeMyTrip has proactively diversified its product offering, adding a variety of online and offline products and services. It is India's leading online travel company

After consolidating its position in the market as a brand recognized for its reliability and transparency, MakeMyTrip launched its India operations in 2005. With more and more Indians initiating to transact online with IRCTC and new opportunities with the advent of low-cost carriers, MakeMyTrip offered travelers the convenience of booking travel

Mahindra Holidays & Resorts India Ltd

Mahindra Holidays & Resorts India Ltd. (MHRIL), a part of the Leisure and Hospitality sector of the Mahindra Group, offers quality family holidays primarily through vacation ownership memberships and brings to the industry values such as reliability, trust and customer satisfaction. Mahindra Holidays & Resorts India Limited is part of the USD 20.7 billion multinational Mahindra Group. Started in 1996, the company's flagship brand 'Club Mahindra Holidays', today has a fast-growing customer base of over 220,000 members and 61+ resorts at some of the most exotic locations in India and abroad.

Cox & Kings Ltd

Cox & Kings is the longest established travel company in the world. Its India operations are headquartered in Mumbai and have the status of a limited company. It has over 12 fully owned offices in India across key cities such as New Delhi, Chennai, Bangalore, Kolkata, Ahmedabad, Kochi, Hyderabad, Pune, Goa, Nagpur, and Jaipur. The worldwide offices are located in UK, USA, Japan, Russia, Singapore, and Dubai. It has associate offices in Germany, Italy, Spain, South Africa, Sweden, and Australia. Cox is Best Travel Agency in India.

By 1878, C&K were agents for most British regiments posted overseas, including the Royal Cavalry, Artillery, and Infantry, as well as the Royal Wagon Train and the Household Brigade. The Royal Navy was next and in 1912, The Royal Air Force came under its wings.

Between the 1750s and 1950s, Cox & Kings was witness to an exciting era in Indian history, and, in its own way, helped to shape it. In 1947, the British administration departed, but bound by strong ties to India, Cox & Kings stayed on and flourished. Today, Cox & Kings is a premium brand in all travel-related services in the Indian subcontinent, employing over 5000 trained professionals.

Thomas Cook (India) Limited

Thomas Cook (India) Limited is a leading integrated travel and travel-related services company with operations in 29 countries, across five continents through its Indian and global subsidiaries and key investments. Headquarter in India, travel and travel-related financial services companies in the Asia Pacific region.

VISA

A visa (from the Latin *charta visa*, meaning "paper that has to be seen" is a conditional authorization granted by a territory to a foreigner, allowing them to enter, remain within, or to leave that territory. Visas typically may include limits on the duration of the foreigner's stay, areas within the country they may enter, the dates they may enter, the number of permitted visits or an individual's right to work in the country in question. Visas are associated with the

request for permission to enter a territory and thus are, in most countries, distinct from actual formal permission for an alien to enter and remain in the country. In each instance, a visa is subject to entry permission by an immigration official at the time of actual entry, and can be revoked at any time. A visa most commonly takes the form of a sticker endorsed in the applicant's passport or other travel document

Common visa

Normally, visas are valid for entry only into the country that issued the visa. Countries that are members of regional organizations or party to regional agreements may, however, issue visas valid for entry into some or all of the member states of the organization or agreement:

Status	Time overseas	Requirements
Pre-enlistment: 13 – 16.5 years of age	3+ months	Exit permit
	2+ years	Exit permit + bond
Pre-enlistment: 16.5 years of age and older	3+ months	Registration, exit permit + bond

Status	Time overseas	Requirements
Pre-enlistment: 13 – 16.5 years	3+ months	Exit permit

of age	2+ years	Exit permit + bond
Pre-enlistment: 16.5 years of age and older	3+ months	Registration, exit permit + bond
Full-time National Service	3+ months	Exit permit
Operationally-ready National Service	14+ days	Overseas notification
	6+ months	National service unit approval + exit permit
Regular servicemen	3+ months	Exit permit, where Minimum Term of Engagement is not complete
	6+ months	Exit permit

Passport

A passport is a travel document, usually issued by a country government to its citizens, that certifies the identity and nationality of its holder primarily for the purpose of international travel. Standard passports may contain information such as the holder's name, place and date of birth, photograph, signature, and other relevant identifying information.

Many countries issue (or plan to issue) biometric passports that contain an embedded microchip making them machine-readable and difficult to counterfeit. As of January 2019, there were over 150 jurisdictions issuing e-passports. Previously issued non-biometric machine-readable passports usually remain valid until their respective expiration dates.



Passport control at Dubai International Airport

A passport holder is normally entitled to enter the country that issued the passport, though some people entitled to a passport may not be full citizens with right of abode (e.g. American nationals or British nationals). A passport does not of itself create any rights in the country being visited or obligate the issuing country in any way, such as providing consular assistance. Some passports attest to the bearer having a status as a diplomat or other official, entitled to rights and privileges such as immunity from arrest or prosecution.

Many countries normally allow entry to holders of passports of other countries, sometimes requiring a visa also to be obtained, but this is not an automatic right. Many other additional conditions may apply, such as not being likely to become a public charge for financial or other reasons, and the holder not having been convicted of a crime. Where a country does not recognise another, or is in dispute with it, it may prohibit the use of their passport for travel to that other country, or may prohibit entry to holders of that other country's passports, and sometimes to others who have, for example, visited the other country. Some individuals are subject to sanctions which deny them entry into particular countries.

Some countries and international organisations issue travel documents which are not standard passports, but enable the holder to travel internationally to countries that recognise the documents. For example, stateless persons are not normally issued a national passport, but may be able to obtain a refugee travel document or the earlier "Nansen passport" which enables them to travel to countries which recognise the document, and sometimes to return to the issuing country.

Passports may be requested in other circumstances to confirm identification such as checking into a hotel or when changing money to a local currency. Passports and other travel documents have an expiry date, after which it is no longer recognised, but it is recommended that a passport is valid for at least six months as many airlines deny boarding to passengers

whose passport has a shorter expiry date, even if the destination country may not have such a requirement.

Tour guide

A tour guide (U.S.) or a tourist guide (European) is a person who provides assistance, information on cultural, historical and contemporary heritage to people on organized sightseeing and individual clients at educational establishments, religious and historical sites such as; museums, and at various venues of tourist attraction resorts.

Definition of Tourist Guide

Tourist Guides act as ambassadors of the country, they are the first to meet and welcome tourists and they are often the last ones to bid farewell to them when they leave the country.

Various international organizations such as the World Federation of Tourist Guides Associations (WFTGA) define a tourist guide as the person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, which person may possess an area specific qualification. Such specifications are usually issued and/or recognized by the appropriate authority.

A tourist guide is someone who points out the way and leads others on a trip or tour. Generally, a tourist guide will work at a specific location, city or province. In some cases, guides qualify to guide throughout an entire country.

According to the Tourism Act No. 3 of 2014, Tourist guide means any person registered as such under section 50 and who for reward accompanies any person who travels within or visits any place within the Republic and who furnishes such person with information or comments.

Importance of Tourist Guides

Tourist guiding is a very critical component of the tourism value chain. They play an essential role in ensuring repeat tourist visitation to South Africa through creating a positive image of our country.

In South Africa, tourist guiding is a regulated profession governed by national legislation and policies. Any person that would like to become a tourist guide must undergo training as part of a formal qualification registered by the South African Qualifications Authority (SAQA),

Upon being deemed competent, such person will receive a certificate issued by the Culture, Arts, Tourism Hospitality and Sports Sector Education and Training Authority (CATHSSETA), Such person must then apply to the relevant Provincial Registrar to be registered in order to operate legally. This process unfolds as prescribed in the Tourism Act, 2014 and the Regulations in respect of Tourist Guides, 1994 and 2001 respectively.

Characteristics of Tourist Guides

The role and function of a guide is to organize, inform and entertain. Guides are mainly freelance and self-employed. Work is often seasonal and may involve working during unsociable hours. Work is usually obtained through direct contact with tour operators and other agencies and therefore, guides must be self-sufficient and be able to market themselves.

The manner in which tourist guides interact and treat tourists is very important because it gives a lasting impression about the country in general. The Code of Conduct and Ethics that tourist guides signs prescribes the way in which qualified, legally registered tourist guides must conduct themselves whilst on duty. Registered tourist guides who fail to abide by the Code of Conduct and Ethics could be subjected to formal disciplinary hearings and be charged with misconduct.
