

INTRODUCTION TO TOURISM

SUBJECT : ALLIED II INTRODUCTION TO TOURISM

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PRESENTED BY : Dr.K. ELIZABETH LAVANYA PAPPY

Ph.no:+919894875117

DEPARTMENT OF HISTORY

GOVERNMENT ARTS COLLEGE(Autonomous)

COIMBATORE-18



UNIT-5

- I. LESSON 1 : TOURIST TRANSPORTATION – LAND, WATER**
- II. LESSON 2 : RAIL TRANSPORT, AIR TRANSPORT**
- III. LESSON 3 : TOURIST CENTRES IN INDIA**
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LESSON1

TOURIST TRANSPORTION-LAND, WATER



LAND TANSPORTATION

- Humans travel place to place in search of food in the primitive era.
- They tamed animals such as the dog, ox, horse, camel, reindeer, elephants, etc..
- For carrying the load and traveling. after the discovery of the wheel, humans developed the cart, the chariot, and the carriage.
- Until the seventeenth century, horses were used for traveling.



- Road transport is dominated by the freedom to travel. Tourist often travels with their entire family for holidays.
- Later on better roads were constructed and some of these roads developed into trade routes, which linked many countries.
- One of them is the silk route which was used for transporting silk from china to Persia and the blue gem road from iran to Afghanistan and india.
- Today, the most popular and widely used mode of road travel is the automobile or the car.

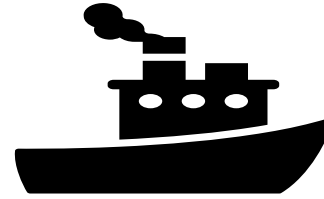


- To promote tourism, the vehicles required are coaches and tourist cars. Tourist coaches or buses are preferred for large tourist groups traveling together on a specified tour itinerary.
- Many tourists prefer to travel in comfort and privacy and hire cars. Cars of various makes and standards are on a rental basis.
- The car rental segment of the tourism industry is in a very advanced stage in foreign countries.
- The client can book a car, himself or through agents, and make it wait at the desired place at the destination. The client can then drive the car himself\ herself on reaching the destination.



WATER TRANSPORT

- Humans have been traveling through water since time immemorial and carried good and people from one place to another. The boats progressed from the simple raft with some modifications and improvement and were first used around 6000 BC.
- Travel by ship was the only means for traveling overseas until the middle of twentieth century. The Cunard steamship company was formed in 1838 with regular steamship services operating on the north Atlantic.
- During the 1 world war, 1914 the operations of the steamship company had to be suspended.
- After the world war 1, the steamship luxury liners were back to business till world war2 After the world war 2 , the large luxury liners again started their operations all over the world and carried passengers and holidaymakers.



- Some of the liners were very large accommodating up to 1000 passengers and had facilities like swimming pools, cinema halls, shops, casino, etc..
- The cruise lines are the new attraction among the tourist. The cruises are booked several months in advance for trips into the tropical and sub-tropical waters of the Hawaii, Caribbean, Mediterranean, etc.
- Water transport today plays two main roles in travel and tourism namely ferrying and cruising.
- Modern vessels such as the wave –piercing , the hydrofoil and the hovercraft are the over the water transport and used for short distance routes.
- Water transportation is also used in riverboat travel.
- Today, tourists enjoy two or three –day luxury trips along the river.

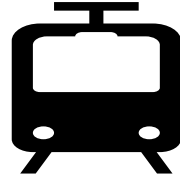
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RAIL TRANSPORT, AIR TRANSPORT

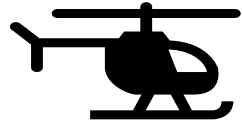


RAIL TRANSPORT

- The railway is the most economical, convenient, and popular mode of travel especially for long distance travel all over the world.
- The railroad was invented in the seventeenth century in Germany with wooden tracks. The first steel rail was developed in the USA during early 1800s.
- The railways revolutionized transportation and mass movement of people seen in the nineteenth and twentieth centuries.



- The broad gauge lines account for more than 55% of the total network and carry 85% of total traffic.
- The steam engines which have helped in increasing the speed.
- Railways have promoted tourism by introducing a special tourist train.
- In Europe, the railways system of six European countries have been clubbed to make rail travel easier for the people of Europe.
- A rail passenger can buy a ticket in any one country of Europe and travel through six countries.
- For the foreign tourists, Eurail Passes offer unlimited discounts travel in express trains for periods ranging from a week to three months. In the USA, AMTRAK operates trains.



AIR TRANSPORT

- Due to the growth of air transport in recent years, long-distance travel has become much simpler and affordable.
- Distance is now measured in hours and not in kilometers. The world has indeed shrunk and becomes a small village.
- The development of air transport mostly occurred after World War I and II. Commercial airlines were created for travelers.
- Because of increasing air traffic, the commercial sector grows rapidly.
- Before the World War II, Swissair already was carrying around 14-16 passenger between Zurich to London



LESSON - 3

TOURIST CENTRES IN INDIA

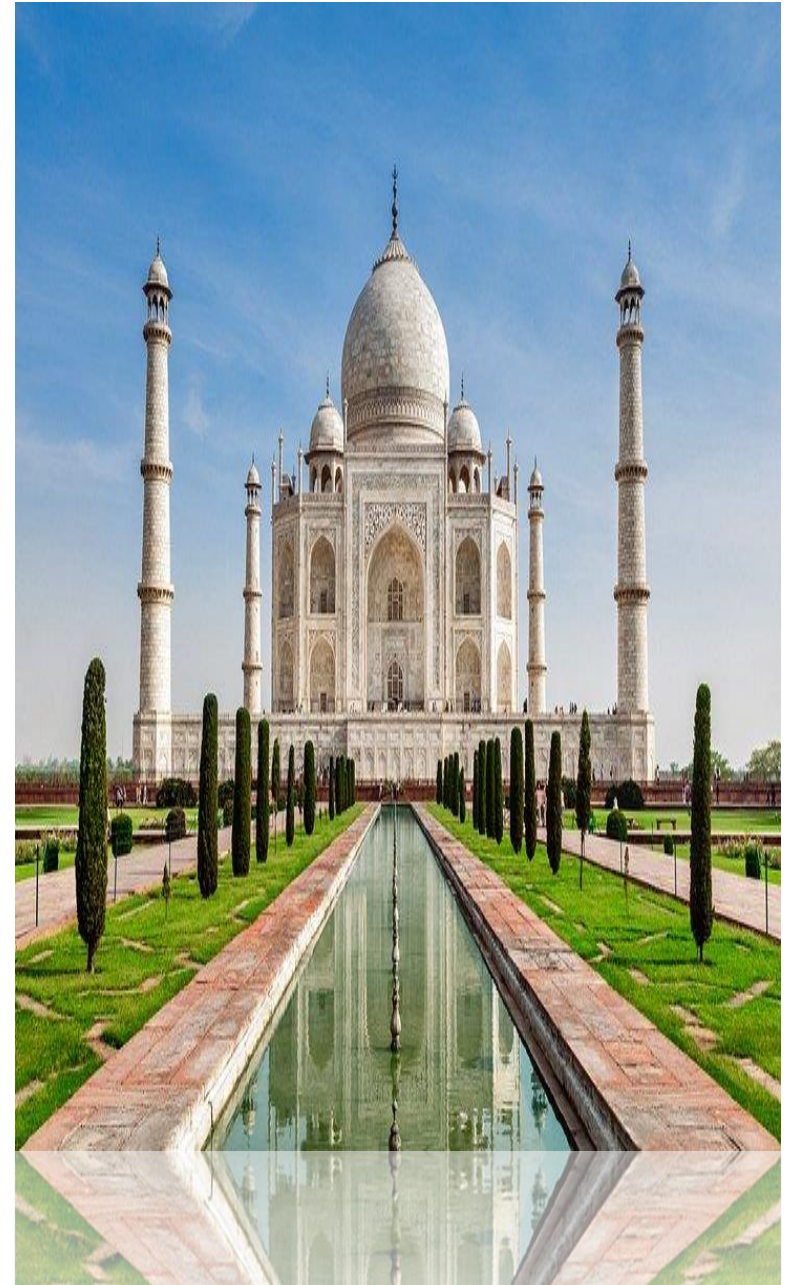
TAJ MAHAL

Perhaps India's most recognizable building, the Taj Mahal is also the world's most famous testimony to the power of love.

Named after Mumtaz Mahal, the favorite wife of Emperor Shah Jahan, this most beautiful of mausoleums was begun upon her death in 1631 and took 20,000 workmen until 1648 to complete.

Incorporating many elements of Islamic design including arches, minarets, an onion-shaped dome, and black calligraphy inlaid around the entrance, the Taj Mahal is largely constructed of white marble decorated with delicate inlaid floral patterns and precious and semi-precious stones such as jade, lapis lazuli, diamonds, and mother of pearl.

The best time to visit is either at dawn or dusk when the atmosphere is brilliantly altered by the change in lighting. If possible, try to catch a view of the Taj Mahal's reflection from the far bank of the Yamuna River-it makes for a memorable (and safe) selfie.



2. THE HOLY CITY OF VARANASI

- **A major pilgrimage center for Hindus, the holy city of Varanasi has long been associated with the mighty Ganges River, one of the faith's most important religious symbols.**
- **Dating back to the 8th century BC, Varanasi is one of the oldest still inhabited cities in the world.**
- **It offers many reasons to visit, not least of them the chance to explore the Old Quarter adjacent to the Ganges where you'll find the Kashi Vishwanath Temple, built in 1780 (the New Vishwanath Temple with its seven separate temples is also of interest).**
- **Bathing in the Ganges is of great importance to Hindus,**
- **and numerous locations known as "ghats" feature stairways leading to the water where the faithful bathe before prayers.**

VARANASI

- All told, Varanasi boasts more than 100 ghats, the largest being Dasashvamedh Ghat and Assi Ghat (the latter, at the confluence of the Ganges and Asi rivers, is considered particularly holy).
- Also worth seeing is Banaras Hindu University, established in 1917 and noted for its massive library with more than a million books, and the superb Bharat Kala Bhavan museum featuring fine collections of miniature paintings, sculptures, palm-leaf manuscripts, and local history exhibits.



3. HARMANDIR SAHIB THE GOLDEN TEMPLE OF AMRITSAR

- Founded in 1577 by Ram Das, Amritsar is an important hub of Sikh history and culture.
- The main attraction here is Harmandir Sahib, opened in 1604 and still often referred to as the Golden Temple for its beautiful gold decoration.
- The holiest of India's many Sikh shrines (it also attracts many Hindus and people of other faiths), the temple was built in a blend of Hindu and Islamic styles,
- its lower marble section featuring such flourishes as ornate inlaid floral and animal motifs,
- while the large golden dome represents a lotus flower, a symbol of purity to Sikhs.

THE GOLDEN TEMPLE OF AMRITSAR



- In addition to its splendid design, visitors are equally impressed with the temple's spiritual atmosphere,
- an effect enhanced by the prayers continuously chanted from the Sikh holy book and broadcast throughout the complex.
- Part of the overall experience-and visitors are welcome to participate-is the chance to enjoy one of the 50,000 free meals the attraction serves up to visitors each and every day.

4. The Golden City Jaisalmer

- So named for the yellow sandstone used in most of its buildings, the Golden City of Jaisalmer is an oasis of splendid old architecture that rises from the sand dunes of the Thar Desert
- Once a strategic outpost, today the city is filled with splendid old mansions, magnificent gateways, and the massive Jaisalmer Fort-also known as the Golden Fort-a daunting 12th-century structure that rises high above the town.
- In addition to its palaces, temples, and fine old homes, the fortress boasts 99 bastions along with massive gates leading to its main courtyard where you'll find the seven-story-tall Maharaja's Palace.
- Started in the early 1500s and added to by successive rulers right up until the 19th century, the palace offers sections open to the public including areas beautifully decorated with tiles from Italy and China.

Jaisalmer



- And intricately carved stone doors, as well as a number of Jain temples dating from the 12th to 16th centuries, each decorated with fine marble and sandstone images, palm-leaf manuscripts, and brightly painted ceilings.
- Be sure to also check out the well-preserved 1,000-year-old library, Gyan Bhandar, with its many 16th-century manuscripts and antiquities.

5. THE RED FORT, NEW DELHI

- Built by Shah Jahan in 1648 as the seat of Mughal power-a role it maintained until 1857-the magnificent crescent-shaped Red Fort in New Delhi,
- Named after the stunning red sandstone used in its construction, covers a vast area of more than two square kilometers, all of it surrounded by a large moat.
- Highlights include its two largest gates: the impressive Lahore Gate (the fort's main entrance) and the elaborately decorated Delhi Gate, once used by the emperor for ceremonial processions.
- A fun part of a visit is exploring Chatta Chowk, a 17th-century covered bazaar selling everything from jewelry to silk garments, as well as souvenirs and food items.
- While you can explore the fort yourself, guided tours are offered and provide a fascinating insight into the life and times of the Shah,



THE RED FORT

- Including a peek into the stunning white marble Hall of Public Audiences (Diwan-i-Am) where he received his subjects.
- Hot Tip: Try to stick around for the sound and light show held each evening featuring important events in the fort's history

LESSON – 4

ISSUES IN TOURISM INDUSTRY AND REMEDIES



1. LACK OF PROPER INFRASTRUCTURE

- An entrenched framework of infrastructure which includes proper transportation facilities, health facilities, stable, and uninterrupted connectivity and other human resources are mandatory for stable tourism.
- India positioned 112nd in the ICT readiness component and 104th rank in the health and hygiene components of the WEF's Travel and Tourism Competitiveness Index, 2017.
- This basically mirrors the poor quality infrastructure our nation has.
- One of the significant reasons for this is the improper allocation of financial resources for the tourism sector. If we look at the 2017-18 budget we can see that only 1840 crore was allocated for a prospering and promising sector like tourism.

2. HUMAN RESOURCES



- Highly skilled and potential men hold an inevitable part of the tourism sector.
- To maintain the growth of our Indian travel and tourism industry a large amount of skilled man force is required at different levels.
- In the past years, there was an exploding increase in manpower for other sectors like banking, engineering, and medicine. This gradually prompted abatement in the human resources available for the tourism sector.
- Thus at present, there is a huge demand for the workforce in both the hospitality and tourism sectors.

3.INSUFFICIENT PROMOTION AND MARKETING

- Great promotion and enough marketing push are excessively indispensable for a nation's travel industry improvement. Be that as it may, in India, the financial backing allotted to help and advance the travel industry is moderately less contrasted with other tourist destinations.
- At present India needs a colossal move from the conventional marketing techniques that are still being followed to a much modern approach.



4.TAXATION

- High taxes on the entire industry including the airline facilities, hotels, and tour operators are highly expensive.
- This is the one main reason why India loses to other less expensive countries when it comes to tourism.
- For instance, consider the price of air tickets. It varies in all the 29 states.

5. SECURITY ISSUES

- SECURITY IS ONE OF THE MAJOR CHALLENGES FACED BY INDIAN TOURISM.
- THE INCREASING RATE OF SEXUAL ABUSE OF WOMEN, THEFT, CREDIT CARD FRAUD, IDENTITY THEFT, FOOD POISONING, TERRORISM, AND PUBLIC VIOLENCE IS AFFECTING INDIAN TOURISM TO A HIGH EXTENT.



PROSPECTS

- India is gifted with massive diversity in culture, geography, and art which pull in a colossal measure of voyagers to the nation.
- Different new forms of tourism that are being introduced in recent years are also helping to build up the country's tourism industry.
- Medical tourism, eco-tourism, adventure tourism, and cruise tourism have also gained a lot of popularity and attention among foreigners now and have the potential for high growth in the near future.
- The Himalayas are the greatest assets of India in adventure tourism.
- Tourism industry for India is a beautifully prospering and promising field.
- Taking sufficient measures to confront the difficulties presented and further enhancing the prospects can guarantee unlimited chances and development of the nation.



THANK YOU