

Semester - I | Core – II | Subject Code - 18MTT12C

TOURISM PRINCIPLES, POLICIES & PRACTICES



Objectives of the Paper

- To understand the various elements in tourism management.
- To have an insights on theoretical background of Tourism.
- To study the implications of tourism policies.
- To study the roles of various tourism organizations

Syllabus

UNIT-I

Tourism-Meaning and Definitions - Characteristics of Tourism, Historical Development of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Tourism Systems - Leiper's Geo-spatial Model, Butler's Tourism Area Life Cycle (TALC) - Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-Centric and Psycho-Centric Model.

UNIT-II

Tourism Industry: Structure and Components: Attractions – Accommodation – Activities – Accessibility – Amenities – Infrastructure and Hospitality - F&B–Shopping – Entertainment– Typology of Tourism– Classification of Tourists – Tourism Network – Emerging areas of tourism–Niche tourism - Cruise, MICE, Literary, Indigenous, Medical & Wellness, Film, Golf, Silver hair, Doomsday, etc.,

Conti...

UNIT-III

Major motivations and deterrents to travel -Tourism & Cultural Relationships, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Growth of Social Tourism, Demand and Supply in tourism – Present trends in Domestic and Global tourism - Impacts of Tourism.

UNIT-IV

Tourism Organizations: International, Regional, National and State Level- Roles and Functions: WTO, WTTC, ICAO, IATA, PATA, FHRAI, INTACH, Department of Tourism, Govt. of Tamil Nadu, TTDC, KTDC

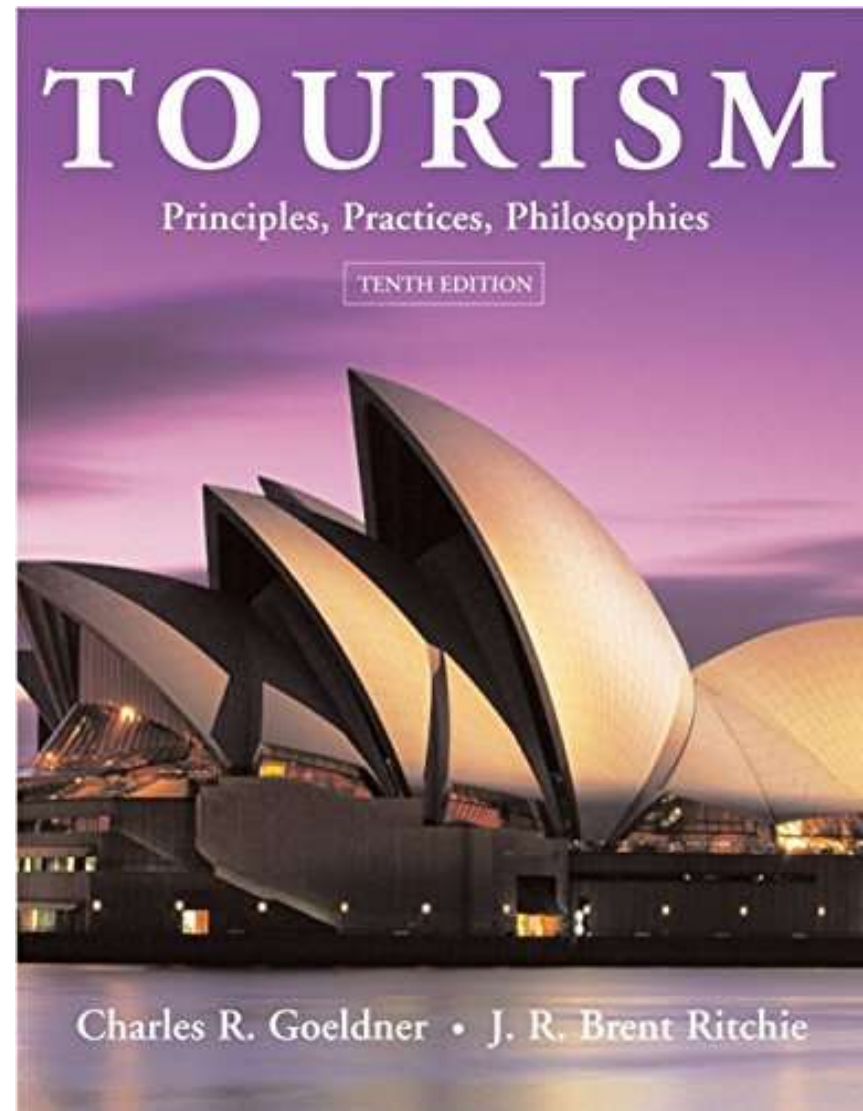
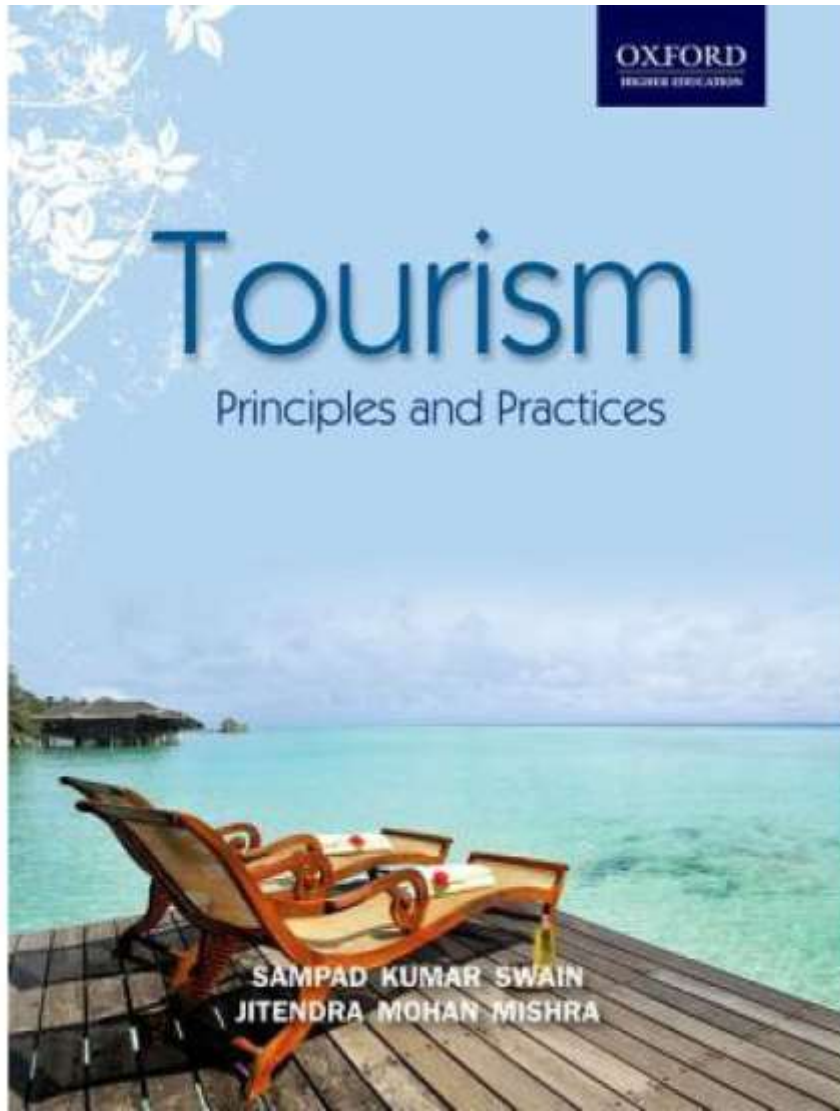
UNIT-V

Ministry of Tourism, Govt. of India, National Tourism Policy - National Action Plan, - Major Tourism schemes of Govt. of India, Visa on Arrival (VoA), e-Visa, Swadesh Darshan - PRASAD - HRIDAY Scheme, Marketing & Promotion - Incredible India –Paryatan Parv – Atithi Devo Bhava.

PRACTICAL EXERCISE

- Travel Documentary – 1

Suggested Text Book



TOURISM – PRINCIPLES AND PRACTICE

**Unit I: Introduction to Travel and
Tourism**

- Tourism is part of LEISURE.
- In modern times Tourism is only a recreational activity is a MISCONCEPTION because participating in meetings, seminars conferences, trade fairs, etc are also a tourism activity.

Tourists

- The tourist market is divided into:
 1. The leisure tourist
 2. The business tourist

Visitors

- A visitor is any person visiting a country other than that in which he/she has his/her usual place of residence, for any other reason than following an occupation from within the country visited
 - Visitors may be further categorised as **excursionist** and **tourists**

Excursionist

- A day visitor who stays for less than 24 hours at a place. There is no overnight stay

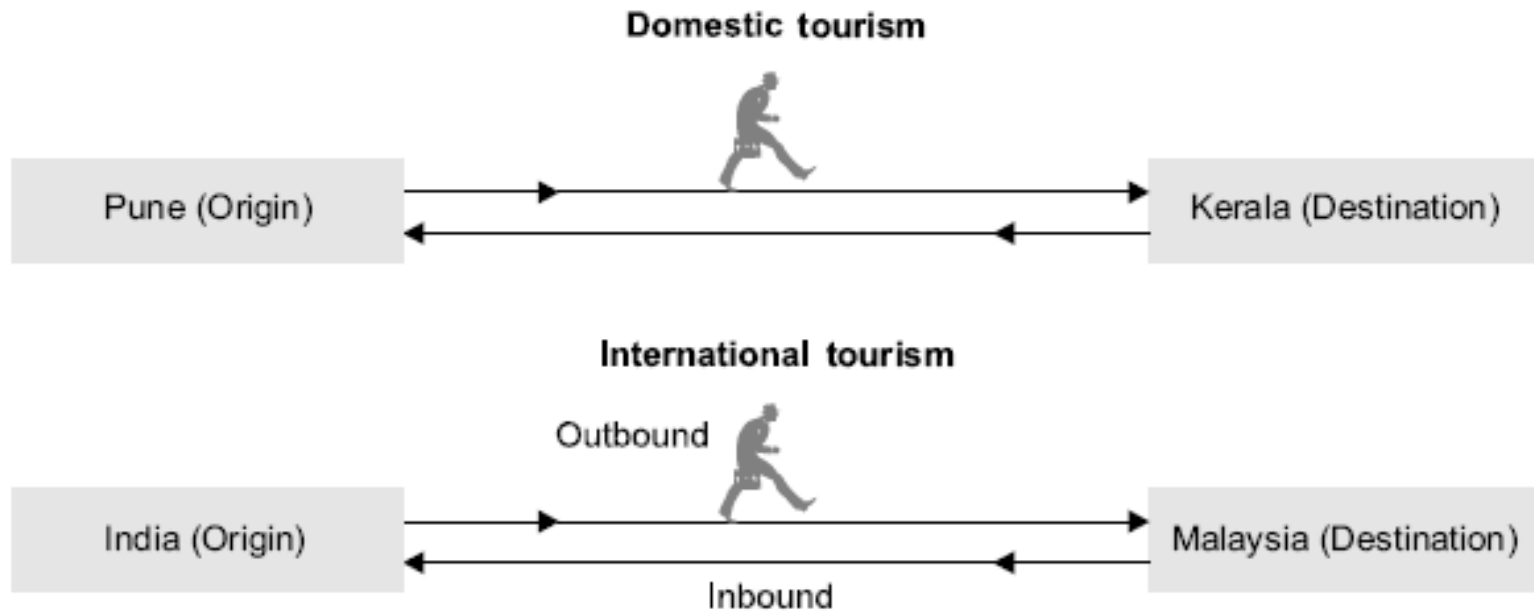
Tourist

- A tourist is a temporary visitor to a place. They stay at least for 24 hours

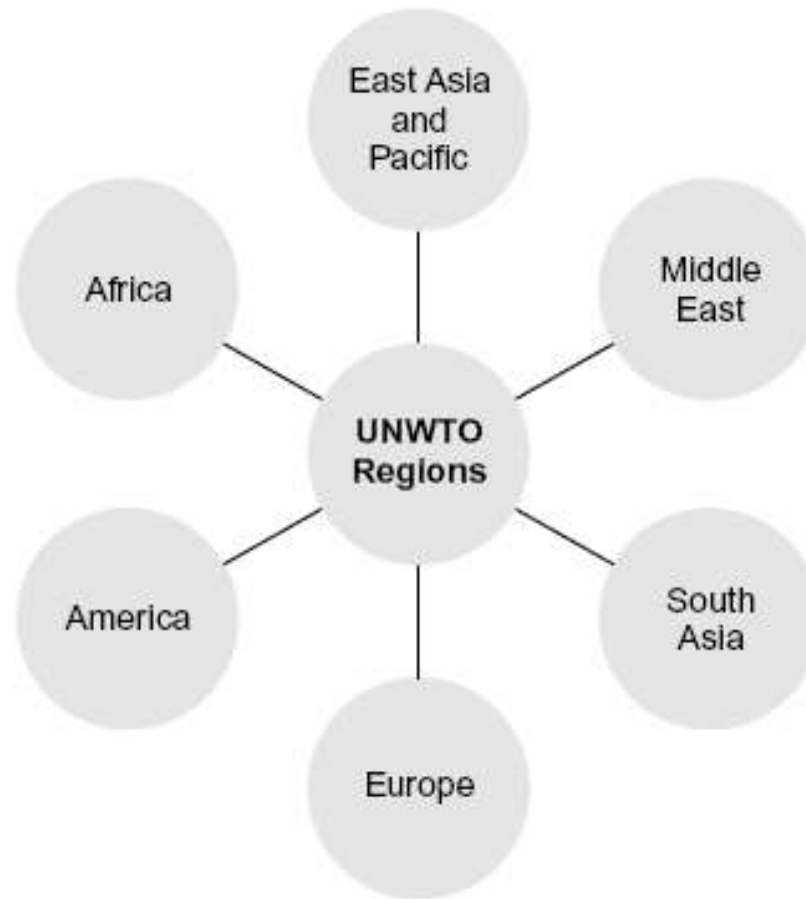
International Tourism

- It involves people travelling from one country to another country, crossing national borders
 - International tourist may be *inbound* or *outbound*

Domestic and international tourism



Tourism Regions of the World



Constituents of the tourism industry

Main constituents

Transport industry
Hospitality industry
Entertainment industry
Travel agents and tour operators
Guides and escorts
Tourism organizations

Secondary constituents

Shops and state emporiums
Arts and crafts
Local transport
Banks
Insurance companies
Communication services-
Media
Performing artists
Publishers
Advertisers
Hawkers and coolies
Agents and brokers

Tourist Motivation and Behaviour



Tourist motivations and typologies

- Why do people go on holiday?
- What factors influence their choices?
- An understanding of the above can be used to create tourist typologies → helps in tourism marketing, planning and development

Motivation

- ‘...a state of need, a condition that exerts a push on the individual towards certain types of action that are seen as likely to bring satisfaction’
- The tourist as a *consumer* of tourism products, places and experiences

TRAVEL MOTIVATORS

- The underlying motive for almost any type of tourist activity is escape – sometimes physical, sometimes mental. However, tourists can have multiple motives for travel. For example, a business traveller extends his trip to visit his conference destination to get rid of the stress he underwent.
- In fact, one destination can see different travel motivation by different groups. For example, one group of tourists can be visiting Guwahati for spiritual purposes to visit Kamakhya Devi temple, another group can be visiting it for its tea gardens and yet another to shop for Assam silk.
- It is this multi-facetedness of destinations that has to be realised and used by marketers for increasing sales keeping in view the motivators.

1) **Non-Destination Motivators**

- a) **Business**
- b) **Visiting friends and Relatives (VFR)**
- c) **Educational Travel**

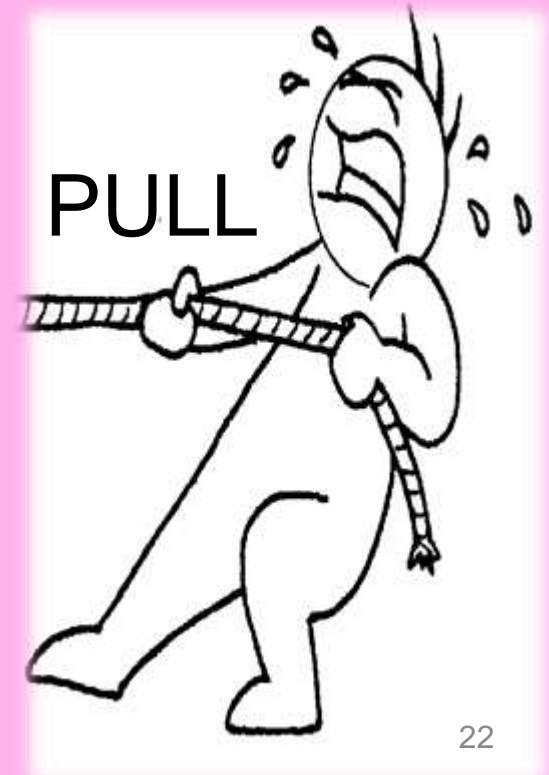
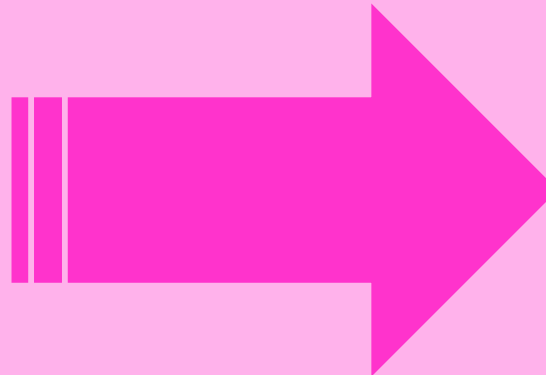
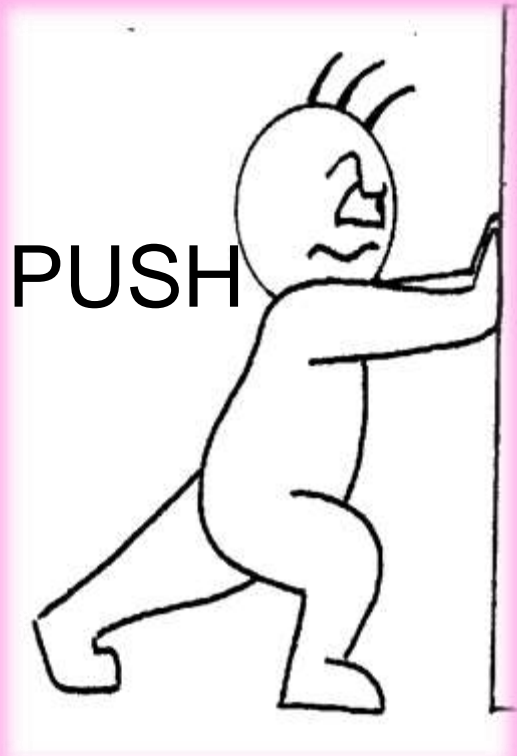
2) **Destination Specific Travel Motivators**

- a) The **intellectual component**
- b) The **social component**
- c) The **complete mastery component**
- d) The **stimulus avoidance component**

HOME



DESTINATION



Push and pull factors

- Factors that *push* people towards a holiday
 - Why did you travel?
- Factors that pull them towards a particular destination
 - Why did you go to that destination?

Travel motivation

- A variety of reasons for travelling which vary from person to person, from one holiday to another
- Many types of motivation for travellers

Type of travel motivation

Description

Business

Travelling for work purposes
MICE

Culture

Travelling to learn about:
architecture, food and drink,
lifestyle, religion
To understand more about the
culture and history of a
destination

Desire for adventure

Experience a new activity that
cannot be found at home
Includes 'active' activities:
extreme sports, safari

Types of travel motivation

Description

Escape (escapism)

Escape everyday life; have a change of scenery; usually involves relaxation on some level

Education

Learn a new skill (language, art, study etc)

Love and romance

Travel to romantic or exotic places
Includes: honeymoons, weddings

Types of motivation

Description

Physical reasons (R&R)

Rest and relaxation; passive activities

Social reasons

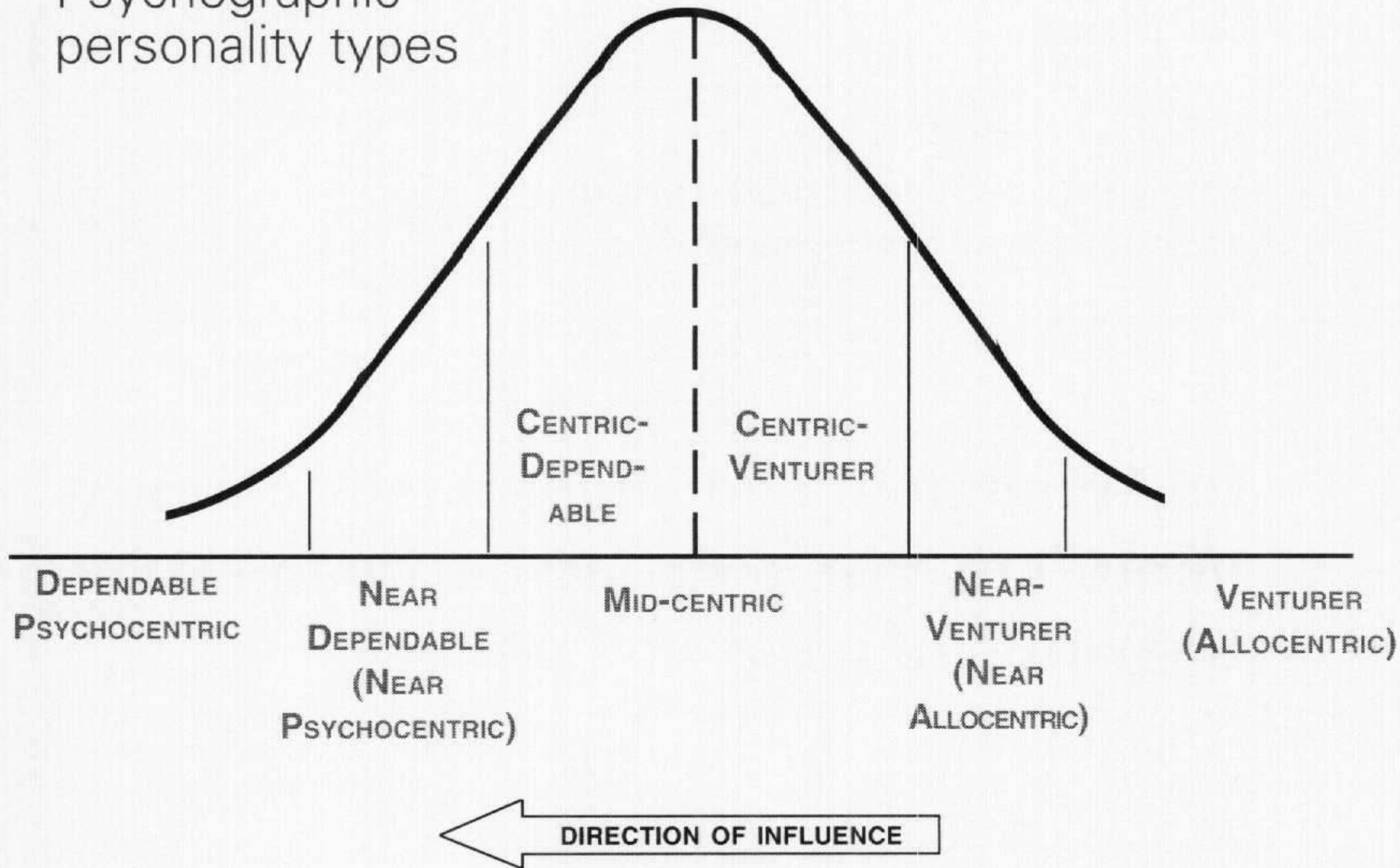
VFR; meet new people (18-30 Club); social activities

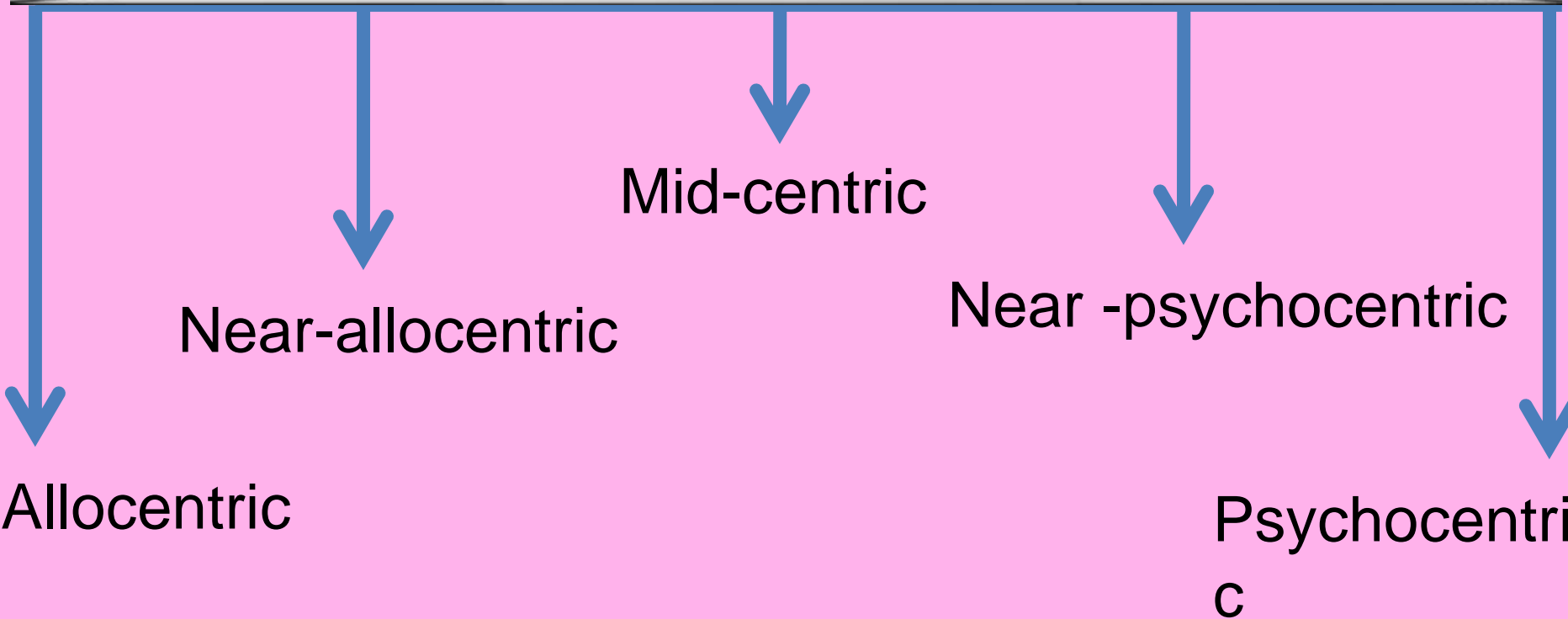
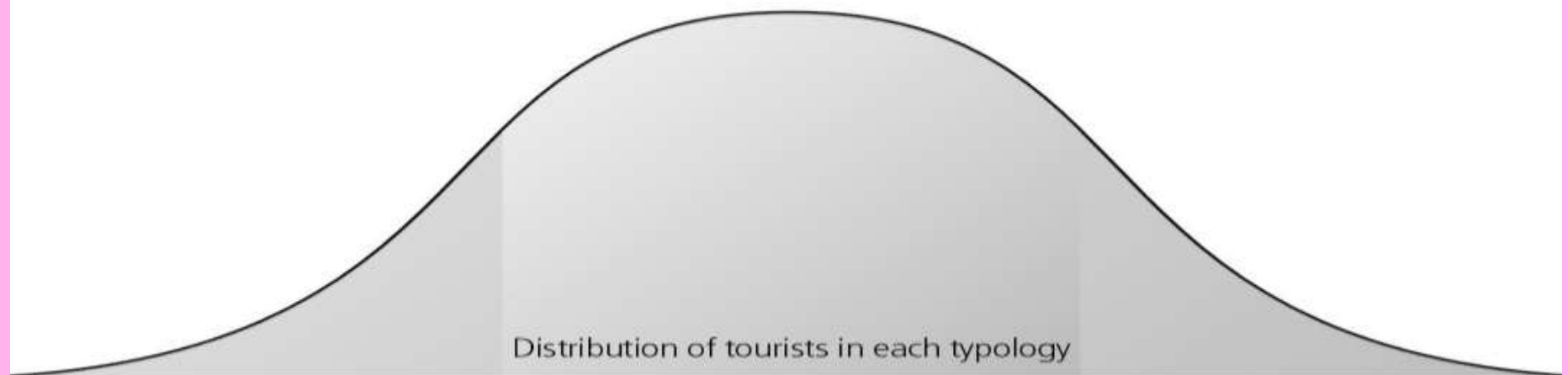
Plog's Model

In 1974, Stanley Plog developed a theory which allowed the US population to be classified into a series of interrelated psychographic types. These types range from two extremes:

- The 'psychocentric' type is derived from 'psyche' or 'self-centred' where an individual centres thoughts or concerns on the small problem areas of life. These individuals tend to be conservative in their travel patterns, preferring 'safe' destinations and often taking many return trips. For this latter reason, market research in the tour-operating sector labels this group as 'repeaters'.
- The 'allocentric' type derives from the root 'allo' meaning 'varied in form'. These individuals are adventurous and motivated to travel/discover new destinations. They rarely return to the same place twice, hence their market research label 'wanderers'.

Psychographic personality types





Plog's Tourist Types (1974)

Allocentric

- Explorers – of new destinations/activities
- Independent travellers
- Need to see and do new things
- Above-average incomes
- ‘Wanderlust’

Near-Allocentric

- Explorers but visit new destinations once they’ve already been discovered by allocentrics
- Desire ‘new experience’ and to learn

Mid-Centric

- The majority of tourists
- Like adventure but enjoy luxuries and organised activities/travel

Near-Psychocentric

- Not interested in local culture and attractions
- Want an environment similar to their home one
- Same food, people, activities

Psychocentric

- Only like destinations like their home environment
- Destinations will not be too far from home
- Not interested in local culture and custom

Contemporary tourist typologies

- Sun lover
- Action seeker
- Anthropologist
- Archaeologist
- Organized mass tourist
- Thrill seeker
- Explorer
- Jet setter
- Seeker
- Independent mass tourist
- High-class tourist
- Drifter
- Escapist
- Sports tourist
- Educational tourist

Factors influencing tourist motivation

- Personal and family influences
 - Age
 - Family life cycle
 - Gender
 - Disability
- Social and situational influences
 - Nationality and national identity
 - Tourism and work
 - Social class and income



Age

- Tourists are segmented according to their age
- People the same age may like the same activities and holidays



Age guide	Type of holiday
Younger tourists	Active holidays Entertainment
Mature tourists	Passive holiday Safer environment Secure activities

Family lifecycle

- Stage where a family is at can influence holiday choice
- Depends on the age of people within the family
- Can also depend on activities a family enjoys



Stage	Characteristics	Tourism behaviour
Early childhood	<ul style="list-style-type: none"> •Entirely dependent on parent •3S holidays 	<ul style="list-style-type: none"> •Seaside/inland resort •Children entertainment
Early teenager	<ul style="list-style-type: none"> •Dependent on parents still •More influence on decision making 	<ul style="list-style-type: none"> •Resort-based holidays with nightlife •Group-based holidays
Young person	<ul style="list-style-type: none"> •Young, single, not living at home 	<ul style="list-style-type: none"> •Sunlust – Wanderlust •Adventure, backpacking

Stage	Characteristics	Tourism behaviour
Partnership stage	Couples living together Young professionals Time constraints	All types Short breaks to fit around work
Family stage – early	Families, single parents	Mass tourism (3S) and VFR
Family stage – late	Children in secondary school Holidays only outside of term time	Mix of holidays Children seek a little independence

Stage	Characteristics	Tourism behaviour
Empty nest	<ul style="list-style-type: none">•Children leave home•Parents have more freedom and more income	<ul style="list-style-type: none">•More expensive holidays•Luxuries, long-haul, cruises, several holidays a year
Retired	<ul style="list-style-type: none">•One or two people retired•Fixed income•Lots of free time	<ul style="list-style-type: none">•Passive•Good quality holidays

Nationality and national identity

- Language barriers
 - Can discourage people to visit a particular destination
- Legal requirements
 - Visas may be required and some nationalities may not be allowed to a destination



History of Travel & Tourism

Evolution of Tourism

- Prehistoric period
- Early Civilizations
- Imperial Era
- Pilgrimage
- Renaissance
- The Grand Tour
- The Industrial Era
- Advent of Technology
- Impact of World Wars
- Modern Tourism

Developments in History

Humans travelled for

- Survival
- Trade
- Conquests
- Curiosity

Prehistoric Period

- 40,000 BC to 10,000 BC
- No written records exist
- Travel undertaken in search of food
- Or to save one's skin

Early Civilizations

- 10,000 BC to 500 BC
- Settlements were formed
- Farming techniques developed
- Domestication of Animals to hunt for food and to pull sledges
- Trade began
- Sail boats were used
- Invention of wheel

The Indus Valley Civilization

- Indus Valley Civilization was the earliest civilization recorded in 3000 BC
- Remains of modern cities and seals of trade have been unearthed which show that people indulged in trade

The Sphinx

- Sphinx and all major pyramids were built between 2800 BC and 2175 BC by the Egyptian Pharaohs

The Imperial Era

- Established during the early empires of Egypt, Persia, Rome, China, and India
- Road networks
- Accommodation
- Wells
- Security pickets

Imperial Era

Aristocrats travelled in style

- Sporting events
- Performing events
- Performing arts
- Pilgrimage
- Bathing in Mineral springs

Gladiators battle to death in an arena in Ancient Rome to entertain spectators

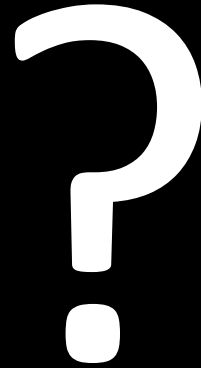
- The Mauryan Emperor Ashoka was responsible for the spurt in development of formal travel facilities

India

- Mauryan Emperor Ashoka was responsible for spurt of travel facilities
- Grand Trunk Routes with Trees and Ashoka Pillars
- Caravanserais by Akbar
- Schools and colleges established
- Summer Retreats for royalty

The old Silk Route ran over 9700 kilometers,
connecting China with Rome and pre-Christian
Europe

Dark Ages



European Renaissance

- The Renaissance or rebirth was a period of change and revival of Greek and Roman cultures (1300 to 1600 AD)

The Grand Tour

The Grand Tour was a tour of the principal cities and places of interest in Europe, the focus of the tour being cultural enrichment

Queen Elizabeth I encouraged

The Industrial Era (1800s)

- Human or animal power was replaced by steam power created by burning coal
- The Industrial Revolution, which occurred in the late eighteenth and early nineteenth century, was a period when major changes occurred in agriculture, manufacturing and transportation
- The development of the steam engine affected tourism

Thomas Cook

- In 1841, Thomas Cook, the pioneer travel agent organized a special train to carry 570 passengers from Leicester to Loughborough to attend a meeting
- 3000 students from Leicester to Derby

The world's first successful airplane –
The Wright Brother's 'Flyer'

INDIA – POST INDEPENDENCE

Facilities created by the Britishers were used to develop tourism

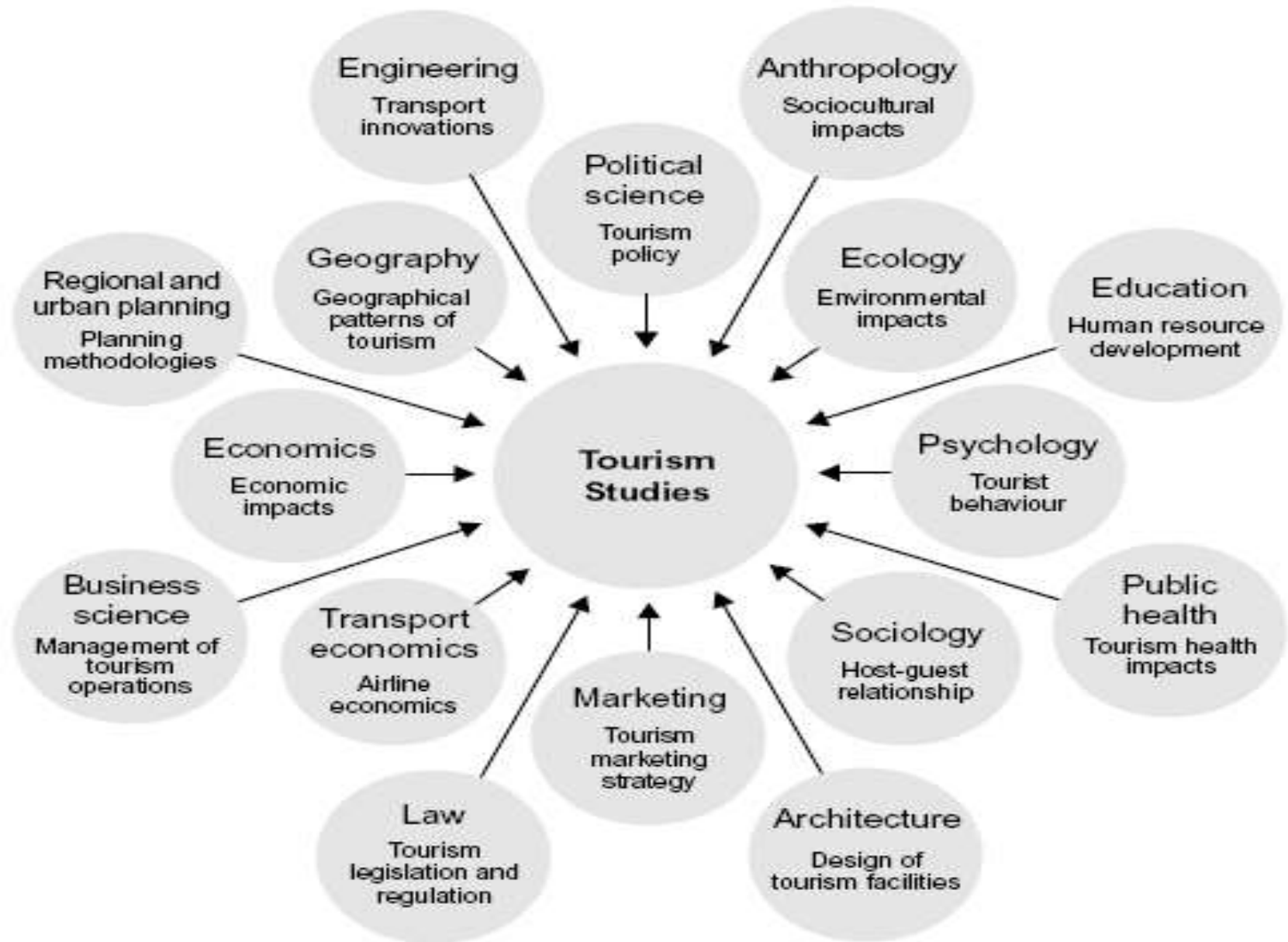
- Hill stations
- Beaches
- Circuit houses
- Dak bungalows
- Railway network



MODERN TOURISM

- Air travel
- Affordable for the masses
- Reduction in travel time
- Tourism Organisations formed
- Private sector encouraged to invest in tourism.

An inter-disciplinary perspective of tourism

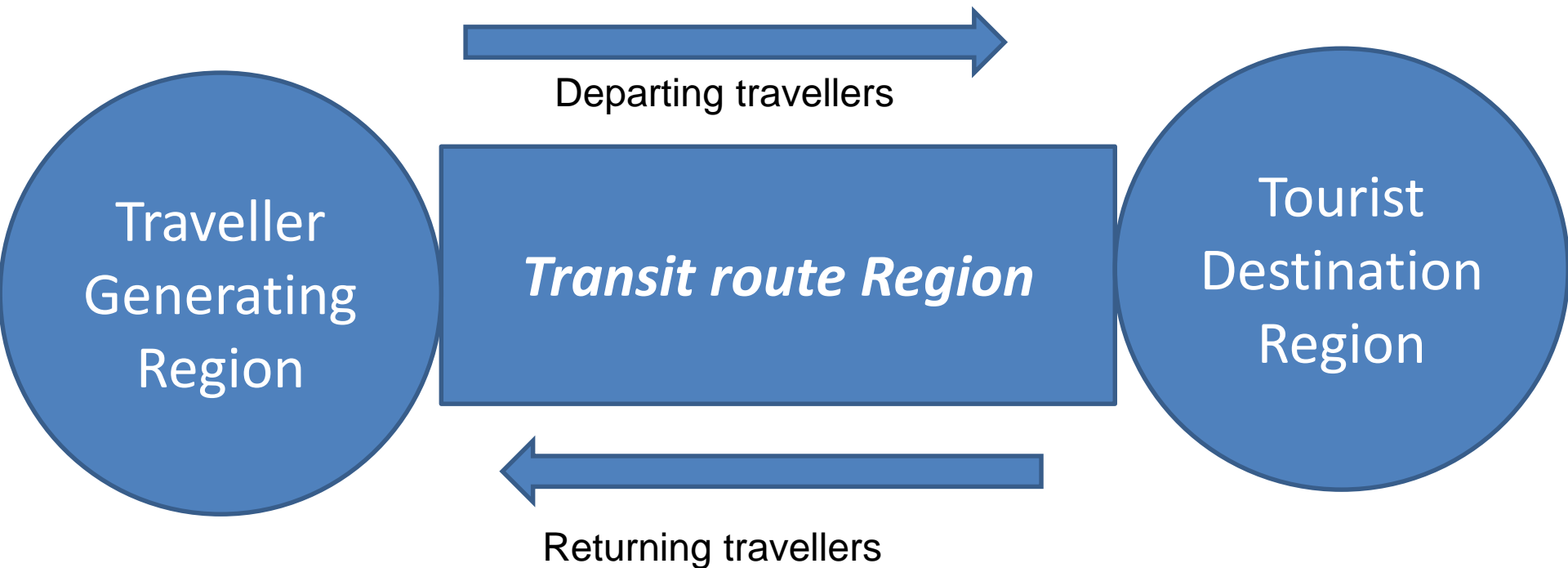


The Tourism System

- Traveller generating region
- Transit region
- Tourist destination region
- Tourists and
- Tourism industry

NATURE OF TOURISM

Leiper Model

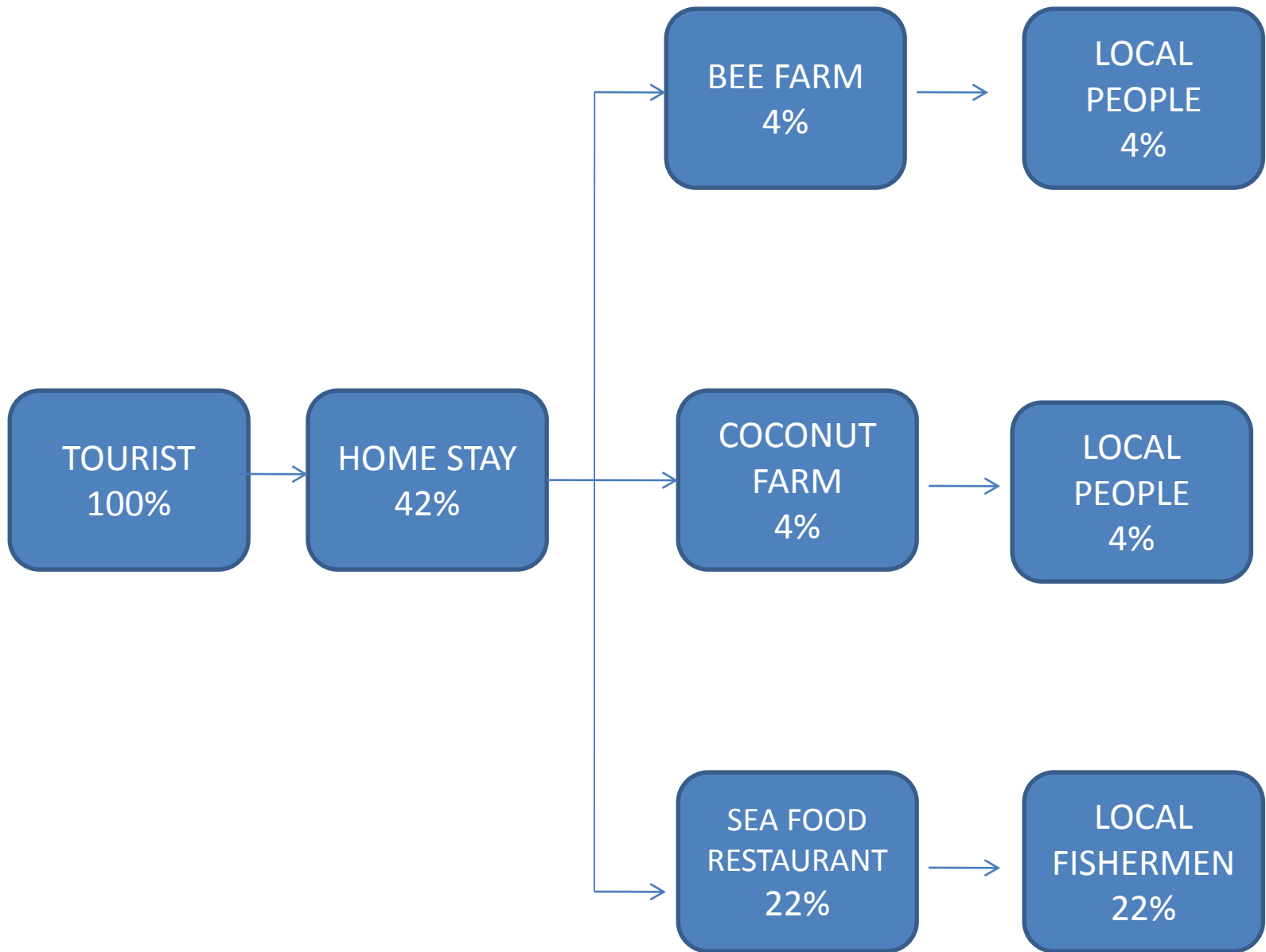


Six Categories of Tourism

- 1. Ethnic Tourism
- 2. Cultural Tourism
- 3. Historical Tourism
- 4. Environmental Tourism
- 5. Recreational Tourism
- 6. Business Tourism

Benefits of Tourism - Economic

- Provides employment opportunities
- Generates foreign exchange
- Increases Incomes
- Increases GNP
- Can be built on existing infrastructure
- Develops an infrastructure that will also help stimulate local commerce and industry
- Can be developed with local products and resources
- Diversifies the economy
- Tends to be compatible with other economic activities
- Spreads development
- High multiplier impact
- Increases governmental revenues



Benefits of Tourism - Social

- Broadens educational and cultural horizons
- Improves quality of life - higher incomes and improved standards of living
- Justifies environmental protection and improvement
- Provides tourist and recreational facilities that may be used by a local population

Benefits of Tourism - Cultural

- Reinforces preservation of heritage and tradition
- Visitor interest in local culture provides employment for artists, musicians and other performing artists enhancing cultural heritage
- Breaks down language barriers, socio-cultural barriers, class barriers, racial barriers, political barriers, and religious barriers
- Creates a favorable worldwide image for a destination
- Promotes a global community
- Promotes international understanding and peace

Disadvantages of Tourism - Economic

- Develops excess demand
- Results in high leakage
- Creates difficulties of seasonality
- Causes inflation
- Can result in unbalanced economic development
- Increases vulnerability to economic and political changes

Disadvantages of Tourism - Social

- Creates social problems
- Degrades the natural physical environment and creates pollution
- Degrades the cultural environment
- Threatens family structure
- Commercializes culture, religion, and the arts
- Creates misunderstanding
- Creates conflicts in the host society
- Contributes to disease, economic fluctuation, and transportation problems

3.1. TRAVEL MOTIVATIONS

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.

4 basic travel motivators:

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.

4 basic travel motivators:

2. Cultural Motivators

include the desire to know about other countries

4 basic travel motivators:

3. Interpersonal Motivators

Pertain to the desire to meet other people, visit friends or relatives, escape from routine, from family and neighbors.

4 basic travel motivators:

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.

Maslow's Hierarchy of Needs

- Need satisfaction motivates human behavior
 - There are five levels of basic needs (see next slide)
 - As each need is satisfied, a person moves up to the next level



Maslow's Hierarchy of Needs

This hierarchy suggests that lower needs demand more immediate satisfaction than the satisfaction of higher needs. The first **need** is physical; the other four are psychological. **To** this original list, two intellectual needs were added. These are:

1. **To know and understand** – acquiring knowledge.
2. **Aesthetics** – appreciation of beauty.

Table 1. Maslow's Needs and Motivations Listed in Travel Literature

Need	Motive	Tourism Literature References
Physiological	Relaxation	Escape Relaxation Relief of tension Sunlust Physical Mental relaxation of tension
Safety	Security	Health Recreation Keep oneself active and healthy for the future
Social	Love and Affection	Family togetherness Enhancement of kinship relationships Companionship Facilitation of social interaction Maintenance of personalities Interpersonal relations Ethnic Roots Show one's affection for family members Maintain social contacts
Self-esteem	Achievement Status	Convince oneself of one's achievement Show one's importance to others Prestige Social recognition Ego enhancement Professional / business
Self-actualization		Personal Fulfillment

3.2. CROMPTON'S PUSH AND PULL THEORY

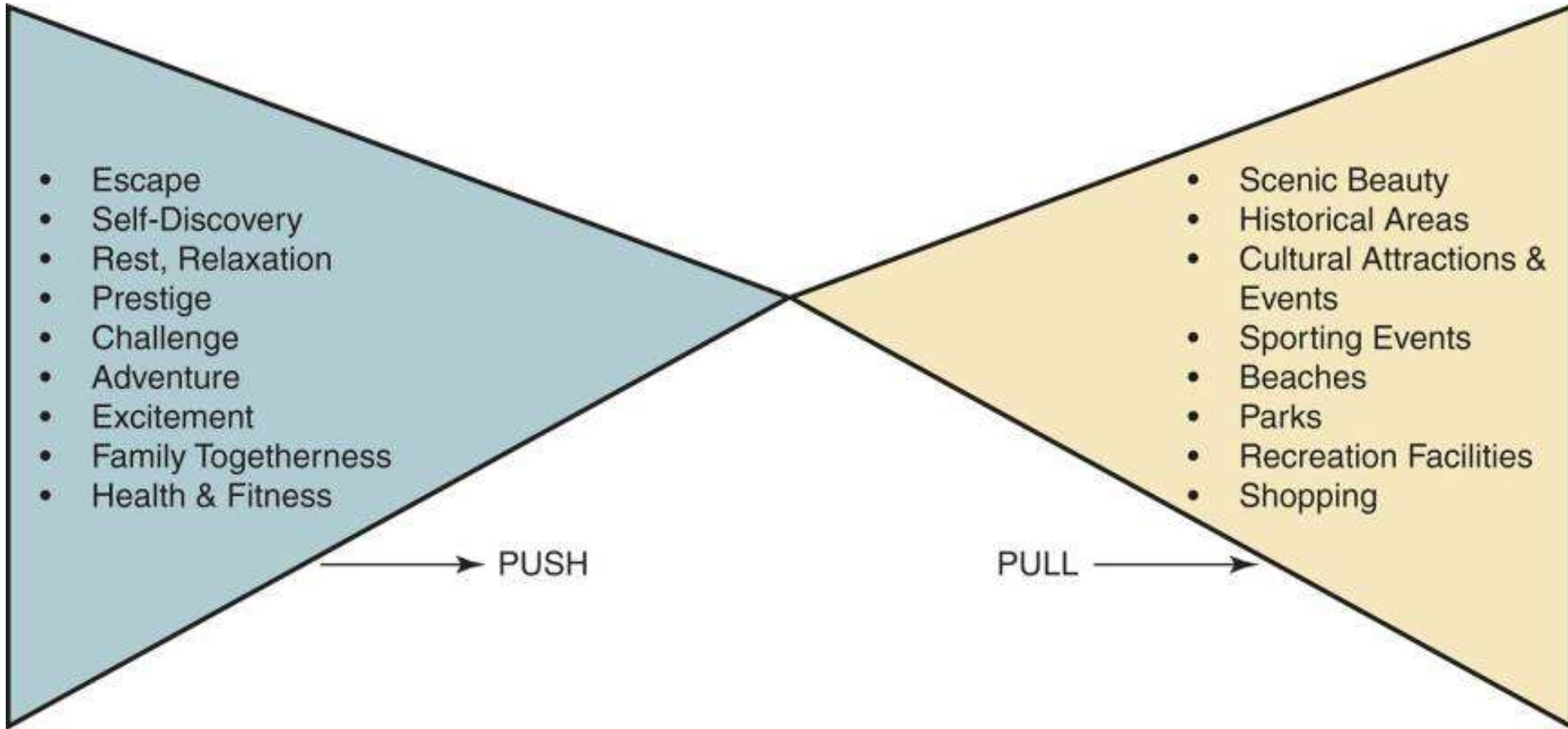
THE PULL AND PUSH FACTORS OF TOURISM

- 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).

The Push-Pull Model

- People travel because they are:
 - “Pushed” into making travel decisions by internal, psychological forces
 - Intangible desires to travel generated from within
 - “Pulled” by external forces of the destination’s attributes
 - Attractions such as Disneyland or Sea World

The Push-Pull Model (cont'd.)



Push Factors

- Push factors are origin-related, intangible or intrinsic desires of the individual travelers, such as the desire for escape, rest and relaxation, health and fitness, adventure, prestige, and social interaction. Various Push Factors are.....
- **Fulfilling Prestige:** To increase the social status people visit to different places. Sometime the main motive to visit a particular place like destination listed as world's seven wonders to impress friends and family.
- **Enhancing Relation:** people travel to different places:
 - To enhance communication with local community.
 - To exchange custom and traditions.
 - To participate in new activities.
 - To appreciate natural resources.

Push Factors

cont....

- **Seeking Relaxation:** All work and no play is not a good thing. People need to get away from the stress of everyday life, and a nice sunny location with a beach might just be what the doctor ordered and other reasons are:
 - To be away from home.
 - To relax physically.
 - To find thrills and excitement.
 - To visit a place that have not visited before
-
- **Enhancing Social Circle:** Many people have family/friends that are located in different parts of the world. They need to visit with them even if it's for a short period of time. The motive of travel may be:
 - To meet new people
 - To visit friends and relatives

Push factors

cont...

- **Sightseeing Variety:** People travel because they want to see all beautiful scenery of different countries. Others would want to take pictures because it serves as souvenirs. Visit of tourists to different countries may be:
 - To fulfill the dream of visiting a foreign land/country
 - To sightsee tourist spots
 - To explore cultural resources
- **Fulfilling Spiritual Needs:** There are places in the world that hold religious importance for many people. Religious travel is often related to a purpose such as seeing where the last pope was buried, or traveling to the town where prophets were born. Visit to different destinations some times satisfy the need of spiritual gains, people visit such places:
 - To reconnect spiritual roots
 - To relax spiritually
- **Gaining Knowledge:** People travel because they want to learn others cultures. They want to see the difference between their culture and other cultures. They want to learn others culture because for them traveling is fun while learning. To visit a tourist destination the purpose can be:
 - To increase knowledge about foreign destination
 - To experience new different lifestyle or traditions
 - To see how people of different cultures live

Pull Factors

- Pull factors are those emerge as a result of the attractiveness of a destination as it is perceived by the traveler, which include tangible resources, as well as travelers' perception and expectation, benefit expectation and marketing image of the destination. Various pull factors are:
- **Events and Activities:** different events and activities at the destination organized can act as pulling force to attract many tourists towards it. These may be
 - Activities for Entire Family
 - Festivals and Events
 - Entertainment
 - Shopping
 - Nightlife
 - Amusement/Theme Parks
- **Easy Access and Affordable:** people always prefer to visit to those places which are safe, convenient and affordable. The main reasons behind to choose a particular destination are:
 - Affordable Tourist Destination
 - Safe Destination
 - Convenience of Visa
 - Value of Money

Pull Factors

cont..

- **History and Culture:** traveling to experience the places and activities that authentically represent the stories and people of the past is also the motive of visitors to visit a destination. People travel these places to explore:
 - Historical Castles
 - Culture, Arts and Traditions
 - Outstanding Scenery
- **Variety Seeking:** To explore region's [culture](#), specifically the lifestyle of the people in those geographical areas and other elements that helped shape their way of life, people visit destination to experience the
 - Traditional Food
 - Outdoor Activities
 - Exotic Atmosphere

Pull Factors

cont...

- **Adventure:** travel to remote, exotic and possibly hostile areas. Tourism may include activities such as [mountaineering](#), [trekking](#), [bungee jumping](#), [mountain biking](#), [rafting](#), [zip-lining](#) and [rock climbing](#). Some obscure forms of adventure travel include [disaster](#) and [ghetto tourism](#). Other rising forms of adventure travel include social and [jungle tourism](#).
-
- **Natural Resources:** people choose to [travel](#) to a particular destination to explore fragile, pristine, and usually protected areas that strive to be low impact and (often) small scale like Natural Reserves and Beautiful Beaches.
-
- **Marketing efforts:** A position that evoke image of a destination in the customer's mind, image that differentiate the destination from the competition and also as a place that can satisfy their needs and wants. So tourist attract to that destination most having good marketing efforts.

3.3. GIT, FIT, AFFINITY TRAVEL GROUP

FIT – Free Independent Traveller

- Free independent travellers (FIT) are travellers who plan their own trips and prefer to travel alone or in small groups. They are the opposite of mass tourists, who travel in large groups and buy predefined travel packages.
- Free Independent Traveler or Tourist is a type of travel where a small number of tourists, usually fewer than five persons or couples or even individuals, who prefer to take tours at their own preferred times. Such travelers have a more individualistic approach towards travel. Free Independent Travelers are generally enthusiasts and off the beaten track explorers. The leisure travelers are tourists who are independent, planning their own travel. Itinerary and routes are done with or without the assistance of a tour guide and they can have pre-arranged schedules or as per the travelers' choice.

GIT – Group Inclusive Tour

- **GIT** – Group Inclusive Tour, is a special travel program that provides vacations for a group, usually comprising of more than five travelers, at some special fares. Group Inclusive Tours are specifically beneficial for those looking for vacations are cheaper rates and are even suitable for the ones travelling alone, as they get the benefit of having a company of few travelers.

Affinity Travel Group

- Affinity groups are the most popular form of group travel. These may include family reunions, destination weddings, or class trips.
- Niche or Affinity communities are places where people who share similar interests, education and professional backgrounds or lifestyles decide to live in the same place.
- Affinity groups are what most people think of when they hear “group travel.” The travelers in an affinity group have a common bond or purpose for their trip. These groups often have an established leader or someone who steps up to be the primary point person for the trip. The group leader communicates regularly with the travel agent and with the rest of the group. Even if the whole group doesn’t know one another, each traveler is connected to the group some way.
- For example, a destination wedding is an affinity group. In this group, the couple getting married act as the group leaders. The travelers share the common bond of being invited to the wedding and communicate with the couple, which in this case may include typical methods as well as invitations and RSVPs.
- For a travel agent, affinity groups are more straightforward than speculative groups and are more likely to follow-through with travel.

3.4. FACTORS INFLUENCING THE GROWTH OF 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.

Other Factors

- Double income families
- Increased disposable income
- Flexible work timings
- Annual holidays
- Incline towards experience

1.4. TOURISM SYSTEMS AND TOURISM NETWORK

The travel industry is the composite of organizations, both private and public, that are involved in the development, production, and marketing of products and services to serve the needs of the travelers. (Gee and Makens, 1997)



- Businesses and corporations are regarded as components of the travel industry classified as:
 - Direct providers
 - Support services
 - Developmental organizations



Direct Providers

- Includes businesses that are associated with travel, such as airlines, hotels, restaurants, ground transportation, travel agencies and retail shops.
- These businesses provide services, activities, and products that are consumed and/or purchased directly by travelers.
- They represent the sectors of the industry that are visible to the travelers.

Support Services

- Lends support to direct providers.
- It includes specialized services such as tour organizers, travel and trade publications, hotel management firms, and travel research firms.
- It also includes basic supplies and services such as contract laundry and contract food services.
- Support services sell goods and services directly but not exclusively to tourists.

Developmental Organization

- It includes planners, government agencies, financial institutions, real estate developers and educational and vocational training institutions.
- These organizations deal with tourism development which tend to be more complex and broader in scope than the production of daily travel services.
- The decisions and results of tourism development are more long-term in nature than the first two categories which deal more with operations.

Tourism Supply Components

1. Natural Resources
2. Infrastructure
3. Superstructure
4. Transportation and transportation equipment
5. Hospitality Resources

Natural Resources

- Includes elements in an area for the use and enjoyment of visitors such as climate, landforms, terrain, flora, fauna, bodies of water, beaches, natural beauty and water supply for drinking, sanitation and similar uses.
- The physical characteristics of an area can be generalized as natural scenery, climate, and environment.

Infrastructure

- Consists of all underground and surface developmental construction such as water supply systems, sewage disposal systems, gas lines, electrical and communication systems, drainage systems and other constructed facilities such as highways, airports, rail roads, roads, drives, parking lots, parks, night lighting, marinas and dock facilities, bus and train station facilities and similar tourist service installations.

Superstructure

- The above ground facility services such as airport buildings, passenger traffic terminals, hotels, motels, resorts, restaurant, shopping centers, places of entertainment, museums, stores, and similar structures.

Transportation and Transportation Equipment



- Includes items such as ships, airplanes, trains, buses, limousines, taxis, automobiles, cog railways, aerial tramway, and similar passenger transportation facilities.

Hospitality Resources

- Hospitality resources refers to the general feeling of welcome that the visitors receive while visiting a destination area.
- It is the way that tourist services is delivered by service providers. As well as the general feeling of warmth from the local population.

Hospitality Resources

- Tourists will have a more enjoyable vacation if they feel welcomed by the host population and will certainly feel awkward and unhappy if they feel resented.
- Hospitality resources can be improved by training tourism personnel to be hospitable and encouraging positive feelings toward tourism and tourists by the general public.

International tourism industry structure



Tourism
Concepts



Accommodation sector

Hotels/ motels
Guest houses/ B & B
Farm houses
Apartments/ flats/ villas/ cottages
Condominiums/ time share resorts
Vacation villages/ holiday centres
Conference/ exhibition centres
Static and touring caravans/ camping sites
Marinas

Attraction sector

Theme parks
Museums and galleries
National parks
Wildlife parks
Gardens
Heritage sites and centres
Sports/ activity centres
Themed retail/ leisure/ entertainment centres
Festivals and events

Transport sector

Airlines
Shipping lines/ ferries
Railways
Bus/ coach operators
Car rental operators

Travel organizer's sector

Tour operators
Tour wholesalers/ brokers
Retail travel agents
Conference organizers
Booking agencies (e.g. accommodation)
Incentive travel organizers

Destination organization sector

National tourist offices (NTOs)
Destination marketing organizations (DMOs)
Regional/ state tourist offices
Local tourist offices
Tourist associations

**Main sectors of
the travel and
tourism industry**



**Tourism
Concepts**

**Indian
Institute of
Tourism and
Travel
Management**

THANK YOU