

TRAVEL FORMALITIES

UNIT 2



Topics covered :


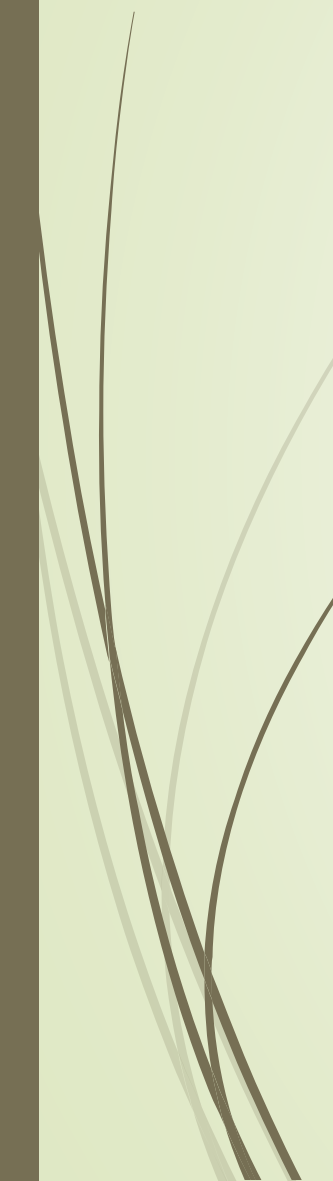
Contemporary trends in tourism

Basic travel motivators

Role of transport in tourism

CONTEMPORARY TRENDS IN TOURISM

- Some trends are driven by customers and their desire for experiences different from what we've previously seen as commonplace. Others are driven by the tourism industry itself and its adoption of new technologies that improve their companies and the experiences their customers have.
- **Bleisure travel** : is a growing tourism trend where people traveling for work or business include some leisure time at their destination. A 2018 study revealed that 60% of U.S. business trips incorporated leisure elements, an increase from 43% in 2016.
- **Solo Travel** : Solo travelling is in rise. With all the stress at work and personal life, travellers choose to travel alone to detoxify themselves and some includes adventure sports with the travel.

- 
- 
- **Automation** : Gone are the days when booking a trip required clients to make a phone call, speak directly to a service provider, or walk into the supplier's office for face-to-face negotiation. Digitization has led to a rise in online bookings. Not only has this made advertising cheaper for travel companies, but also customers are enjoying and increasingly prefer the convenience it offers.
 - **Personalization** : Travellers in the current trends prefer a more personalized tour package according to their interests, hobbies, time and so on.
 - **Transformative Travel** : Transformative travel is very new and is gaining popularity in the recent times. Transformative travels are nothing but travelling for leisure time as well as work for the benefits of others (ex. Doing any social work while a stay at a tourist place).

BASIC TRAVEL MOTIVATORS

- **What is Travel Motivation :** Travel motivation is the inner state of a person, or certain needs and wants of the tourists that can be considered as one of the most important psychological influences of tourist behaviour.
- **Some of the motivation to travel:**
 - Escape
 - Relaxation
 - Education
 - Family togetherness
 - Health
 - Professional/Business
 - Interest in Sightseeing
 - Wanderlust


4 basic travel motivators:

1. **Physical Motivators** include those related to physical rest, sports participation, beach recreation, relaxing entertainment, and other motivations connected with health.
2. **Cultural Motivators** include the desire to know about other countries
3. **Interpersonal Motivators** Pertain to the desire to meet other people, visit friends or relatives, escape from routine, from family and neighbours.
4. **Status and Prestige Motivators** Ego needs and personal development. Included in this group are trips related to business, and conventions, study, and pursuit of hobbies education. Travel will enhance one's recognition and group reputation.

ROLE OF TRANSPORT IN TOURISM


- ▶ Tourism industry needs transports in order to take tourists from one place to another because the aim of the tourist is to reach the destination.
- ▶ So in tourism industry we find different modes of transports which consist of **air, rail, road and water**.
- ▶ Hence tourists have a choice to choose which one of the transports it is suitable for them. There are many reasons to choose modes of transport; tourists might look at the following - speed, safety, price and convenience. So basically these different kinds of transports have positive and negative side effects.



- 
- **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.
 - **Road transport** : 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.

Air Transport Advantage: Direct route, high speed, quick service, social and political significance, luxurious travel.

Road Transport Advantage: Flexibility, reliable, door to door service, economical, supplements other modes of transport, quick transit for short distances are the advantages of road 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 railways revolutionized transportation and mass movement of people seen in the nineteenth and twentieth centuries.
 - **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.

Rail transport advantage : Long distance travel cheaper, carrying capacity large & quicker than road transportation.

Water transport advantage: Economical, carrying capacity enormously, develops international and coastal trades are the advantages of water transport.



THE END