

SUBJECT : INTRODUCTION TO TOURISM

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UNIT - IV

1. Thomas Cook, American Express, Cox & Kings

Thomas Cook

⇒ Thomas Cook [22 November 1808 - 18 July 1892] was an English businessman. He is best known for founding the travel agency

Thomas Cook & Son.

Cook's first excursions:

⇒ Cook's idea to offer excursions came to him while "walking from Market Harborough to Leicester to attend a meeting of the Temperance society."

With the opening of the extended Midland Counties Railway, he arranged to take a group of temperance campaigners from Leicester Campbell street railway station to a teetotal rally in Loughborough, eleven miles away.

Legacy - Thomas Cook and mass tourism:

⇒ Thomas Cook was a frontrunner of establishing tourism systems and thus made mass tourism possible in Italy. First, the circular tickets could be used on almost all Italian railways. These tickets allowed travel by train for a present number of days along predetermined routes. Second, Cook designed a series of hotel coupons to complement circular tickets, which could be exchanged for lodging and meals at designated accommodations.

American Express

⇒ The American Express Company (Amex) is a multinational financial services corporation headquartered at 200 Vesey Street in the Financial District of Lower Manhattan in New York City. The company was founded in 1850 and is one of the 30 components of the Dow Jones Industrial Average. The company's logo adopted in 1958, is a gladiator or centurion whose image appears on the company's well-known traveler's cheques, charge cards, and credit cards.

⇒ Boston Fee Party:

From the early 1980s until the early 1990s, American Express was known for cutting its interchange fee to merchants and restaurants if they accepted only American Express and no other credit

or charge cards. This prompted competitors such as visa and Mastercard to cry foul for a while as the tactics "locked" restaurants into American Express.

Cox & Kings:

⇒ Cox & Kings Ltd., set up in 1758, is one of the longest established travel companies headquartered in India and the UK, the holiday and education travel group has subsidiaries in the United States, Canada, the United Kingdom, Netherlands, and United Arab Emirates, Japan, Singapore, Australia and New Zealand.

Acquisition and Sale:

- * FY1996: Foray into foreign exchange business.
- * FY2002: Takeover of foreign exchanges business of Tulip Star Hotels Ltd.
- * FY2007: Acquired Cox & Kings Ltd (UK) & Cox & Kings Japan Ltd.

2. International Organization - UNWTO, PATA

Introduction:

⇒ All International Organizations exist in the Conceptual and legal space between state sovereignty and legal obligation. They are created by the commitments made by sovereign states, and their purpose is to bind those states to their commitments. International Organizations serve many diverse functions, including collecting information and monitoring trends.

UNWTO

⇒ The World Tourism Organization (UNWTO) is the United Nations specialized agency entrusted with the promotion of responsible, sustainable and universally accessible tourism, having its headquarters in Madrid, Spain. It is the leading

international organization in the field of tourism, which promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers the sector leadership and support in advancing knowledge and tourism policies worldwide.

UNWTO Priorities

* Mainstreaming tourism in the global agenda:

⇒ Advocating the value of tourism as a driver of socio-economic growth and development, its inclusion as a priority in national and international policies and the need to create a level playing field for the sector to develop and prosper.

* Improving tourism competitiveness:

⇒ Improving UNWTO Member's competitiveness through knowledge creation and exchange, human resources

development and the promotion of excellence in areas such as policy planning, statistics and market trends, sustainable tourism development, marketing and promotion, product development and risk and crisis management.

PATA (Pacific Asia Travel Association)

⇒ PATA stands for Pacific Asia Travel Association. Founded in 1951, PATA is a not-for-profit membership-based association that acts as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region.

Function:

⇒ Since 1951 PATA has led from the front as the voice and authority on travel and tourism in the Asia Pacific region: In partnership with private

and public sector members, PATA enables the sustainable growth, value and quality of travel and tourism to - from - and within - the region

3. Manila Declaration - Warsaw Convention

Manila Declaration:

⇒ HELD at Manila, Philippines, from 27 September to 10 October 1980, convened by the world tourism organization with the participation of 107 delegations of states and 91 delegations of observes, in order to clarify the real nature of tourism in all its role tourism is bound to play in a dynamic and vastly changing world, as well as to consider the responsibility of states for the development and enhancement of tourism in present-day societies as more than a purely economic activity of

nations and people.

⇒ Tourism is considered an activity essential to the life of nations societies and their international relations.

⇒ Its development is linked to the social and economic development of nations and can only be possible if man has access to creative rest and holidays and enjoys the freedom to travel within the framework of free time and leisure whose profoundly human character it underlines. Its very existence and development depend entirely on the existence of a state of lasting peace, to which tourism itself is required to contribute.

⇒ There are many constraints on the development of tourism. Nation and groups of nations should determine and

study the constraints, and adopt measures aimed at attenuating their negative influence.

Warsaw Convention

Introduction:

⇒ The convention for the unification of certain rules relating to international carriage by air, commonly known as the Warsaw Convention, is an international convention which regulates liability for international carriage of persons, luggage, or goods performed by aircraft for reward.

⇒ Originally signed in 1929 in Warsaw it was amended in 1955 at The Hague, Netherlands, and in 1971 in Guatemala City, Guatemala.

Ratifications:

As of 2015, the Warsaw Convention had been ratified by 152 states. The

Protocol to the convention had been ratified by 137 states.

4. ITDC, TTDC.

ITDC

⇒ ITDC stands for India Tourism Development Corporation.

⇒ ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country. Broadly, the main objectives of the corporation are:

⇒ To construct, take over and manage existing hotels and market hotels, beach resorts, traveller's lodges / restaurants;

⇒ To provide transport, entertainment, shopping and conventional services;

⇒ To provide, distribute, tourist publicity material;

⇒ To render consultancy-cum-managerial services in India and abroad;

TTDC

⇒ Tamil Nadu Tourism Development Corporation (TTDC) was incorporated in 1971 with the main object of promoting tourism in Tamil Nadu by building tourism related infrastructure on commercial basis. TTDC made a modest beginning by taking over 5 Govt. Bungalows and operated 2 coaches. It has made rapid strides since then and today it has earned the proud distinction of owning the longest chain of hotels in South India numbering 53. The fleet of coaches has increased to 12. TTDC is providing the following facilities covering all the major tourist destinations in the state for the benefit of tourists.

- * Hotels
- * Youth Hostels
- * Restaurants
- * Boat Houses
- * Telescope Houses

* Lake park

* Petrol Bunk

* Coaches for operating of Tours

* Exhibition site at Island Ground
for conduct of exhibitions.

⇒ TTDC is operating Youth Hostels, wherein
dormitory accommodation is provided to
the budget tourists.

⇒ This has helped the tourists to
avail low cost accommodation even during
the peak season in Ooty, Kodaikanal
and Yercaud.