Introduction to Tourism

Structure

1.1 Meaning, definition of tourism
1.2 Nature and scope of tourism
1.3 Tourist meaning and types
1.4 Definition by W.T.O
1.5 Other tourism definitions
1.6 Tourism Abbreviations
1.7 Types of Tourism
1.8 History of Tourism

Introduction

The word tourism is familiar to most English speaking people. The meaning and significance of tourism is different in different contexts. The words tour, tourist, and tourism are frequently used interchangeably in the tourism business. People, quite unknowingly undertake travel that comes under the broad ambit of tourism. Travellers may use different modes of transportation and accommodation as per their convenience and the affordability and availability of these services. People travelling from their own domicile spend on their various travel needs, such as accommodation, food, transport, shopping, entertainment etc., at their destinations.
Tourism related activities arise from the entry, stay and movement of tourist. These activities generate ample economic opportunities for the growth of leisure - pleasure and business related travel world wide.

Tourism is a composite industry with multiple processes and activities arising from the relationship of tourists with service providers, local community, local government and the environment. It is a multi fragmented industry that encompasses many industries under the broad umbrella. Among them, accommodation transportation, food services, attractions, entertainment and recreation are major constituents of the modern tourism business.

The total worth of tourism business activities which is analysed from both the socio-economic and the environment point of view is computed from the total tourist expenditures within a particular territory, arising out of visit and stay of tourists there. The revenue of tourism service provider is generated from the tourism expenditures at various stages.

1.1 Meaning and definition of Tourism

In India we see the origin of the concept of Tourism in Sanskrit literature. It has given us three terms derived from the root word ‘Atana’ which means going out and according we have the terms

‘Tirthayana’ - It means going out and visiting places of religious merit.

Paryatana - It means going out for pleasure and knowledge.

Deshatana - It means going out of the country primarily for economic gains.

In simple terms Tourism is the act of travel for the purposes of leisure, pleasure or business and the provision of services for this act.

There are two important components that make up tourism.

1. The practice of travelling for pleasure
2. The business of providing tours and services for persons travelling.

The features of the above two components

The following are required to make travel possible. (Component - I)

1. Discretionary income i.e. money to spend on non-essentials
2. Time in which to do so
3. Infrastructure in the form of accommodation facilities and means of transport.
Individually, sufficient health is also a condition and of course the inclination to travel. Furthermore, in some countries there are legal restrictions on travelling especially abroad. Communist states restrict foreign travel only to “trust worthy citizens”. The United states prohibits its citizens from travelling to some countries, for example to “Cuba”

There are four basic services to be provided to Tourists.

1. Travel arrangement
2. Board and lodging
3. Food
4. Entertainment

The definition of term tourism

There have been a number of attempts to define tourism since the beginning of the 20th century. It is defined in a different manner by different people and the most widely accepted definition is the one given by the World Travel Organization (W.T.O.). This was approved by United Nations Statistical Commission in its twenty-seventh session held from 25 February to 3 March 1993.

1.2 Nature and Scope of Tourism

The term ‘tourism’ is used to describe the temporary, short term movement of people to destinations outside the places where they normally live and work. The word TOUR has its origin from the latin term ‘TORNUS’ which means lathe or wheel. The full turn of the wheel or lathe forms a circle or a circuit. The word ‘tour’ is noted was first used to refer a journey in which one travels and visits a number of places in a circuit. A tourist leaves home to get away from routine grind but the end of all is that he is only eager to go back to his sweet home (Robinson, 1976)

“Tourism is a travel and visiting places for pleasure, often involving sightseeing and staying in overnight accommodation. Regarded as an industry, tourism can increase wealth and job opportunities in an area, although the work is often seasonal and low paid. Among the negative effects of tourism are traffic and people congestion as well as damages to the environment” (Hutchinson, 2002).

Journey effected for pleasure and holiday, health, business and trade, pilgrimage and social purposes, studies, training and research, foreign affairs and other similar purposes are covered under tourism. Tourism provides business for travel agents, transporters, hotels, retailed dealers and many others. It is a direct product of technological and scientific progress associated with
Tourism and Travel Techniques

industrialization, urbanisation and population explosion (Sarngadharan, M., 1995).

Travel and Tourism has come to occupy a prime position in the global economy. It generates foreign exchange to a considerable extent, boosts, the economy and promotes peace and understanding between different countries. Tourism is an industry which has a social phenomenon with economic consequences. It gave a number of social and economic benefits. Leaving about the cultural diversities and life styles of different people helped in promoting international brotherhood as the millions who travel all over the world really build up an ethos of integration and relations. It is conglomeration of various industries and related activities forming a single entity and generates employment in a big way.

In India the travel and tourism industry has really come of age. India being one of the most sought after destination in the world, the potential of the industry as a foreign exchange earner is well known. Being an employment oriented and labour intensive industry and set to become number one in the world in these aspects. It provides high growth prospects for specialists. The industry is, and has always been a good employer and pay packets are promising.

Scope of Tourism

Travel and Tourism one of the world’s largest foreign exchange earner among industries, provides employment directly to millions of people worldwide and indirectly through many associated service industries. A very wide industry, it includes Government tourism departments, Immigration and customs services, travel agencies, airlines, tour operators, hotels etc and many associated service industries such as airline catering or laundry services, Guides, Interpreters, Tourism promotion and sales etc.

There are graduate level, Postgraduate level, diploma and certification courses available to pursue in the industry.

There are quite a good number of institutes in India that offer courses in travel and tourism. Some of such institutes are- University of Delhi, New Delhi, Indian Institute of Tourism and Travel Management, New Delhi, Kurukshetra University, Haryana, IATA/UFTAA 4-level career development program, University of Poona, Nashik, University of Mumbai, Himachal University, Shimla etc.

Jobs in the travel and tourism industry offer good remuneration and perquisites, which include free travel for employees and their families. Salaries may vary within the industry and are higher in foreign airlines and agencies.
Employment Opportunities in Tourism Industry

The tourism industry can be divided into five career areas: Accommodation, Food and Beverage services, Recreation and Entertainment, Transportation and Travel services. All of these areas involve providing services to people who visit BC from other parts of the country and the world.

Government Sector

Central Government (Through UPSC or SSC Selections)

Assistant Director of Tourism
Tourism Information Officers
ITDC Executives and other menstrual staff
Tour Planners & Tourist Guides
Academic Positions (IITTM, NITHM, IIHM & Central Universities)
Accountants

State Government (Direct Recruitment)

District Tourism Officers
Assistant Tourism Officers
APTDC Executive Manager
Academic Positions (Universities & Colleges)
Project Engineers at DOT & APTDC
Accountants

Private Sector

Travel Agent in Travel Agency
Tour Operator
Receptionists
Sales Co-Ordinators
Tourism Information Officers / Counselors
Food & Beverage Manager in Hotels
Team Leader Accountant & other Accountants
There is a ample scope for the varied mobility for the tourism and travel course student. A candidate can rise from trainee/apprenticeship position to the level of assistant supervisor, executive assistant manager, manager, divisional heads. In Government positons, a student could move from the level of information assistant to assistant director to director.

1.3 Tourist Meaning and Types

We are dealing with tourism phenomenon and statistical measurement. When we talk about measurement we must know as to what is to be measured. It is the tourist who is the principal character in the phenomenon called tourism. Without his being around, the tourism phenomenon is meaningless. And we talk about measurement, we mean measuring a tourist. Tourist becomes the unit of measurement. The next question which comes up is who is a tourist. How should a tourist be defined for the purposes of tourist statistics and for measurement. The next question which comes up is who is a tourist? How should a tourist be defined for the purpose of tourist statistics and for measuring the tourism phenomenon.

The origin of the word dates back to the year 1292 A.D. It has come from the word ‘tour’ a derivation of the latin word tornus meaning a tool for describing a circle or a turner wheel. In the first half of the seventeenth century the term was first used for travelling from place to place a journey, an excursion, a circuitous journey touching the principal parts of the country or region.

The 19th century dictionary defines ‘tourist’ as a person who travels for pleasure of travelling out of curiosity and because he has nothing better to do. The term ‘tourist’ the Oxford dictionary tells us, was used as early as the year 1800. According to the dictonnaire universal, the tourist is a person who makes a journey for the sake of curiosity for the fun of travelling or just to tell others that he has travelled.

Tourist Guides
Special Executives in Banks
Transport Operator
Adventure Tour Operator
Event Planner
Guest Service Supervisors in Hotels
Head Chef
Convention Centre Executive Director
The term tourist in the sense of a pleasure tour is however of recent origin. In the words of Jose Ignacio de Aarrillaga, tourism in its first period was considered as a sport or rather as a synthesis of automobiles, touring, cycling, camping, excursions and yachting. In the early nineteenth century, the term ‘tourist’ assumed a meaning of ‘one who makes a tour or tours, especially one who does this for recreation or who travels for pleasure, object of interest, scenery or the like’.

All the above definition of the term ‘tourist’ are of general nature and therefore could not serve the purpose of measurement. It was however, the League of Nations which did a pioneering work in defining the term for the purposes of statistical measurements. Realising the importance of collecting tourist statistics and of securing international compatibility, the Committee of statistical experts of the league of nations in the year 1937 established the definition of the term ‘tourist’. The league of nations with the concurrence of member countries defined the term ‘foreign tourist’ as ‘Any person visiting a country other than that in which he usually resides, for a period of at least 24 hours’.

The following persons were to be considered tourists within this definition.

i. Persons travelling for pleasure, for domestic reasons, for health etc.
ii. Persons travelling to meetings, or in a representative capacity of any kind.

iii. Persons travelling for business purposes.

iv. Persons arriving in the course of a sea cruise, even when they stay for less than 24 hours.

The following categories were not be regarded as tourists.

i. Persons arriving with or without a contract of work, to take up an occupation or engage in any business activity in the country.

ii. Persons coming to establish a residence in the country.

iii. Students and young persons in boarding establishments or schools.

iv. Residents in a frontier zone and persons domiciled in one country and working in an adjoining country.

v. Travellers passing through a country without stopping even if the journey takes more than 24 hours.

The above definition was confirmed by the united nations in the year 1945 and it was stated that the ‘Tourist’ was a person who stayed in a foreign country for more than 24 hours and less than 6 months for any non-immigrant purpose. The definition was adopted by many countries for the compilation of travel statistics.

1.3.1 Characteristics of Tourists

Based on the various definition of a Tourist here are some of the characteristics of a tourist.

1. He takes up his journey of his own free will

2. He takes up the journey primarily in search of enjoyment

3. The money spent on the visit is the money derived from home, not money earned in the places of visit.

4. He finally returns to his original starting point.

1.3.1 Types of Tourists

Tourist can be classified into various categories on the basis of motivation behind travel, purpose of travel, number of tourist arrivals, and geographical area of the visits. On the basis of motivation behind travel to a destination, tourists can be categorized as follows.
1. **Recreational tourist**: Tourist who wish to move out from the hustle and bustle of city life to get to a tourist destination to rest, rejuvenate and recoup physical and mental vigour are called recreational tourists. For example urban and metro residents in Mumbai, Kolkata, Delhi, Chennai, Bengaluru and Hyderabad flock to nearby countryside tourist spots like mountain, resorts, hill stations and beach resorts to spend weekends.

2. **Pleasure Tourists**: Tourist who want to spend their holiday experiencing a change of climate, seeing something new, enjoying natural scenic beauty, spending time on a crowded beach, and undertaking adventure sports for a thrilling experience are called pleasure tourists. For example, corporate executives of the information technology industry visit for Goa for a holiday.

3. **Business Tourists**: Nearly 85 percent of all air travel is undertaken for different business purpose. Corporate executives, political representatives, academics, and government employees attend conferences, conventions, symposia and meetings and these activities lead to the creation of opportunities for the promotion of business tourism. Tourist motivated by these purposes are called business tourists. Participation in sports events and entertainment programmes are included in business travel. It generates ample scope for employment for entertainers, sportspersons, and athletes in the events.

4. **Educational Tourists**: Teachers, students, researchers, and scholars visiting educational institutions for exchange programmes and for pursuing higher studies are called educational tourists.

5. **Health tourist**: Tourists travelling to spas and ayurvedic treatment centres or any other modern health care facilities for treatment, rejuvenation and any other medical purposes are called health tourists. For example, the government of India has extended the duration of the health visa up to one year for the promotion of health tourism in India. Spas have traditionally been the centre of attraction for health conscious tourists. Beach resorts, hill resorts, ethnic resorts and mountain resorts are built for providing amenities and services.

6. **Religion / Pilgrimage tourists**: Travel for spiritual or religious purposes has been in practice in India since time immemorial. The popularity of religious tourism may be gleaned from the ancient holy texts that say that often, the motivation for travel is the quest of seeking higher knowledge rather than for beholding a scenic view. Thus, people with a primary motive of visiting religious places or shrines for the fulfillment of their religious needs in life are called religious tourists. Muslim travel to Mecca, Jews travel to Israel, Catholics travel to Vatican city, and Hindus travel to four popular religious places or Chardham – Badrinath, Dwarka, Puri and Rameshwaram. These are religious centres that attract tourists for a visit for workshop.
7. **Visiting Friends and relative tourists** : Deep rooted social bandage and fellow feeling persuade tourists to visit relatives who live in far flung places. In this case, the mode of travel and stay is economical and meeting loved ones is more important than the stay at the destination. People with the basic need for meeting friends and relatives may be called VFR tourists. It also includes tourists who visit their home lands or native places even though friends or relatives may no longer live in those places.

8. **Cultural Tourists** : Cultural tourism refers to tourists who travel to see displays of the tradition and custom of the host countries - music, dance, paintings, rituals, etc. and enjoy various cuisines, fair and festivals. People with an interest in learning and experiencing the features of cultural and heritage is called cultural tourists. They are interested in visiting places of cultural importance such as Khajuraho, Konark, Mahabalipuram, Kirukshetra, and Tirupathi. Tourism authorities encourage cultural tourism. For example, the government of Goa plans the carnival festival in such way that all the cultural aspects are show cased during the event. The dance festivals of Khajraho, Konark and Mahabalipuram are very famous among cultural tourists.

### 1.4 Definition by W.T.O

As per WTO

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

The term “usual environment” is intended to exclude trips within the place of residence, trip to the usual place of work or education and daily shopping and other local day-to-day activities.

The threshold of twelve months is intended to exclude long term migration.

For the distance travelled there is no consensus. It varies from at least 40 kms to at least 160 kms away from home one way for any purpose other than commuting to work.

**Five main characteristics of tourism may be identified from the definition.**

1. Tourism arises from a movement of people to and their stay in various destinations.

2. There are two elements in all tourism : the journey to the destination and the stay including activities at the destination.
3. The journey and the stay take place outside the usual place of residence and work, so that tourism gives rise to activities which are distinct from those of the resident and the working population of the places, through which the tourist travels and in which they stay.

4. The movement to destination is of temporary, short-term character, with the intention of returning to the usual environment within a few days, weeks or months.

5. Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

1.5 Other Tourism Definitions

1. Attractions: General all inclusive term travel industry marketers use to refer to products that have visitor appeal like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites.

2. Culture: The sum total of knowledge, attitudes, beliefs and customs to which people are exposed in their social conditioning.

3. Domestic Tourism: Tourism where the residents of a country take holidays as business trips wholly within their own country.

4. Destination: The country, region or local area in which the tourist spends his or her holiday.

5. Excursionists: People who take leisure trips which last one day or less and do not require an overnight stay away from home.

6. International tourism: Those tourist trips where residents of one country take holidays or business trips to other countries.

7. Intangibility: The characteristic of a service by which it has no physical form and cannot be seen or touched.

8. Leisure: Leisure is considered to be free time in other words, the time which is not devoted to work or other duties. However, some people also use the term to describe an industry which provides products and services for people to use in their spare time.

9. Motivation: Those factors which make tourists want to purchase a particular product or service.

10. Package: A fixed price salable travel product that make it easy for a traveller to buy and enjoy a destination or several destinations. Packages offer a
mix of elements like transportation, accommodation, restaurants, entertainment, cultural activities, sight seeing and car rental.

11. **Seasonality**: The distribution over time of total demand for a product or destination, usually expressed in terms of peak off-peak seasons to distinguish between those times when demand is higher than average and vice versa.

12. **Tourism**: The practice of touring or travelling for pleasure or recreation and the guidance or management of tourist as a business.

13. **Tour operator**: An organisation which assembles ‘package holidays’ from components provided by other sectors such as accommodation and transport. These packages are then sold to tourists usually through travel agents.

14. **Tourist**: A temporary visitor staying at least 24 hours in the country visited and the purpose of whose journey can be classified under one of the following heading (i) leisure (ii) business, family mission, meeting.

15. **Travel Agent**: An individual who arranges travel for individuals or groups. Travel agents may be generalists or specialists. The agents receives a 10 to 15% commission from accommodations, transportations companies and attractions for coordinating the booking of the travel. They typically coordinate travel for their customers at the same or lower cost than if the customer booked the travel on his / her own.

16. **Tourist product**: A sum total of a country’s tourist attraction, infrastructure and tourist services which hopefully result in consumer satisfaction.

17. **Visitor**: A widely used term for someone who makes a visit to an attraction. Visitors are not all tourists in the technical sense in that they will not all spend at least one night away from home.

1.6 **Tourism Abbreviations**

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<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>A.S.I</td>
<td>Archeological Survey of India</td>
</tr>
<tr>
<td>A.S.T.A</td>
<td>American Society of Travel Agent</td>
</tr>
<tr>
<td>D.O.T</td>
<td>Department of Tourism</td>
</tr>
<tr>
<td>F.H.R.A.I</td>
<td>Federation of Hotel and Restaurant Association of India</td>
</tr>
<tr>
<td>I.A.T.A</td>
<td>International Air Transport Authority</td>
</tr>
<tr>
<td>I.C.A.O</td>
<td>International Civil Aviation Organisation</td>
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<tr>
<td>I.T.D.C</td>
<td>India Tourism Development Corporation</td>
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1.7 Types of Tourism

1. Eco tourism: “The majestic serenity reflected by the mountains on the still waters of the lake presents the calm and silent majesty of nature.

The concept of “Eco-Tourism” insists that the tourists and tourism industry should imbibe the concept of ecology and wilderness before embarking on the idea of promoting tourism. Among the types of tourism in India, ecotourism entails the sustainable preservation of a naturally endowed area or region while making sure not to damage the ecological balance. Places such as Kerala, Lakshadweep Islands, the Himalayan Region, north-east India, and Andaman and Nicobar Islands are some destinations in India where tourists can participate in ecotourism-related activities. The major national parks in India for ecotourism are: Corbett National Park in Uttar Pradesh, Bandhavgarh National Park and Kanha National Park in Madhya Pradesh, Gir National Park and Sanctuary in Gujarat, Ranthambore National Park in Rajasthan etc.

2. Archaeological Tourism

There are a number of places of archaeological importance which can be broadly classified as Stone Age, Indus Valley, Neolithic-Chalcolithic, Megalithic-Early Historic and Late Historic periods. Famous archaeological sites of the Stone Age are abound in Peninsular India, more prominently at Pallavaram in
Tamil Nadu, Hunsgi in Karnataka, Kuliana in Orissa, Didwana in Rajasthan, and Bhimbetka in Madhya Pradesh. The sites of Neolithic-Chalcolithic Age are Inamgaon, Walki, Navdatoli, Ahar, Balathal, Gilund, Budhihal, Sangankur, Maski, Brahmagiri, Utnur, Golbaj, Pandu-Rajar-Dhibi, Chirand and Burzoham etc. Famous sites of Indus Valley Civilisation are Indus and Ghaggar river valleys, Kutch and Saurashtra, Dholavira, Kalibangan, Lothal, Surkotda and Rakhigari. Famous sites of Megalithic Phase are Brahmagiri, Maski and Rajan Kalur, Bhagimari, Gadabas etc. Excavations at Kosambi, Saranath, Hastinapura, Vaishali, Rajgir and Bodh Gaya, Chandraketugarh, Sisupalgarhi etc. have revealed fortified cities dating back to this period. Famous sites of Buddhist Phase are Sanchi, Saranath, Ajanta, Kanheri, Amravati, Sanati and Lalitgiri. Sites of Jainism Phase are Khandagiri-Udayagiri, Mathura. Some Islamic Archaeological sites are Delhi, Agra, Lucknow, Hyderabad, northern Karnataka, Aurangabad, and Bhopal.

3. Heritage Tourism

Heritage tourism of India has always been famous for its rich heritage and ancient cultural diversity with glorious past which attracts millions of tourists each year. India’s rich heritage is amply reflected in the various temples, palaces, monuments, and forts that can be found everywhere in the country. The most popular heritage tourist destinations in India are: Taj Mahal in Agra, Mandawa castle in Rajasthan, Mahabalipuram in Tamil Nadu, Madurai in Tamil Nadu and Lucknow in Uttar Pradesh. The most famous heritage sites in Delhi are the Red Fort, Jama Masjid, Humayun’s Tomb and Tughlaqabad Fort.
4. Wildlife Tourism

India has a rich forest cover which has some beautiful and exotic species of wildlife - some of which that are even endangered and very rare. Some of the famous cultural tourism of India wildlife tourist attractions are Bandhavgarh National Park, Corbett National Park, Pench National Park, Ranthambore National Park, Kanha National Park, Bandipur Wildlife Park, Gir Wildlife Park, Dudhwa Wildlife Park, Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, Panna Wildlife Park, Sunderbans Wildlife Park, Bharatpur Bird Sanctuary etc.

5. Coastal and Beach Tourism

Beaches in India provide the most perfect destination of sun, sand, sea and surf that is too hard to resist for any beach lover and water sport adventurer. Almost in every parts of this subcontinent, one can enjoy the beach holidays. Some of the famous beaches of India are Anjuna Beach, Bogmalo Beach, Benaulim Beach, Calangute Beach, Chapora Beach, Colva Beach, Cavelossim Beach, Candolim Beach, Dona Paula Beach, Majorda Beach, Palolem Beach, Vagator Beach, Varca Beach, Velsao Beach all in Goa; Mahabalipuram Beach in Tamil Nadu; Ganapatipule Beach in Maharashtra; Kovalam Beach in Kerala; Ahmedpur Mandvi Beach, Porbandar Beach in Gujarat; Puri Beach and Gopalpur-on-Sea Beach in Orissa; Digha Beach in West Bengal; Andaman and Nicobar Beaches, Daman and Diu Beaches and Lakshadweep Beaches.

6. Cultural Tourism

India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food, and languages. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination. The most popular cultural tourism of India are Rajasthan culture, Punjab culture, Uttarakhand culture, Uttar Pradesh culture, Himachal Pradesh culture, Jammu and Kashmir culture, Haryana culture, Kerala culture, Tamil Nadu culture, Karnataka culture, Andhra Pradesh culture, Assam culture, Orissa culture, West Bengal culture, Bihar culture, Arunachal culture, Jharkhand culture, Sikkim culture, Tripura culture, Manipur culture, Meghalaya culture, Goa culture, Maharashtra culture, Gujarat culture, Madhya Pradesh culture and Chhattisgarh culture. The various fairs and festivals are the Pushkar fair, Taj Mahotsav and Suraj Kund mela that tourists can visit in India.
7. Ayurveda and Meditation Tourism

Ayurveda and Meditation originated in India some 6000 years ago is the natural way of cure for body, mind and soul. Today, Ayurveda and Meditation has become the first preference of every person all over the world for not only for its curing capacity but also for it does not have any side effects, if taken under proper guidance. Tourists can visit both North India as well as South India for Meditation and Ayurvedic treatment. North India’s prestigious institutes of Ayurveda and Meditation are set amidst the natural surroundings, giving its visitors enough space to breath in the natural atmosphere. Kerala in South India has innumerable place for Ayurveda and Meditation treatment centres.

8. Conference Tourist

This is a new type of tourism rapidly gaining significance. For sharing the lastest know-how, technique, exchange of views and discussions among the intellectuals, leaders, businessman and professionals participate in these conferences. Language, customs, countries and continents are not the barriers to share and participate in the deliberations.

9. Pilgrimage Tourism

The land of India/Bihar is dotted with a number of sacred sites and visiting to these centres is known as pilgrimage tourism. Recently the central and state governments are emphasising pilgrimage tourism. This will augment tourism and spiritualism side by side. The tourism of Bihar with special reference to Bihar through mythology was figured in Surajkund Mela in Haryana in 1993.

10. Farm Tourism

This includes the farmers activities like homestays, bed and breakfast, home made liquor, fruit juice and dairy products. This work as a defensive local economy and conserving heritage and rural charms.

11. Village Tourism

During recent years tourists are not longer evincing much interest in sightseeing or visiting historical monuments. So the Uttar pradesh Tourism Department is all set to introduce the concept of ‘Village Tourism’ for those willing to experience the ethos and culture in the rural segments.

1.8 History of Tourism

The history of tourism begins with the history of travel, of man travelling on foot, in search of food, or for shelter from the forces of nature or from wild beasts.
The history of travel and tourism helps in understanding how developments in the past have had an influence on the present day tourism. For the early man, the term travel was not associated with the words pleasure or leisure as it is today. The word ‘travel’ has originated from the word ‘travail’ meaning painful or laborious. The word ‘holiday’s can be said to have its origin from ‘holy days’ or a time to relax and rejoice to be spent in celebrating festivals in the honour of our guardian saints.

Early travel was undertaken mainly for the purpose of trade, waging wars and conquering new lands, or for religion reasons. The pilgrimage or religious travel to perform rituals to appeal God, deities or other sacred powers for wish fulfillment or to purify the body had been seen in Europe after Jesus Christ was crucified. Churches maintained hospices, monasteries and hostels for pilgrims.

Travel for leisure dawned from the nineteenth century and tourism as a profession was born in the beginning of that century. The business of tourism can be tracked back to the transport revolution that occurred around the same time as World War II. In its early stage, travel was a luxury available to the privileged class as transport costs were very high. Today tourism is a full fledged industry very much within the reach of the common man.

There has always been a reason to change one’s place and pace; be it for survival, trade, conquests, or curiosity. Inscriptions on monuments and coins and paintings on rocks show that early man undertook travel that was difficult and hazardous. People travelled on foot in search of food and shelter and moved on once the food supplies were exhausted. The carried their belonging on the head and back. Heavier items were strapped to a pole and carried by two people or dragged on primitive sledged. But people moved on braving the forces of nature and natural calamities which came their way.

Very little is known about the prehistoric period between 40,000BC to 10,000 BC as no written records exists. The earliest archaeological records depict the westward movements of the Cro-Magnon man into Europe. Apart from travelling in search of food of to save one’s skin, wanderlust could also have been one of the reasons for undertaking travel by the prehistoric man.

The travel was established during the early empires of Egypt, Persia, Rome, China and India. Road networks were laid for travellers, transport was made available, accommodation was provided for the traveller and the beast of burden, wells were dug for water and security pickets were set up. Apart from travelling for trade purpose, the aristocrats travelled in style carrying provisions, water, animals, luggage and servants along with them to enjoy the comforts of their home away from home. Folk tales tell us about the stranger who was known to
Tourism and Travel Techniques

bring prosperity and the Asian tradition of courtesy was offered to the traveller who was considered a guest.

In India, the royalty travelled for pleasure and developed summer retreats away from the heat and dust. Milestones or kos minars speak about the travel culture during Mughal rule. Caravanserais or walled rest houses were developed as trade tours became popular. Akhar established schools and colleges with boarding facilities known as madrasas to provide education to the children. Education was another major reason for travel during this period. There was an increase in international trade and additional ports were developed. Before the industrial revolution, travel for leisure was the privilege of the upper class of society only. Leisure travel, which is undertaken by the masses today was unknown to the working class.

The Silk road or the Silk route was a major trade route for caravans carrying silk and other luxury items from China to India and the Middle East which began as early as 2000 BC and flourished during the Kushan Empire from 50 AD to 200 AD. Navigation was done by looking at the stars or the course of stream or river. The ideas and customs were exchanged along these routes between the people of central Asia, China, India and Persia.

It was only in 1400-1500 AD that navigation improved and longer voyages were undertaken, with the development of ships with rudder, triangular sails and mariners compass. Canals were built in the late eighteenth century to link the major manufacturing centres so that bulk material could be easily transported.

Water transportation was eventually taken over by railway from 1840 onwards.

The only source of energy in the pre-industrial era was human or animal power, which was replaced by steam power in the industrial era, created by burning coal as source of power.

The Industrial revolution which occurred in the late eighteenth and early nineteenth century was a period when major changes occurred in the agriculture, manufacturing and transportation. The manual labour based economy began to be replaced by one dominated. Steam powered ships and railways hastened the speed of travel. The internal combustion of engine and electrical power generated were developed. People migrated to towns to work in factories. Rail locomotive with a steam engine was used for transport of passengers and goods in 1825-30 AD.
In 1841, Thomas Cook, (father of Tourism) the pioneer travel agent organised a special train to carry 570 passengers from Leicester to Loughborough to attend a meeting. In 1843, he took nearly 3000 school children on a trip from Leicester to Derby. He introduced the concept of chartered transport and package tours which resulted in a spurt in pleasure travel. People began to travel to visit pleasure spots like beaches and spas.

Automobiles with internal combustion engines were developed in 1860 AD. The invention of the automobile and their mass production in 1903 is regarded as technological advance which allowed people to move at their will. It is the most widely used mode of transportation in terms of passenger miles as compared to any other form of transportation.

In India, tourism got further impetus during the British rule. During the British Raj, hill stations and beaches were developed as destinations for the elite. All these destinations were connected by a railway network and circuit houses and dak bungalows were constructed to provide high quality accommodation, suitable for the British officers. The catering and entertainment facilities provided there were of the highest standards. Recreation facilities such as cricket, golf, clubs and libraries were also provided at these destinations.

Early air travel was not affordable to the masses and was for the rich and famous only. Cost of air transportation and travel time was reduced with the use of jet engines and large aircrafts in 1958. The airline industry has steadily grown
from a single engine air plane to the first jumbo jet Boeing 747 in 1970 and the first supersonic passenger plane in which passengers enjoyed safe, fast and comfortable travel and a variety of inflight services. Air travel became commercial in 1919.

**Summary**

Tourism is travel and visiting places for pleasure, often involving sightseeing and staying in overnight accommodation. Regarded as an industry, tourism can increase wealth and employment opportunities in an area. Travel and Tourism has come to occupy a prime position in the world and according to the global changes, the tourism industry has got the good number of changes, where we have various types, forms of tourism and tourists. This unit also contained the World and India tourism historical developments to show its grand historical past.

**Short Answer Type Questions**

1. Define tourism.

2. What is eco tourism?

**Long Answer Type Questions**

1. Write in detail about the nature and scope of tourism.

2. Explain the history of travel and tourism in India.
Structure

2.1 The Role of tourism for a nation, state, or region

2.2 Various advantages and disadvantages of tourism

2.3 Benefits of tourism

2.1 The Role of tourism for a nation, state, or region

Tourism is an important catalyst in the socio-economic development in the modern times, contributing in multiple ways and strengthen the inter-connected processes. While often portrayed as panacea for many evils such as underdevelopment, unemployment, poverty eradication, social discrimination and so on; its contribution in creating a global and regional socio-political environment for peaceful co-existence of the cultures and societies has been equally established at various levels. Perhaps, this realisation took many advocates to position tourism as one of the biggest ‘peace industries’, a means to strike equilibrium of global peace process through development. Because, tourism practiced in responsible and sustainable manner bring about the peace and prosperity of the people and that its stakeholders share benefits in fair manner, which is a necessary condition for the equilibrium of sharing to sustain.

Due appreciation of such key role of tourism in development and global solidarity is forthcoming in recent years. The U.N systems have been well on
record about the growing significance of tourism, which can be traced back to
the 1980s. The latest being the candid endorsement of U.N Secretary General
who went on to state as precursor to his World Tourism Day 2011 message:
“tourism’s ability to generate socio-economic opportunities and help reducing
the gap between rich and poor is more important than ever”. This statement
acquires significance in the face of the economic crisis in recent times. Hence,
any formulation on tourism and its role in the society and economy must be
rooted in due cognizance to the contribution of tourism in the development
process and according its rightful place and position in the economic planning
and programming.

In the modern world tourism is one of the largest and dynamically developing
sectors of external economic activities. Its high growth and development rates,
considerable volumes of foreign currency inflows actively affect various sectors
of economy, which positively contributes to the development of own tourist
industry.

The share of tourism in international gross national income is 6%, in world
investments 7%, in world customary expenditures 11%, as well as it accounts
for every 16th work place. Tourism is one of world integration processes factor
and tourism industry is now becoming a more important sector of economy. The
importance of tourism in the world is permanently increasing that consistently
increase the influence of tourism on country’s economies. In the economies of
separate countries international tourism plays a range of important functions:

1. International tourism – the source of foreign currency inflows to the
   country and a tool to maintain work force employed.

2. International tourism increases inputs to the cash flow balance sheets
   and GDP of a country;

3. International tourism contributes to the diversification of economy, by
   creating new sectors which provide services to the sphere of tourism;

4. Tens of thousand new work places are created and the problem of
   unemployment is solved;

5. Along with the increased employment in tourism sector population
   incomes grow at the same rates which positively influences living
   standards and total wealth of nation. International tourism is one of the
   three main export sectors, which comes after oil industry and automobile
   industry the share of which in international export is 11% and 8,6%
   correspondingly. Today aggregate international income coming from
   international tourism exceeds more than 7% from the total world export.
According to UNWTO, tourism can contribute to development and poverty reduction in a number of ways. Although the focus is usually on economic benefits, there can also be social, environmental and cultural benefits. Poverty can be reduced when tourism provides employment and diversified livelihood opportunities, which provides additional income. This can contribute to reducing the vulnerability by increasing the range of economic opportunities available to individuals and households living in conditions of poverty. Tourism can also contribute through direct taxation and by generating taxable economic growth since taxes can then be used to alleviate poverty through education, health and infrastructure development. These points refer to the general contribution of tourism at the macro level. When considering targeted interventions aimed at achieving specific Millennium Development Goals (MDGs), then actions to make tourism contribute to poverty alleviation at local and community levels needs to be considered. At the same time, however, it is equally important to consider how such targeted interventions can be replicated in other communities or scaled up to have a wider impact.

Targeted interventions to address the issues raised in the Millennium Development Goals require that the linkages between tourism and other problems been identified. Table 2.1 illustrates many of these linkages.

<table>
<thead>
<tr>
<th>Contribution of tourists to achieving the millennium Development Goals</th>
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<tr>
<td>1. Eradicate extreme poverty and hunger</td>
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| 2. Achieve universal primary education | (a) The construction of roads and tracks to remote areas for tourists also improves access for school age children and for teachers.  
(b) Tourism can help local resource mobilization part of which can be spent on improvement of education facilities. |
| 3. Promote gender equality and empower women. | (a) The tourism industry employs a high proportion of women and creates microenterprise opportunities for them. It promotes women's mobility and provides opportunities for social networking. |
| 4. Reduce child mortality | (a) The construction of roads and tracks to remote areas for tourists also improves access to health services.  
(b) Revenues accruing to national and local governments through taxes on the tourism industry can be used to improve health services and nutrition for young children and their mothers.  
(c) Tourism raises awareness about HIV/AIDS issues and supports HIV/AIDS prevention campaigns.  
(d) Tourism aggravates the spread of HIV/AIDS (negative effect) |
| 5. Improve maternal health. |   |
| 6. Ensure environmental sustainability. | (a) Tourism can generate financial resources for conservation of the natural environment.  
(b) Tourism raises awareness about environmental conservation and promotes waste management, recycling and biodiversity conservation  
(c) Uncontrolled tourism may generate negative externalities as a result of pollution, congestion and depletion of natural resources (negative effect) |
| 7. Develop a global partnership for development | (a) Tourism contributes to the socio-economic development of least developed countries, landlocked countries and island developing countries through foreign exchange earnings and the creation |
2.2 Various Advantages and disadvantages of Tourism

Advantages of Tourism

1. Tourism is the best source of revitalisation
2. It is available for all sections of the people
3. It is the best source of foreign exchange
4. It creates unity through socialisation
5. It promotes the culture of a country
6. It improves infrastructure
7. Regions get a face lift
8. Economy of a country improves
9. It helps to settle the balance of payments
10. It creates job opportunities
11. It initiates new ventures
12. It is one of the easiest business proposition

But whenever some advantages are cited there are bound to be disadvantages too. Some of them are highlighted here.

Disadvantages of Tourism

1. In the wake of job opportunities cheap labour and child labour are created.
2. Under the cover of satisfaction for tourists some base instincts such as sex tourism are promoted.
3. In the light of business competition unhealthy trends are sported.
4. In the development of newer motivations, lifestyle of some tribal people are affected.
5. In the event of development of infrastructure, Ecological resources are depleted.
6. In the enthusiasm of tourists the routine life of wild animals are dislodged.

2.3 Benefits of Tourism

Tourism has been especially important in the developing world, it is a business providing and entertainment for tourists. Tourism as we understand the term today is of relatively modern origin. It is a business, which creates to the need of the tourists like provides lodging, transport, entertainment and information. It is identified as one of the world’s largest industries with annual growth rate of 5 percent over the past twenty years. It generates substantial economic benefits to both host countries and tourist’s home countries. There are numerous accounts of some foreign traveler who visited India notably among them was Alexander the great, Vasco- de Gama, Columbus, Macro Polo to India, reason for their travel had been different, they may be for conquering pleasure, knowledge or trade, the conclusion in that India like many other countries of the world has been famous among the tourist community.

The word “Tourism” become current early in the 19th century as a somewhat contemptuous synonym for traveler, but it is now used in the social science without colour, to describes any person whose movements fulfill two conditions that first, absence from home is relatively short and second, that money spent during absence is money derived form home and not earned in the
place visited. Thus tourists may be sightseers, and travelers who, as distinct, from immigrants or emigrants, intend to return home within, say, twelve months and who, as a distinct from migratory laborers, move in the capacity of consumers, not producers. From the very earliest period, travel has always a fascination for man.

The travel and tourism buzzword of the 21st century will be the search for balance. The identification, maintenance and management of this entrance of balance will be single most important requirement for the tourism industry of the 12th century. Those companies, institutions and destination that perform the balancing act well will attain the elusive goal of sustainable development.

Economic Benefits

1. **Foreign Exchange:** The most important economic impact of tourism is the earning of foreign exchange. It is significant source of earning for many developing countries. It adds to the national income as invisible export and may offset a loss on the visible trading account. As an invisible export, this sector earns huge amount of foreign exchange without actually exporting. The technical innovations, international competition due to globalization and liberalization has made the developed countries to search for a product to earn needed foreign exchange that is through tourism. For our countries, tourism generates the highest net of foreign exchange. It is perhaps, the only area where developing countries are on par with the developed countries.

2. **Income generated within the country:** Tourism is a labour intensive service industry, can create direct as well as indirect income from tourist expenditure by providing tourist goods and services. For example expenditure in hotels, investment in infrastructure development, transportation services, catering services, purchase of goods and services like water, food and beverage etc; all result in income generation. The flow of money generated by tourism multiplies many times as it passes through various stages of the company. This is nothing but the ‘multiplier effect’ of tourism earnings. It is the extra income produced in an economy as a result of the initial spending of money. This extra income is again invested directly or indirectly and here are many rounds of income generation.

3. **Taxes:** It is an important source for generating revenue. The tax income to the government from tourism sector may be direct or indirect. Taxes on tourists accrue in the form of VAT on tourism spending, import duty on goods imported for the use of tourists, Entertainment tax, property tax on accommodation, service tax, and luxury tax is the benefits accrue to the state revenue.
4. **Employment**: Another major direct economic effect of tourism is related to employment. Most of the developing countries are facing problems of unemployment and under employment. The tourist industry is a valuable source of employment to a large number of people from the unskilled to waiters, cooks, managers, executives in hotels, transport, constructing hotels, roads, airports, water supply and other public utilities, the basic infrastructures for tourism promotion creates job for thousands of skilled and unskilled workers.

**Development of facilities as a benefit to Residents**

Tourism development provides better infrastructure like roads, airports, telecommunications, water, power and transportation etc; both central and state government along with private participation are trying to develop the most needed infrastructure for the promotion of tourist centers. Better roads, sanitary facilities etc; will confirm better benefits to the resident population.

![Toyland in Hyderabad](image)

**Benefits of Eco-tourism For Travelers**

India is well known for its overpopulated, littered streets; however, there is a pristine aspect of India that many tourists overlook. With 89 national parks and over 400 wildlife sanctuaries, there are many untouched areas to explore. Eco-tourism educates travelers on sustainable living and how to enjoy the natural beauty of the environment through recreational activities. According to the World Tourism Organization, eco-tourism is the fastest growing market in the tourism industry, with a 5 percent annual growth rate. Eco-trips can range from a variety of activities including trekking, biking, scuba diving, camping, yoga, meditation
and volunteering projects. These allow tourists to experience flora and fauna of the local culture. Tourists can see how local people live, and eco-tourism provides a positive experience that recognizes man and nature can function together. “Green Laws” in India encourage tourists to be conscious of decisions to capitalize on the economic, environmental and social benefits of tourism. Following these laws educates tourists not only about how to travel properly but also about how they can visit sacred areas without disturbing the natural flow of the ecosystem.

Benefits for the tourists of Sustainable Tourism

The benefits of sustainable tourism for visitors are numerous: they can enjoy unspoiled nature and landscapes, environmental quality (clean air and water), a healthy community with low crime rate, thriving and authentic local culture and traditions.

Tourism as a force for peace

Travelling brings people into contact with each other. As sustainable tourism has an educational element it can foster understanding between people and cultures and provide cultural exchange between hosts and guests. This increases the chances for people to develop mutual sympathy and understanding and to reduce prejudices.

Strengthening communities

Sustainable Coastal Tourism can add to the vitality of communities in many ways. Examples are events and festivals of the local residents where they have been the primary participants and spectators. Often these are refreshed and developed in response to tourists’ interests.

The jobs created by tourism can act as a very important motivation to reduce emigration from rural areas. Local people can also increase their influence on tourism development, as well as improve their jobs and earnings prospects through tourism-related professional training and development of business and organizational skills.

Summary

Tourism is a global phenomenon. It is the world’s largest and fastest growing industry. Tourism is also an important catalyst in the socio-economic development in the modern times, contributing in multiple ways and strengthen the interconnected process. Tourism have been playing a vital role in a country, state or region, while often portrayed as panacea for many evils such as underdevelopment, unemployment, poverty eradication, social discrimination and so on. In tourism industry the various advantages are quite high disadvantages
and the industry provides different socio-economic, cultural and environmental benefits to society.

**Short Answer Type Questions**

1. Write any one disadvantage of Tourism.

2. Write any two benefits of Tourism.

**Long Answer Type Questions**

1. Describe the role of tourism to solve various socio-economic and cultural problems.

2. Explain the advantages and disadvantages of Tourism.
Structure

3.1 Tourism impacts on Economy, culture and society

3.2 Environmental Impacts

3.1 Tourism impacts on Economy, culture and society

There are two possible situations arise between tourism and environment. They are as follows.

1. To live in harmony with nature so that tourism is sustained.

2. To exploit the environment and natural landscape by encouraging excessive number of visitors and buildings so many facilities that there is no natural wealth or scenic views left.

A symbolic relationship between tourism and the environment will help sustain tourism for the host population as well as the guest or tourists. It will have the least negative impacts on both the hosts as well as the environment and will preserve the destination for the future generations. The responsibility of conserving the destination lies with the tourism planners.

Economic Impacts

Tourism contributes significantly to the economic development of a nation and for this reason governments are prepared to invest public funds for the
development of tourism in a country. Public funds are invested in developing infrastructure such as construction of roads, airports, etc and private investors are encouraged to construct hotels, resorts and transportation because of the perceived economic benefits of tourism. India’s GDP has been growing at over eight percent on an average since 2004 and is expected to touch the nine percent mark in the coming years.

Travel and tourism industry contributes about 5.8 percent to the Indian GDP. The government is encouraging the private sector to invest in accommodation, entertainment, food, and beverage sector, etc. by providing incentives to the developers of facilities such as tax holidays and is encouraging public-private partnership (PPP) projects. Tourism promotion can be a very good tool in boosting economic development through creating new jobs, and income generation opportunities, earning a substantial amount of foreign exchange, and development of backward regions. Certain economic costs have to be incurred if tourism has to develop as an economic activity. These costs need to be planned and managed well if the business has to run profitably.

Economic benefits of tourism include

- Employment generator
- Increased tax revenue
- Foreign exchange earner
- Rural development promoter
- Improved infrastructure
- Increased gross domestic product

Employment

The tourism industry has tremendous capacity to generate both direct, indirect and induced employment. Since it is a highly labor intensive industry and many jobs involve low skilled work, it is beneficial to the vulnerable and unemployed sectors of the local community as formal education and prior work experience are not mandatory. Jobs created through tourism are spread across many sectors of the economy such as hospitality sector, transport sector, retail sector, manufacturing sector, travel and tour operations, etc.

Hotels, restaurants, airlines, other transport operators, tourist offices, travel agents, guides, tour operators, etc. provide direct employment to people at different levels in the organizational structure. Indirect employment through tourism includes all ancillary service providers such as florists, taxi drivers, electricians,
plumbers, furnishers, etc. Shops and emporia selling local handicrafts and handloom products provide a marketing outlet to thousands of craftsmen, weavers and artisans. A general increase in tourism at a destination will stimulate growth of employment in other areas as well. This type of employment is called induced employment, such as more retail outlets, schools, housing facilities for employees etc.

Fig. 3.1 Kondapalli toys (Tourism employment)

**Tax Revenue**

Tourism activities are also an important source of taxation revenue. Many taxes are hidden, i.e. they are a part of package or included in the cost of the airline ticket so that tourists are unaware of such taxes. Tourists also generate taxation revenue through the purchases of tourism offerings which are subject to sales tax, service charge, value added tax (VAT) etc. Some taxes are ad valorem taxes, i.e. set as a percentage of the price while others like airport departure tax and visas are specific amounts.

Tourism generates both direct and indirect revenue for the government. When people are employed on tourism projects, the government received revenue through income tax and VAT on the goods purchased. The operation of tourism establishments contribute to the governments’ revenue pool in many ways such as gambling taxes for running a casino, food licence for preparing
and servicing food, import duties on imported articles, entry fee at attraction etc.

Apart from curbing leakages, the economic benefits through tourism can be further enhanced by the following measures.

1. Increase the amount of money spent by tourist at the destination by
   (a) Providing a greater variety of attractions and activities which will increase the duration of stay and encourage repeat visits.
   (b) Attracting alternative forms of tourism
   (c) Organizing shopping festivals.

2. Local ownership and management of tourism facilities at destinations through
   (a) Bed and breakfast establishments at destinations where there is shortage of hotels.
   (b) Encouraging agritourism, ecotourism, cultural tourism, rural tourism and farm stay with local entertainment.
   (c) Involving local community in a wide variety of services such as handicrafts, laundry, gardening and ayurvedic medications.

Tourism contributes to government revenue through
- Airport taxes, fees and levies
- Entrance fee at attractions
- Hotel and restaurants registration fees and licenses for example liquor license
- Travel agents and other tourism businesses registration
- Corporate income tax on profits
- Import duty on items directly imported for tourism sector for example, alcoholic beverages
- Local taxes property tax
- Parking charges
- VAT on goods purchased.
Foreign Exchange

Tourism has emerged as one of the largest foreign exchange earning economic activity in India. Foreign exchange earnings from tourism are computed by the Reserve Bank of India (RBI) as part of its exercise to collect balance of payment statistics. Tourism is the only export trade that earns large amount of foreign exchange without reducing national resources and without actually exporting any material skill. Inbound tourism is the largest source of foreign exchange earnings and tourism has been rightly called an invisible export.

Rural Development

Tourism creates jobs in the underdeveloped regions and in rural areas. For example, rural tourism and ecotourism are popular forms of tourism which generate employment opportunities and prevent the migration of villagers to the densely population urban slums. Because of tourism activity in the region, basic amenities develop and raise the standard of living of the rural poor.

Improved Infrastructure

Infrastructure is one of the basic requirements for successful tourism at the destination. Tourism stimulates infrastructural development like good airports, network of roads, sanitary systems and water purification plants etc. which not only benefit the tourists but the hosts as well and improves their quality of life.

Gross Domestic product

International and domestic tourism combined generate up to ten percent of the world’s gross domestic product (GDP). This figure varies from one country to another. In a growing economy, there is an increase from one country to another. In a growing economy, there is an increase in GDP every year. The GDP reflects economic growth. This, however does not mean that the entire population is benefiting from economic growth as the distribution of income in developing countries is uneven. Tourism should aim at economic development i.e. an improvement in the social economic status of all people in a given population and not only a privileged few. To measure economic development we need to use other indicators which measure economic development we need to use other indicators which measure longevity, educational attainment and an acceptable standard of living.

Government encourage the development of tourism because of the income it can generate specially in terms of foreign exchange earned. The income generated by tourism has a positive impact on a country’s GDP, balance of payments, and government revenue. However some of these figures may be misleading unless they are corrected for leakages.
Leakages refers to the process through which tourism receipts are withdrawn or leave the destination’s economy. This happens when money is spent on buying goods and services from another economy or when money is put into savings. The smaller the economy, the greater the likelihood that tourism industry need to be imported, tourism is said to have import leakages.

Leakages can be curbed by the following measures

**Use of local resources**: Local raw material, for example, building material will add to the local flavour of the destination

**Local ownership**: Local ownership and control of hotels and restaurants should be encouragement and governments should provide maximum financial incentives

**Promotion of local foods and beverages**: Local foods and beverages prepared under high standards of hygiene and sanitaion may be modified to increase their acceptability.

**Conducting local training programmes**: Inviting trainers from within the country would help the income to remain within the economy.

**Ensuring quality and safety**: Tourism providers should be more quality and safety conscious so that tourists are agreeable to trying out local products and do not demand goods from their home countries.

**Socio-cultural impacts of Tourism**

Although the tourist is a temporary visitor at a destination, he/she leaves behind lasting impacts on the host community. The economic impact of tourism, i.e. the dollar or other foreign currency is consumed or invested by the host but what the host has been or learnt in the brief encounter with the tourist is often retained and imitated. The demonstration effect in terms of language, clothing, and behavior pattern, often leave their lasting marks in under developed and developing countries.

Aspects of Tourist - host relationships

The aspects of tourist - host relationships are as follows

Since tourists are temporary visitors, the relationships are superficial and short lived with limited expectation and trust.

The hosts have to work to provide a satisfactory tourism experience to the tourists. This work begins from the minute the tourists reach the destination. If they do not get adequate financial benefits or are required to undergo hardships, it will be reflected in their behavior.
Tourism being a commercial activity, the hospitality shown by the service providers and their courteous behavior may be a put on act and not genuine feelings towards tourists.

Because of linguistic and cultural barriers, the interactions may create misunderstandings especially in certain sensitive issues.

In the context of the guest and host, tourism is an unequal and unbalanced experience. Most tourists are strangers in unfamiliar surroundings. They stand out from the host population terms of physical appearance i.e. colour of the skin, hair and eyes; the language they speak or understand, their dress and mannerisms. They have disposable money, have mostly lived in cities and look forward to a pleasant and memorable experience. The hosts view tourists as superior beings, having unlimited spending money, coming from affluent, developed nations and hence try to imitate them.

Tourism is a service industry and since the tourists have the spending power, they assume the superior position and may look down upon the hosts.

The host is knowledgeable about the destination, sightseeing places, routes, prices, etc. while the tourist is ignorant and is at a disadvantage in this respect.

1. Tourist-host interactions

Tourism involves social interaction between the tourist and the residents or hosts. This interaction may bring about a change in the norms and values of a society, the prevailing dress code and trends in general. Social impacts are visible sooner than cultural impacts.

Along with social interaction, tourism brings people from different cultural backgrounds together and results in cultural exchange. Cultural impacts refer to long term changes in arts and crafts, religion and rituals, community structure etc.

2. Social Interactions

While sharing common resources and facilities at the destination for example, travelling in local buses and trains, bathing on the beach or having meals in restaurants. They are basically social meetings with little interaction

3. Economic interactions

While using facilities specially created for tourists like guide and escort facilities, different types of accommodation or shopping for handicrafts and souveniers. They involve buying, selling and bargaining.
Impacts on Society

The impact tourism will have on society varies from destination to destination and depends on the nature of tourism, attitude of the hosts, background of the tourist, and the strengths and weakness of the destination.

Although tourism cannot be blamed for all social evils, it is a known fact that the presence of strangers, temporary visitors, floating populations, or even the armed forces may accentuate such social problems. To the host population, tourism is a mixed blessing. The positive impacts are

- Develops entrepreneurship
- Provides jobs, increased income, quality of life
- Creates an economic multiplier
- Preserves heritage
- Revives arts and crafts
- Helps national and international integration by breaking down linguistic barriers.
- Develops facilities and infrastructure
- Revives vernacular languages

Since tourism leaves its mark and never leaves a host society or culture unchanged, the negative impacts are minimized by the positive impacts and sufficient remedial measures are being taken up by tourism organizations and the government to resolve the social evils in society. Many tourism organizations like UNWTO, IATA, UFTAA have raised their voice and passed resolutions against this menace. Governments NGO’s and local bodies are taking measures and sensitizing their citizens travelling abroad against drug abuse and the consequences if caught with drugs.

Cultural Impacts

Culture is one of the major attractions or motive to travel for tourists. Tourists travel to study and experience the culture of different societies. They are attracted by cultural events, handicrafts, traditional dress, religion, dance, music, folktales, customs, ceremonies and food. Culture includes one’s behavior, beliefs language and the way of life of a group of people during a particular period of time. Apart from creating awareness about one another’s culture, tourism has a marked influence on various aspects of a society’s culture. When tourist visits an unknown destination and are unaware about local customs and practices, a conflict situation
may arise. Culture shock and cultural arrogance are often the reason for causing conflict between the tourists and the host. Culture shock results from witnessing a totally different lifestyle or behavior and may be experienced by either the guest or the host. Lack of communication and understanding can cause such situations. Cultural arrogance arises when there is a continual intentional disregard of local customs and insensitivity to the feelings of the host. For example tourists who do not take off their shoe while visiting a temple or take photographs when they are requested not to do so are displaying cultural arrogance.

Tourists need to recognize and respect local cultures and need to be briefed on how to behave before they interact with the locals. Knowing and understanding the local culture can help minimize the negative impacts.

**Culture and Authenticity**

Mass tourism has resulted in a shift from authentic natural culture to contrived culture and tourism planners are fulfilling the quest for knowing and enjoying culture.

While tourism helps in preservation of culture and rejuvenation of traditional art forms, sometimes locals cannot meet the demands or sell handicrafts at low prices. The demand for large quantities of artifacts at cheaper prices has led to commercialization of material culture which is either mass produced in the factory or imported from abroad. In both cases, there is loss of authenticity.

This may lead to disappointments and misunderstandings for both tourists and residents. Handicrafts are time consuming and authentic crafts involve a lot of effort while the number of articles produced per day is low. Mass produced or factory produced crafts are cheaper and often the tourist is disappointed to note that the artifact purchased in one country has the manufacturing label of another country.

There is a visible shift from authentic to tourists' low cost package tour. Mass tourism focuses on staged culture creating a tourist bubble which separates the tourist from the local life at the destination. For example, the cruise down the river Mandovi showcases Goan culture through songs and folk dances aboard the ferry, which are staged to attract mass tourists.

Cultural tourism has expanded to cover heritage tourism and include sites such as residences of royalty, historical buildings, artifacts and traditions which have been passed on from one generation to another.
Minimizing negative impacts on culture

To minimize the negative impact, it is necessary to ensure that tourism develops gradually so that the local residents have sufficient time to adapt to the change and understand and participate in tourism development in their region. The local residents should be informed about the benefits that tourism brings to the destination and how everyone has a role to play in tourism promotion and hospitality towards the guests.

Negative impacts on culture can be minimised by doing the following:

Management of the tourists is important as sometimes they are the cause of the problem. Tourists needs to be sensitized about the social norms and customs which are in practice at the destination.

Providing appealing and informative interpretation can be another way of minimizing negative impacts on culture. Interpretation is the process by which the significance of the site is explained to the visitors. It can be done by a guide, by signage, brochures, books, tourist guides, ie.. both verbal and written methods may be used.

Tourism professionals should prepare a code of conduct for tourists and provide travellers tips to ensure that sensitive issues are not over looked.

3.2 Environmental Impact

The environment is a powerful resource for tourism as it plays a major role in attracting tourists to the destination. Tourism causes both positive and negative impacts and impacts are greater if the environment is under developed or fragile.

It was only in the mid 1960’s after the growth of mass tourism that people realised that nature is an exhaustible resource and that tourism and related activities leave their mark on the environment. The term environment generally means the natural or physical features of the landscape. This includes the four divisions that our planet earth has been divided into namely, atomosphere, biosphere, hydrosphere, and lithosphere. Each of these spheres have their own distinctive characteristics support various life forms, and are a distinct part of most tourist attractions. All these spheres have an interdependent relationship and together create conditions that are conducive for life to survive and grow on our planet.

The environment thus functions as a live system and any major disturbance in any one sphere will have a profound effect on and disturb the delicate balance of the ecosystem.

The term environment has been defined by many individuals. The simplest definition is 'the environment is a given set of conditions in which one lives and is
influenced and in turn influences these set of conditions. The environment is composed of different components namely physical, biological and social. The physical components or a biotic components of the environment include the non-living elements in the environment such as latitude, altitude, location, temperature, rainfall, soils etc. Each of these factors has an influence on the natural environment. The biological components include life forms which are classified as producers, consumers and detriores or scavengers. All these form part of the food chain. In the environment all elements are inter related and interdependent on the various food chains such as terrestrial food chain, marine food chain, etc.

The social environment is the third components of the environment. Early humans has a limited interaction with their natural environments and lived in harmony with nature. Technological advances and political factors have had a great impact on the level of development and the level of interaction with the natural environment under the banner of tourism development. Natural resources have been exploited, artificial resources have been created and wastes are piling up. All this has resulted in attraction, modification and degradation of the natural environment.

The major negative impacts of tourism on the environment include

- Environmental pollution
- Depletion of natural resources
- Land erosion
- Loss of natural habitats
- Traffic congestion
- Garbage trials.

**Environmental Pollution**

The largest negative impact of tourism is pollution of air, water bodies, land surface and noise pollution in areas of tourism activity. This pollution is mainly caused by various modes of transportation and construction of tourist accommodation.

Transport pollution is caused by an increase in road and air traffic. This also result in noise pollution, especially if airports are located in the heart of the city. Aircrafts produce toxic nitrogen oxide during take off and landing. Noise and air pollution in Hong kong has reduced ever since the airport was shifted from the city to Lantau island. Water based sports and water transportation are major causes of oil spills.
Depletion of natural resources

Natural forest resources are lost through deforestation, when forest land is used for development of buildings for tourism or when trees are felled for fuel and camp fires. Careless behavior by tourists like throwing lighted cigarette stubs are not extinguishing campfires can cause forest fires. Many locals earn their livelihood through medicinal plants and herbs collected from forests. Deforestation deprives them of this activity. Graffiti on trees, caves, and monuments mars the beauty of the environment. Scare natural resources, such as water are often affected in areas where swimming pools and golf courses needed to be maintained.

Land Erosion

Mass tourism and reckless behavior on the part of the tourists often result in this problem which is seen mainly on nature trails, hill stations, and coastal areas. Deforestation for construction of new facilities or to clear vast stretches of land on hill slopes for winter sports and construction of ski-lodges is one of the major causes of erosion of the rich soil cover. Construction of hotels and other tourists facilities on the beach can erode sand dunes and affect marine life. The marine ecosystem is particularly fragile and is damaged by irresponsible tourism such as driving vehicles on long stretches of beaches disturb birds which breed in coastal areas. Removal of forest cover is a common cause for land slides in hilly areas.

Loss of natural habitats

Indigenous plants and animals may lose their natural habitat by damage resulting form tourism activities. Animals in jungles are not used to the noise of vehicles or passengers and may get stressed out by the disturbance caused by insensitive tourists on safari tours. Presence of a large number of visitors may affect the food habits and breeding of animals. Marine creatures and coral reefs get damaged by propellers of boat.

Traffic Congestions

This is a common problem encountered at many destinations due to a large number of tourist vehicles ranging from cars to tourist coaches and caravans. Vehicles parked in a haphazard manner on narrow roads and no parking zones can mar the beauty of scenic drives and popular destinations creating traffic jams, inconvenience to both locals and tourists, damage to roads and pavements/footpaths and an increase in road accidents as well as air pollution.
Garbage Trails

Garbage is a common cause of land and water pollution and the presence of improperly disposed waste at any destination is not only aesthetically unappealing but also damages the plant and animals in that area. Non biodegradable waste builds up in the environment and is an eyesore. Biodegradable wastes can alter the soil and attract animals into tourist areas. The use of oceans to dispose untreated sewage from tourist accommodation on the beach or from cruise liners is a major problem which environmentalists are aware of and laws to enforce clean ocean are being practised in some areas. The use of polythene bags and plastic bottles while travelling from one island to another by water transport is being monitored in Andaman and Nicobar islands. Tourists are given bags made of natural material to carry their belongings and are charged a refundable deposit for the same.

Summary

Tourism activities leave their impact on the various tourist destinations in a country. Tourism contributes significantly its impact on economic, social, cultural and environmental areas of a nation.

Short Answer Type Questions

1. Define ‘Tourism Impact’.
2. What is Eco-Tourism?

Long Answer Type Questions

1. Write the tourism impacts on Socio-Economic areas in the country?
2. How Tourism influence the Environment?
Structure

4.1 Government organisation - MOT, DOT, STDC, ITDC

4.2 Non Government organisation - TAAI, FHARI, IATO

4.3 International organisation - IATA, WTO, PATA, UFTAA

Ministry of Tourism

It was on 1st March 1958 that a separate tourism department was created in the Ministry of Transport to deal with all matters concerning tourism. The new department was put under the charge of the Director general who had under him on Deputy Director General and four Directors each in charge of Administration, Publicity, Travel relations and Planning and Development.

By the Presidential order dated 14 March 1967, the Department of Aviation and Tourism which was under the ministry of transport and Civil Aviation was formed into a separate ministry designated as the Ministry of Tourism and Civil Aviation with two constituent departments (i) Department of Tourism and (ii) Department of Civil Aviation. The Ministry was put under the charge of a full time minister. It was after nearly eighteen years that the subject of tourism was accorded a separate entity and became independent of transport. With the
formation of new ministry of tourism and civil aviation, tourism got the importance due to it and thereby achieved all round expansion in its activities.

The functions of Union Ministry of Tourism and Civil Aviation in terms of specific responsibilities were

i. Organisation of meteorological services

ii. Provision of aerodromes, regulation and organisation of air traffic, aerodromes, aircraft and air navigation.

iii. Provision for the safety of aircraft

iv. Carriage of passengers and goods by air

v. Establishment of corporation under the Air Corporation Act 1953.

vi. Establishment of promotion of tourism

vii. Establishment of Railway Inspectorate

viii. Establishment of youth hostels

ix. Establishment of close contact with other ministries in respect of promoting tourism.

x. Negotiation with international and bilateral agencies

xi. Planning and organisation of tourist activities throughout the country in collaboration with the State Governments and the planning commission.

xii. Inquiries and statistics for the purpose of any of the matters specified in this list.

xiii. Implementation of treaties and agreements relating to any of the matters specified in this list.

The Union ministry gives advice on Civil Aviation and Tourism matters, coordinates Civil Aviation and Tourism programmes and policies, supplies technical information and provides financial and other assistance. Thus it mainly guides assists and coordinates. The Ministry formulates national policies of civil aviation and tourism with the assistance of expert committees and the Board.

Department of Tourism

The Department of Tourism has now become an attached non-participating office of the Ministry of Tourism and Civil Aviation headed by the Director general of tourism. The Director General of Tourism carried an ex-officio status of an Additonal secretary to the government of India. Although an attached
office, the department is both a policy making and an executive organisation and corresponds directly with the other ministers and departments of the Central Government and the State Government. The Director General is assisted by one Additional Director General, One Joint Director General, a Deputy Secretary and Five Deputy Director Generals.

The Functions of the Department of Tourism, both promotional and organizational are conducted by the following seven divisions.

i. Planning and programming
ii. Publicity and conference
iii. Travel Trade and Hospitality
iv. Accommodation
v. Supplementary Accommodation and wildlife
vi. Market Research
vii. Administration

The activities of the department have since increased manifold and cover a wide range of subjects. The manifold activities fall under the following broad heads.

i. Collection, compilation and dissemination of tourist information in India and abroad and attending to enquiries from international tourists, tour operators and travel industry, such as airlines, steamship companies and hotels.

ii. Cooperation with international travel and tourist organizations at government and non-government levels.

iii. Development of tourist facilities of interest to international tourists.

iv. Publicity at home and abroad with the object of creating an overall awareness of the importance of tourism.

v. Simplification of frontier formalities in respect of international tourists.

vi. Regulation of activities of the various segments of the travel trade, such as hotels, youth hostels, travel agents, wildlife outfitters, guides, tourist car operators, and shopkeepers catering to tourist needs.

vii. Compilation of statistics and market research on international tourist traffic to India and their utilization for more effective tourist promotion.
In order to establish liaison with various ministries and coordinate various activities pertaining to tourism, the Department represented the following Committees and Advisory bodies.

i. Standing Facilitation Committee of the Directorate general of Civil Aviation.

ii. Civil Aviation Development Fund Committee

iii. Advisory Committee on the Indian Airlines

iv. Export-Import advisory council

v. Indian Board for wild life

vi. Central advisory board of Archaeology

vii. Aerodrome planning group

viii. Hotel industry study groups of the ministry of labour


x. Ad hoc committee to review statutory rules regarding the use of protected monuments and sites for holding public functions sponsored by the government and non government organisation.

xi. Central post and Telegraph Advisory council

xii. India Tourism Development Corporation.

**India Tourism Development Corporation (ITDC)**

The India Tourism Development Corporation Limited (ITDC) is an Hospitality, retail and Education company owned by Government of India, under Ministry of Tourism. Established in 1966, it owns over 17 properties under the Ashok Group of Hotels brand, across India.

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. Mission Statement: To provide leadership and play a catalytic role in the development of tourism infrastructure in the country and to achieve excellence in its strategic business units through professionalism, efficiency, value for money and customer focused service.

Broadly, the main objectives of the Corporation are:

- To function as an efficient corporate house with improved productivity levels and profit margins.
• To be a major player in the development of tourism infrastructure in the country.

• Achieve high level of productivity of its employees by way of better training, motivation, and HRD techniques.

• To play an active role in associating State Governments and State Tourism Development Corporations in conceptualizing and execution of tourism projects, publicity, promotion and training.

• To rationalize/ right-size the manpower to have a lean, thin and efficient organization.

• To create value for the shareholders.

• To ensure customer delight by providing value for money.

• To construct, take over and manage existing hotels and market hotels, Beach Resorts Travellers’ Lodges/Restaurants;

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

• To produce, distribute, tourist publicity material;

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

• To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc.

• To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

**Joint Venture Company of ITDC**

<table>
<thead>
<tr>
<th>Name of the Joint Venture Company</th>
<th>Name of the Hotel property</th>
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<tbody>
<tr>
<td>1. Ranchi Ashok Bihar Hotel Corpn. Ltd.</td>
<td>Hotel Ranchi Ashok, Ranchi</td>
</tr>
<tr>
<td>2. Utkal Ashok Hotel Corpn Ltd.</td>
<td>Hotel Nilachal Ashok, Puri</td>
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<tr>
<td>3. Donyi Polo Ashok Hotel Corpn Ltd.</td>
<td>Hotel Donyi Polo Ashok, Itanagar</td>
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<tr>
<td>4. Assam Ashok Hotel Corpn Ltd.</td>
<td>Hotel Brahmaputra Ashok, Guwahati</td>
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<td>5. MP Ashok Hotel Corpn Ltd.</td>
<td>Hotel lake View Ashok, Bhopal</td>
</tr>
<tr>
<td>6. Pondicherry Ashok Hotel Corpn Ltd.</td>
<td>Hotel Pondicherry Ashok, Pondicherry</td>
</tr>
</tbody>
</table>
7. Punjab Ashok Hotel Company Ltd. Hotel Anadpur Ashok, Anandpur (incomplete Project)

As per the Promoters’ Agreement entered into by ITDC, the shareholding of the Promoter i.e. ITDC and the Co-promoter i.e. respective State Government/State Tourism Corporation is in the ratio of 51:49 respectively. However, in the case of Utkal Ashok Hotel Corporation Ltd., Puri, the Joint Venture ratio is 60:40.

State Tourism Development Corporation (STDC):

Andhra Pradesh Tourism Development Corporation Limited (APTTDC) is a State Government undertaking incorporated in the Year 1976 initially it was stated as subsidiary for APSRTC. In consonance with the Vision 2020, APTDC has started gearing itself to meet the challenges. It envisaged the role of facilitator and private investment has been recognized as primary tool for achieving the projected objectives of tourism development in the State and the Tourism Development Corporation has envisaged the role of facilitator and developer rather than a competitor for bringing out holistic development of tourism in the State.

The activities of the corporation can be classified broadly into the following:

- Tourism Infrastructure Development
- Hotels & Catering Units
- Guided & Package Tours
- Leisure Cruises & Pleasure Boating
- Sound & Light Shows
- Eco-Tourism

The Corporation involved in many areas of development i.e. hotels, resorts, wayside amenities, tourist packages and water sports etc. APTDC runs 54 hotels, a fleet of 117 buses that cater to varied tour packages; Water fleet with strength of 122 boats that provide pleasure and river cruises. APTDC continues to strive for promotion of new tourism products such as Eco-Tourism, Beach Tourism and Cruise Tourism.

Aims and Objectives

The primary aim of the Corporation is to identify new tourism products and make them attractive for private investment besides exploring the possibilities in the untested waters of new branches of tourism. Blending in a viable mix of Public and Private sectors as well as various wings of Government to provide
infrastructure services of quality at affordable cost is the defined role of the Corporation.

4.2 Non-Governmental Organization

TAAI : Travel Agents Association of India

The Travel Agents Association of India (TAAI) was formed in the year 1951 by 12 leading travel agents who felt the need to create an association, to regulate the working of the travel industry in an organised manner based on sound business principles.

Purpose

The primary purpose of TAAI is to protect the interest of its members. TAAI promotes the orderly growth and development of tourism. It also safeguards the rights of the travellers by preventing exploitation by unscrupulous and unreliable operators.

The TAAI symbol is a guarantee for reliable and professional service. TAAI has been recognised as the voice of travel and tourism in India as it represents all that is professional, ethical and dynamic in the nation’s travel related activity. It is a professional body which coordinates different sectors of the tourism industry. It is a non-political, non-commercial and non-profit making organization.

Objective

TAAI aims at the development of travel and tourism in India by constantly improving the standards of service and professionalism in the industry, so as to cater to the needs of the travellers and tourists within India and overseas. TAAI is also engaged in promoting mutual cooperation among TAAI members and different segments of the travel and tourism industry by contributing to the sound progress and growth of the industry as a whole.

TAAI aims to safeguard the interest of the travelling public and maintain high ethical standards within the travel trade.

Activities

The activities of TAAI are as follows.

- TAAI functions as a powerful platform for exchange of thought and experiences.
- It helps to promote and maintain the growth of travel and tourism in India.
• It organises seminars and conventions and educates the members about upcoming trends in the industry.

• It maintains close contact with world tourism bodies and represents India for matters affecting the travel and tourism industry.

• It offers membership under different categories through which it develops better understanding among the different segments of the travel industry.

• It acts as an information dissemination centre for its members.

Membership

TAAI offers different categories of membership. They are as follows.

Active members A TAAI approved headoffice of a travel agent providing comprehensive services.

Associate members Branch office locations of an active members

Allied members: Organization engaged in allied business, i.e. various segments of the travel and tourism industry such as excursion agents, tour operators, hoteliers, airlines, general sales agents (GSA) of airlines, visa handling agents, travel writers and computer reservation systems, companies providing services to airlines and agents.

FHARI

Federation of Hotel and Restaurant Association of India

FHARI is an apex body of four regional associations, representing the hospitality industry. FHARI was established in the year 1954 and incorporated as a company under the Indian companies act in 1955. It was formed by the Hotel and Restaurant Association (HRA) of North India, New Delhi, HRA of Eastern India, Kolkata, HRA of Western India, Mumbai and South India Hotels and Restaurants Association, Chennai. FHRAI is sponsored by these four regional associations. FHRAI is committed to provide and protect the interest of the hospitality industry by giving concessions to the industry.

The FHRAI provides a link between the hospitality industry, political leadership, academicians, international associations, and stakeholders. It also helps the hospitality industry to grow, prosper and keep pace with the development of the international scenario.

FHRAI has more than 3300 members. There are 2052 hotels, 1016 restaurants, 105 associate members, and four regional associations. It employs
more than 15 million direct employees. It also has a hospitality management institute under it, the FHRAI institute of hospitality management

Objectives

The objectives of FHRAI are to

- Unite the four regional associations and work towards encouraging, promoting and protecting by lawful means the interest of the hotel and restaurant industry and raising the standards of the industry both at home and abroad.
- Consider policies, guidelines, legislations, by law and regulations that affect the industry and discuss with the government authority and initiate, support, or oppose by lawful means such legislation or regulation by various means.
- Advise and inform members about national / international matters pertaining to the industry and disseminate statistical and commercial information through surveys and research.
- Print, publish and circulate, papers, periodicals, books and other literature, conductive to advance the interests of the industry.
- Assist in affording training facilities for the hospitality personnel and for promoting and running a hotel institute and
- Convene national and international meetings to encourage friendship between members and discuss questions of current importance.

Activities

The activities of FHRAI are

- Dissemination of information to the members
- Organizing conventions and seminars which are an ideal forum to exchange experiences and ideas.
- Conducting research on the hotel and restaurant industry and updating members on the latest developments.
- Training human resources in different spheres of the hotel and restaurant activities and
- Conducting regular professional development programmes to develop and update the knowledge and skills of hotel professionals.
Membership

The FHRAI offers different categories of membership which are as follows

The FHRAI hotel membership: This is offered to a hotel who is a member of one of the regional associations. The hotel should have at least ten rooms which should be functional and a restaurant in the hotel is mandatory.

The FHRAI restaurant membership: The restaurant seeking the membership must be operational and must be a member of one of the regional associations. It should have a minimum of 25 covers.

The FHRAI associate membership: It is offered to companies and firms. The companies or firms must be a member of a regional association. It should be associated with the hospitality industry. Institutes of hotel management can avail of this membership.

FHRAI Institute of Hospitality Management.

The FHRAI Institute of hospitality management (IHM) was established in the FHRAI’s golden jubilee year, 2005 and today offers undergraduate and post graduate degree/diploma programmes in hospitality management for top, middle and entry level professionals under one roof. A new three year graduate programme in hospitality, catering and tourism with Sikkim and Manipal university, a one year programme in various hospitality operations and a four year international programme in hospitality and catering with the EHL, Switzerland are being offered at present.

Indian Association of Tour Operators (IATO)

The Indian Association of Tour Operators (IATO) was established in the year 1981.

Purpose

It was established to promote international understanding and goodwill. It is a joint forum of tour operators which promotes and helps the development of tourism in India. For promotion it organises discussions and meetings with other tourism related agencies.

Objectives

The main objectives of IATO are as follows

• It aims to promote national integration, international welfare, and goodwill.
• It helps to promote, encourage and assist in the development of tourism throughout the country.

• It communicates with the Chamber of Commerce, mercantile and public bodies in India, government departments, IATA and various foreign associations for the interests of travel trade and nominates members to act on them.

• It aims to setup and maintain high ethical standards in the tourism industry.

• It aims to encourage and promote friendly feelings among the tour operators and travel agents.

• It protects the interests of the members from malpractices of foreign tour operators.

• It undertakes activities which the members cannot undertake individually.

• It promotes equal opportunities for all visitors to enjoy tourism and travel, without distinction of race, creed, colour and nationality.

• It organises tours to foreign countries with the help of airlines and government of India’s tourism offices and other organizations.

• It collects information and publishes it for the benefit of its members.

Membership

IATO offers different categories of membership. These are as follows:

**Active members**: This membership is given to any company of firm in India, recognized by Ministry of Tourism as a travel agent / tour operator for at least two years. The main activity of the company should be tourism promotion and foreign exchange earning.

**Associate members**: This membership is given to any other office of an active or allied member.

**Allied members**: This category of membership is for the firm or the company engaged with tourism industry such as carrier companies, hoteliers, restaurateurs, excursion agents, transport contractors, shipping companies, state tourism corporations, trade publications etc.

**International members**: Any international firm engaged with tourism in India.
Honorary members: This is offered to the persons who are Hall of Frame awardees and the persons who have rendered services to tourism in national or international field.

The IATO publishes a newspaper called IATO imprint to update its members on developments in tourism and achievements of its members. It is also involved in taking promotional tours abroad in collaboration with Air India Ltd, the flagship carrier of our country.

4.3 International organisation - IATA, WTO, PATA, UFTAA

IATA (International Air Transport Association)

In 1919, when the world’s first international scheduled service started the International Air traffic Associations (IATA) was founded in the Hague. It has changes its name to the International Air Transport Association (IATA) which was founded in Havana, Cuba in April 1945.

The IATA is an international trade body formed by a group of airlines. It is an non-governmental, voluntary and democratic organization. It is the prime vehicle for inter airline cooperation in promoting safe, reliable, secure and economical air services for the benefit of the world’s consumers, IATA specializes in standards, practices and procedures for the airlines.

When IATA was established it had 57 members from 31 countries mostly from Europe and North America. Today it has around 240 members from 126 countries. IATA is closely associated with International Civil Aviation Organization (ICAO).

The headquarters of IATA are in Montreal, Canada. IATA has its main office in Geneva also. Regional technical directors are based in Bangkok, Geneva, London, and Rio-dejanerio and regional director (special assignments) in Singapore and Buenos Aires. IATA traffic service offices are in New York and Singapore.

Aims

The aims of IATA are to

- Promote safe, regular and economical air transport for the benefit of the people of the world, foster air commerce, and study the problems connected therewith.
- Provide means for collaboration among the air transport enterprises engaged directly or indirectly in international air transport service;

• Cooperate with the newly created ICAI, the specialised United Nations agency for civil aviation and other international organization.

The IATA’s mission is to represent, lead and serve the airline industry. Its members are the world’s leading passenger and cargo airlines which represent 94 percent of scheduled international air traffic.

Services

The IATA provide a wide range of services. These are as follows

• It helps in global planning of international timetables
• It has formulated a single formula for tickets and airway bills.
• It helps in international coordination of telecommunication networks and computer systems.
• It, as a leader organization of scheduled airlines, examines and solves the problems raised by tourism, the movement of passengers and cargo at airport, and it also establishes the procedures and technical norms.
• It helps in training of travel and freight agents.
• It also helps in standardization of inter company communications and reservation system.
• It helps to regulate legal questions of general concern in order to develop security measures.

Activities

The main purpose of IATA is to ensure that all airlines traffic moves anywhere with the greatest possible speed, safety, convenience and efficiency and with utmost economy. To achieve this, IATA performs a wide range of activities, for the benefit of its consumers and member airlines, which are as follows.

• It simplifies, the travel and shipping processes, while keeping costs down. Passengers can make a single telephone call to reserve their ticket, pay in one currency and then use the ticket on several airlines in several countries.
• It allows them to operate safety, securely, efficiently and economically under clearly defined rules.
• It seeks to ensure they are well informed about the complexities of the aviation industry; to ensure better, long term decision.
• A large network of industry suppliers and service providers gathered by IATA provide solid expertise to airlines in a variety of industry solutions.

Membership

IATA’s membership is open to any airlines, scheduled or non-scheduled which has been licensed to provide scheduled air service, by governments eligible for membership of ICAO. Other industry partners can also participate in different IATA programmes and benefit from a wealth of resources to carry out their operations.

World Tourism Organization (WTO)

World Tourism Organization (WTO) was founded in the year 1975. It was formerly known as International Union of Official Travel Organizations (IUOTO). Since December 2006, the WTO has been renamed as the United Nations World Tourism Organization (UNWTO). So as to clearly distinguish it from the world trade organization. It is the leading international organization in the field of tourism. The headquarters of UNWTO are located in Madrid, Spain.

Aims

It serves as a global forum for tourism policy issues and practical source of tourism know-how. The UNWTO plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, with an aim to contribute to the economic development, international understanding, peace, prosperity and a universal respect for as well as observance of human rights and fundamental freedom.

Activities

The UNWTO performs many activities. All these activities are related to its members and development of tourism in general. The activities performed by UNWTO are as follows.

• It conducts research studies for the tourism market for various purposes such as promotions and marketing, area development and physical planning.

• It organizes seminars and conferences on issues such as aviation, infrastructure development, planning and marketing that are shared by many countries. The member countries can exchange expertise experiences and work towards a common goal.

• It gathers information on tourism which includes statistical data, facilities, special events, regulations and legislations.
• It collects, analyses, and disseminates information on various aspects of tourism.

• It prepares drafts for international agreements on tourism.

• It provides updated information and supply of studies on tourism trends in the various fields of tourism to its members.

The permanent activity of UNWTO is to collect and update the available information on training needs and special activities, which includes participation in technical cooperation projects for vocational training.

The UNWTO provides vocational training through its Centre for Advanced Tourism Studies. It also provides permanent education programmes by correspondence and residential study circles. The regions of the world, Africa, The Americas, East Asia and Pacific Europe, the Middle East, and the South Asia have regional representatives based at the headquarters in Madrid. These representatives pay special attention to their regions and acts as travelling ambassadors.

The represent UNWTO at national and regional tourism events.

Membership

UNWTO offers three types of memberships. They are

Full membership (Open to all sovereign states)

Associate membership (Open to territories that are not responsible for their external relations)

Affiliate membership (Open to a wide range of organization and companies, working directly in travel, tourism and related sectors. These include airlines and other transport, tour operators, travel agents, banking sectors, hotels, restaurants, publishers, travel insurance companies etc.

It is the only organization which works as an inter governmental organization. It offers membership to the operational sector and is the only contact point for discussion between government officials and industry leaders.

PATA (Pacific Asia Travel Association)

The Pacific Asia Travel Association (PATA) was founded in Hawaii, in 1951, with 44 members. PATA is a non profit travel industry association which promotes the Pacific Asia areas as travel and tourism destinations. PATA focuses its attention on travel opportunities in the member countries and develops awareness among the travel trade in tourism originating countries.
The headquarters of PATA are in Bangkok. It maintains divisional offices in Sydney, Singapore, Monaco, and San Francisco.

**Aims**

The main aim of PATA is developing, promoting and facilitating travel to and within the Pacific areas of South East Asian regions. It primarily operates in the USA which is the world’s biggest travel market. The organization provides a meeting point for the people involved in all aspects of the travel trade from a large number of countries. It focuses its attention on travel opportunities in member countries and builds up greater awareness and specific contacts among the travel trade in countries from where the tourists originate.

PATA serves as a central resource for information and research, travel industry education and training and quality product development, with sensitivity of culture, heritage and environment.

**Activities**

The activities performed by PATA are as follows

- It provides information and practical assistance in the field of tourism
- It assists upcoming destinations to develop their infrastructure providing expertise.
- It serves as a central source of information and guidance through its research and development, education and marketing council.
- It organises an annual travel mart.

**Membership**

There are over 2100 PATA members worldwide, working as travel industry organization. It includes 101 government, state, and city tourism bodies, 76 airlines and cruise lines, and 2060 industry members from the Pacific Asia region.

The memberships are divided into the following nine different categories.

**Active Government members**: These are primary government organisation designated by the government of any nation.

**Associated government members**: The membership is given to organizations that are responsible for the domestic or overseas promotion of tourism.

**Active carrier members**: These are any government recognized or certified airlines, ship lines, etc which provide scheduled passenger service in pacific areas.
**Associate Carrier members**: The membership is for any government recognised passenger carrier. This does not provide common carriage as prescribed for active carrier members.

**Active Industry members**: This membership is for the hotel industry

**Allied members**: Allied members consist of travel agencies, tour operators, hotel representatives and firms, representing the various segments of pacific travel industry.

**Affiliated Allied members**: These are the branch offices of an allied members i.e. travel agencies or tour operators.

**Associate members**: These are individual operating organizations such as communication media, advertising, public relations and research agencies. All of them must have an interest in Pacific travel.

**Sustaining members**: These are the organization or individuals with cultural or commercial interest in tourism of pacific region.

PATA functions through pacific travel conferences and workshops, marketing and research and development.

**United Federation of Travel Agents Association (UFTAA)**

UFTAA was earlier known as Universal Federation of Travel Agents association and was created on 22 November 1966 in Rome. It was founded by the merger of two large world organisations, International Federation of Travel Agencies (IFTA) and Universal Organization of Travel Agents Association (UOTTA) in recognition of the need to unite travel agencies and tour operators into one international federation. The general secretariat is in Monaco.

UFTAA represents travel agencies and the tourism industry all over the world. It effectively represents travel agents and tour operators view on both inbound and outbound travel by keeping continuous contact with other international organisations such as IATA, the International Hotel and Restaurant Association, the International Chamber of Commerce, the International Union of Railways and the International Road union to name a few.

**Aim**

The aim of UFTAA is to act as an international forum where matters affecting the world travel industry are addressed, representing and defending the interests of inbound and outbound tour operators, travel agencies before the governmental bodies, suppliers and other entities of international scope. It also aims at
strengthening its members, image and enhances the world travel and tourism industry and sustainable tourism. Some of the key functions of UFTAA are to

- Act as the negotiating body with the various branches of tourism and travel industries on behalf of travel agents and the interests of the public.

- Ensure for all travel agents, through their national association, the maximum degree of cohesion and understanding, prestige and public recognition.

- Offer its members all the necessary material, professional and technical advice and assistance to enable them to take their proper place in the economy of world tourism.

Functions

UFTAA performs the following functions for the interest of its members.

- It unites and consolidates the Federation of Travel agents national association, to enhance and promote the interest of the members.

- It represents the travel agents activities before the various world bodies, government authorities and suppliers.

- It lobbies to oppose legislations which are directly harmful to tourism and for free movement of citizens of any country.

- It works to reduce bureaucratic obstacles in travel and to seek greater transportation safety.

- It assists through its education committee, so that travel agents become better qualified through the IATA/UFTAA training programmes.

Overall UFTAA’s primary goal is to develop, promote and assist in the professional training of travel agents.

Membership

The membership includes a large group of travel partners including major airlines, hotels, tourism boards, shipping companies, car rental companies and many other operators allied to the tourism industry. It comprises 80 national associations.

UFTAA provides various benefits to its members such as a copy of its annual directory, a month UFTAA information bulletin courier, access to public particulars of agency in the UFTAA annual directory, a discount in the registration fee of the UFTAA annual world congress, free of charge assistance by the UFTAA
legal department for the recovery of outstanding debts, and most importantly the
UFTAA's symbol on letter heads and in all literature, giving the agency a
professional and ethical standing.

Summary

Tourism organisations have been formed to plan, develop and monitor all
tourism-related activities around the globe. They play an important role in
marketing destinations and managing a country's tourism industry. Unplanned
tourism activities can have a detrimental effect on the destination. These
organisations help in promoting sustainable tourism development.

Short Answer Type Questions

1. Explain ITDC and STDC.

2. Where is the headquarter of WTO.

Long Answer Type Questions

1. Write the origin and functions of Ministry of Tourism, Government of
   India.

2. Write the role of TAAI in the development of India Tourism.
Structure

5.1 Tourism as industry

5.2 Features of Tourism industry

5.3 Current trends and tourism as a system

5.1 Tourism as industry

Burkart and other recognize Tourism industry as that is comprised of a broad range of business and organizations that are related to “virtually all areas of economy”, and

The components include all suppliers of goods and services which the tourist require.

Hence, on the one hand Tourism industry comes up as a huge industry where as the other “it also leads to perception of a highly fragmented industry”. It is based on the assumption that “tourists” expenditures reflect the existence and scale of Tourism industry and does not take into account how certain “businesses are managed in relation to tourists or to one another”.

2. Kaiser and others have advocated that there “is no such thing as Tourism industry”. What happens is a collection of several industries that function
separately with various types of links with tourists. These links can be both incidental as well as purposeful, direct or indirect.

3. Leiper has taken an intermediate position. According to him, the tourism industry comprises those organisations that are

- in “the business of providing goods and services to meet the distinctive needs of some identifiable collection of tourists” and

- “cooperate with one another, to some degree, in doing so.

This places some organisations like travel agents, tour operators, guides, etc. within the scope of tourism while leaving others aside. This could be like the differences between a shop at an airport opened especially for travellers and the one in the city market that caters to any one.

![Fig. 5.1](image)

Without further going into the debate we may sum up for you that because of the economic impacts involved, profit, employment generation, earning of foreign exchange etc, more and more countries are declaring tourism as an industry; adopting policies and making plans for it; forming regulations and giving incentives. It is also worth mentioning here that in many developed countries tourism is not being referred to as a service rather than an industry. This is so because these countries have reached a stage of perfection in terms of infrastructural development and the emphasis is on the consumption of services. On the contrary the developing countries like us are still struggling to create
infrastructural facilities and a lot needs to be done. Hence, tourism is an industry for us rather than just being a service.

In the seventh five year plan (1985-90) tourism was accorded the status of an industry by the Government of India. Hence as a plan objective its development was listed for the first time in the planning process. In May 1992, a National Action plan was drawn for its growth and development.

5.2 Features of Tourism Industry

The constituents of tourism industry are varied - ranging from small scale businesses operating at local levels to multinationals. For example a fast food counter at an airport is a component of the Tourism industry as is an airline or a hotel for it has its own serving purpose for the tourist. Moreover, these different components are closely linked to each other. This linkage is there in spite of the competition within one set of constituents. For example Hotel A and X are competitors but both are dependent on tourist arrivals through the airlines. And Airlines Y and Z are competitors and so on. In fact very often its a chain of linkages and modern tourism is a result of the intermixing and combined efforts of the various constituents. The following is the primary and secondary constituents that make the Tourism industry.

Primary / Major Constituents

1. Transport

Well you need a mode of transport to travel or to suggest one to your client if you are a travel agent or a tour operator. Further, the travel depends on the availability of seats etc. Today, the travel industry is a highly developed industry with its various branches in the areas of road, rail, air and water.

Fig. 5.2
2. Accommodation

A tourist not only travels but also stays somewhere. And here comes in accommodation. It could be of different type i.e. from cottages or tourist lodges to a house boat or a five star hotel.

3. Catering, Food and Entertainment

Well, a tourist has to eat also and here comes the role of catering and food. Restaurants, fast food joints and dhabas, all play a role in this regard with different cuisine to offer. Different forms of entertainments are provided as attractions at the destinations.

4. Intermediaries

The intermediaries constitute the travel agency, tour operator and guide services.

The constituent which co-relates all the components of tourism is the travel agent / tour operator who has accumulated knowledge, expertise and contacts with providers of services. He is a useful and invaluable intermediary between
the traveller and the supplier of tourist services i.e. airlines, transport companies, hotels and auto rental companies.

The functions of travel agency depends upon the scope of activities it is involved in and also the size of the location. The agency has specialized departments each having to perform different functions such as:

1. Providing travel information
2. Preparing itineraries
3. Liaising with providers of services
4. Planning and costing tours
5. Ticketing
6. Providing foreign currency
7. Insurance etc.

Some of the travel agents are also tour operators who manufacture tourism products. They plan, organise and sell tours. They make all the necessary arrangements e.g. transport, accommodation, sightseeing, insurance, entertainment and other allied services and sell this package for an all-inclusive price. A package tour may be a special interest tour, mountain tour, adventure tour or a pilgrimage tour. These tours are escorted and include transportation, meals, sightseeing, accommodation and guide service. The escort or the group leader is responsible for maintaining the schedule of the tour and for looking after all arrangements.

This guide service plays a vital role in tourism as a tourist feels comfortable when the essence of the culture is explained - especially when it is done in his own language.

**Government Departments**

Many national and international organizations related to tourism form part of the Tourism industry.

**Secondary Constituents**

There are a variety of services (formal and non-formal) that constitute the tourism mix or are directly and indirectly related to tourism. For example, banks do not come under the Tourism industry but they cater to tourists through travellers’ cheques or credit cards. Similarly, insurance companies offer short term safety or accident policies to tourists. Here we list certain such constituents.
1. Shops and Emporiums: These sell various products to tourists. Many state governments have opened the emporiums in other states also.

2. Handicrafts and Covenirs: Certain handicrafts and souvenirs industries today are totally dependent on tourists for their sales.

3. Local taxi/transportation (e.g. pay rickshaw, tonga etc)

4. Hawkers and coolies

5. Communication services at the destination

6. Touts and brokers

7. Advertisement agencies

8. Publishing industry i.e. Publishers who publish travel guides, brochures, magazines, postcards etc.

9. Artists, performers, musicians etc. who perform for the entertainment of tourists.

In the United Nations study on “The Economic impact of Tourism in India”. The segment having receipts from tourism employment due to tourism are mentioned as

1. Hotel and restaurants
2. Railway Transport services
3. Transport services
4. Shopping
5. Food and beverages
6. Wool, silk, syn, fibre textiles
7. Wood and wood products except furniture
8. Leather and leather products
9. Metal products except machinery and trans, equip.
10. Misc. manufacture industries
11. Trade
12. Other services.
Hence we say that Tourism industry has a very wide range and the government in the Third world are giving incentives for its development.

5.3 Current Trends and Tourism as a System

Tourism is a sunrise sector in the 21st century. The business of tourism is a significant segment of international economic activities. Undeniably, it is a global business focusing on the socio-economic development, environmental conservation and enrichment of cultural relationships. The year 2010 witnessed 935 million international tourists arrivals, accounting for a growth of 6.7 percent across the regions worldwide as compared to the previous year. UNWTO has reported an increase of 22 million and 58 million international tourist arrivals over 2008 and 2009, respectively. International tourism receipts are estimated to have generated $919 billion world wide in 2010 as compared to $851 billion in 2009.

In contrasts, outbound travel is a current trend in the developing and third world countries. The forecasting report reveals a high growth rate in the tourist arrivals and revenue receipts worldwide including the Asia-Pacific region. Moreover the communication technology and congenial political relationships across the countries have paved the way for the tourism business to flourish beyond particular political boundaries. A part from the trends of visitor arrivals and their travel motivations, many practices in the tourism business have also undergone significant development. It is mandated in the policy and programmes to make the service providers of the tourism industry switch over from conventional energy to alternative or green energy. Providing quality of world life and culture in tourism organizations is the way to satisfy employees, thereby making customers or visitors or guests delighted.

Tourism professionals, academicians and students would be more curious to learn the present trends and how these trends affect the tourism business. Who are the beneficiaries of such trends? How can these trends be exploited as a business opportunity? Thus present tourism trends include more activities in the package tour than the conventional sightseeing form of conducting the tours. Further, the new millennium tourists are more conscious about lifestyle travel, weekend family vacations, senior citizen travel, and affinity group travel. In addition people consider tourism or travel as a means of physical fitness and mental freshness. New age tourism trends emphasize on parameters such as quality, price, brand and loyalty consciousness, based on which tourists make their travel decisions. It is quite evident that these trends are more persistent than ever before. A new phenomenon in the tourism business is the growth in the movement of domestic tourists due to awareness, self consciousness and affordability, followed by reasonable holiday budget and expenditure. As a result, more people are planning domestic holidays than ever before. It is certainly a
fact that the travel has become a very competitive product and customers have got more bargaining power and variety of choices.

**Tourism in Twenty First century**

Tourism constitutes a a significant portion of the global business now and it will remain a giant driver of economic development in the future also. It is an international business activity with much focus on fostering friendship and good will across the borders, along with trade and commerce. Hence the involvement of all countries is essential to make tourism an ever growing sector in the twenty first century. It is a known fact that the present century is facing more challenges than the previous century in the management of international and domestic tourism and these challenges may become more heightened if not looked into now. It is so because many issues are now very common to all regions. These issues can be tackled through joint efforts by public and private tourism organization. For example the estimation of World Travel and Tourism Council in 2003 in its report on SARS-ravaged countries consisting of China, Hong kong, Vietnam and Singapore, indicated that approximately 3 million people lost their jobs in the tourism industry. It resulted in over $20 billion in terms of GDP. However SARS could be contained in a short period of time due to the coordinated efforts and cooperation of the neighbouring countries. Moreover, it is a complex business due to the need of integration of service providers at various stages. Managing diverse tourism products and activities with utmost efficiency can make the industry more dynamic and recognizable in the future.

Therefore it is absolutely important to learn contemporary tourism practices across the world. These practices includes the issue of more electronic tickets, zero carbon emission, carbon neutralization, carbon trading, recycling and waste management, business integration, more customer loyalty programmes, aggressive marketing through brand image, retention of staff, multi-skilling, global partnership and membership of national and international organization. Hence, tourism operators or service intermediaries are now willing to adopt these practices to perform better and sustain themselves in a competitive scenario. The practice of principles of sustainable tourism development in collaboration with stakeholders such as tourism intermediaries, tourists, the community, NGO’s and the government is given much emphasis in policy and planning. As such sustainable tourism is a new trend for all tourism service providers for the preservation of ecology and the environment.

The nature, forms, need and demand for travel have undergone great change over the years. As a result modern day travel has become more and more sophisticated, cost conscious, value for money, and hassle-free due to the explosion of information and communication technology. The change is certainly
unavoidable due to development in technology, disposable income, greater global connectivity and easy travel formalities. Moreover, demand for nature and eco-travel has increased in recent years. Tourists are motivated more for nature related attraction and subsequently the demand for nature travel has also increased significantly in the twenty first century.

Tourism is an international business growing at a much faster rate ever before. Every country is directly or indirectly part of the process of the international tourism business. For example, the USA, France, Spain, Germany and China have been dominating the international tourism business. They have been ranked among the top ten countries in terms of tourist arrivals and revenue receipts in the world. Thus the forward looking tourism business is more related to and concerned with the current issues like international border conflict, cross border terrorism, pollution and waste management, natural resources and energy conservation, urban development, market and workforce, globalisation technology and communication, information management and other security issues.

Factors contributing to the growth of global tourism

The number of factors are responsible for the rapid growth and development of tourism in the world. These include strong economic growth, increase in disposable income, breakdown of political barriers, easing of travel restrictions, liberalization of air transport and focused marketing campaigns. These factors are expected to accelerate the growth of tourism over the next decade. Thus, every country is able to diversify its products as per the demand of the world tourism market. Moreover, the twenty first century is witnessing breakdown of a political barriers through trade and political agreements in order to introduce a liberal foreign policy and to provide an easy access to the other countries and vice versa. The travel restrictions are minimised significantly to encourage more international travel. It is the easy travel formalities that act as a major pull factor. The provisions of visa upon arrival contributes to the growth of international tourism. For example, India’s open sky policy has allowed the entry of private airlines operators and the investment into the civil aviation sector after the country entered into the era of liberalization of trade and industry in 1991. Hence, the operation of more international and domestic carriers has increased the scope for tourism industry to achieve remarkable growth at a fast pace in the near future.

Communication Technology

There has been a great surge in the advancement of technology as it is an important factor to reduce the cost of distribution and services. It has also enabled prompt services at reasonable cost. Business travel is on the rise across the
countries due to the contribution of communication technology. Business or corporate tourists opt for sophisticated hotels with full-fledged communication facilities. In such cases, 24 hour internet facility is provided at the hotels, airports, and railway stations to keep abreast with the business activities. The emergence of computer reservation systems and internet online bookings has been extremely helpful to the tourists.

**Diversification in Tourism products**

The tourism industry develops an additional number of tourism products to attract new potential visitors and repeat visitors. In current times, diversification has become important because the needs and the wants of the people are changing at a fast rate. Tourism establishments find it challenging to cope with diversification in the contemporary period. For example the MGM theme park in Chennai has become popular vacation site for people in Chennai and from other places. Similarly nature travel in different forms such as eco tourism, nature tourism, wild life tourism, adventure tourism, jungle tourism, mountain tourism, and coastal tourism is now the primary attraction for a large segment of people from the city, town and urban areas. The concept of wilderness tourism, coastal and marine tourism and medical tourism is growing at a rapid pace.

**Summary**

Keeping in view the various benefits of tourism, more and more countries are declaring tourism as an industry. In the seventh five year plan tourism was accorded the status of an industry by the Govt. of India. Regarding to various features of tourism industry, as if now many tourist destinations have developed and became self-sustained. The current international tourism trends showcase the students to understand the global tourism progress in a better way.

**Short Answer Type Questions**

1. When did the India Tourism get the industrial status.

2. What is ‘PPP’?

**Long Answer Type Questions**

1. Write the main features of Tourism industry.

2. Write the role of tourism in the current 21st century.
Andhra Pradesh was created by combining the old princely state of Hyderabad with the Telugu speaking portions of the former state of Madras. Most of this large state on the high Deccan plateau, sloping down to the low-lying coastal region to the east where the mighty Godavari and Krishna rivers meet the Bay of Bengal in wide deltas. Andhra Pradesh is the fifth largest state in India, both in area and population. Bounded by Chattisgarh and Orissa, in the North, the Bay of Bengal in the East, Tamilnadu and Karnataka in the South and Maharashtra in the West, Andhra Pradesh forms the major link between the North and South of India. The total Geographical area of Andhra Pradesh is 2,75,068 Sq.km. of which constitute about 23.2% of land area.

The per capita of forest area is 0.096 Ha. The climate is generally hot and humid and the annual rainfall is 1,250 mm. The satellite map shows the potential forest area as 11%. The population of the state is 8, 46, 65,533 million (2011
Andhra Pradesh is a rich tourist state. A number of dynasties ruled over the state from Satavahanas to Asaf Jahis. The main dynasties were, Satavahanas, Ikshavakus, Pallavas, Chalukyas, Kakatiyas, Vijayanagara, Qutub Shahi and Asaf Jahi in addition to many other minor dynasties. They have left behind their
capital with a number of secular and religious monuments like, Dharnikota, Nagarjunakonda, Warangal, Hyderabad, Lepakshi, etc. The beautiful architecture, sculpture, painting have made some of these places quite attractive. The religious centers with beautiful temples are Tirupathi, Srisailam, Kalahasti, Bhadrachalam, Basar, Ahobilam, Manatralayam, Srikurnam, Simhachalam, Drakharamam, Chaya and Pachala Someswara temple at Panagal(Nalgonda), Pancaramas, and some of the Jyothishlingas. Similarly Buddhist centers like Amaravathi, Naragjuna Konda, Nela Kondapalli, Bavikonda etc, Jain centers like Kolanupaka, the Muslim monuments at Hyderabad, viz, tombs, Ashurkhanas, Masjids, Charminars etc., Churches of different denominations at Hyderabad, Medak and in almost all important towns attract local, domestic and some foreign tourists.

The eternal city of love, art, and history, flourishing together in perfect harmony making it one of the most enchanting places of the world, is Hyderabad, the capital of Andhra Pradesh. It is the fifth largest cosmopolitan city in India. The International Airport at Shamsabad helps to promote Tourism in Andhra Pradesh. Tourism development is now priority of the Government of Andhra Pradesh besides Informational Technology. There has been a thrust on the development of Tourism, aiming to promote and position the state as the dream destination in the country.

The statistical figures highlight that the top 07 states with regard of receiving domestic tourists in India during 2010, Andhra Pradesh State occupied the first position with 15.58 Crore followed by Uttar Pradesh & Tamil Nadu. After independence taking into consideration the economic & social potentialities of tourism industry, the govt. took certain positive steps to develop the industry. Because the domestic tourism promotes local peace & friendship among ourselves. The growth & size of domestic tourism would relatively depend on per capita income, size of population, rate of growth, cost of travel and existence of national attraction of the country. It has achieved a remarkable goal and the number of tourist has touched the figures around more than six times during 1993-2010. Similarly with regard to foreign tourist’s arrival, the state has registered the maximum number of tourist during the same duration.

Andhra Pradesh is a magnificent state, physically, historically, culturally and ecologically most desirable state for sale in Tourism market. The age old institutions of pilgrimage centers and temples have innumerable potentialities of domestic tourism that is why Andhra Pradesh International Tourist flow has increased from 78713 in 2000 to 802213 in 2010. The Domestic Tourists visited our state in 2000 4.80 crore, where as in 2010 15.58 crore tourists visited.
TOURIST ARRIVALS TO ANDHRA PRADESH (2000-2010)

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic Tourists (In crores)</th>
<th>Growth Percentage</th>
<th>International Tourists</th>
<th>Growth Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>4.80</td>
<td>13.4%</td>
<td>78713</td>
<td>-8.8%</td>
</tr>
<tr>
<td>2001</td>
<td>5.25</td>
<td>9.3%</td>
<td>67147</td>
<td>-14.7%</td>
</tr>
<tr>
<td>2002</td>
<td>6.33</td>
<td>20.5%</td>
<td>210310</td>
<td>213.2%</td>
</tr>
<tr>
<td>2003</td>
<td>7.41</td>
<td>17%</td>
<td>479318</td>
<td>127.9%</td>
</tr>
<tr>
<td>2004</td>
<td>8.94</td>
<td>20.6%</td>
<td>501019</td>
<td>4.5%</td>
</tr>
<tr>
<td>2005</td>
<td>9.35</td>
<td>4.5%</td>
<td>560024</td>
<td>11.7%</td>
</tr>
<tr>
<td>2006</td>
<td>11.17</td>
<td>19.4%</td>
<td>669617</td>
<td>19.5%</td>
</tr>
<tr>
<td>2007</td>
<td>12.79</td>
<td>14.5%</td>
<td>769724</td>
<td>14.9%</td>
</tr>
<tr>
<td>2008</td>
<td>13.26</td>
<td>0.37%</td>
<td>789180</td>
<td>2.46%</td>
</tr>
<tr>
<td>2009</td>
<td>15.74</td>
<td>2.48%</td>
<td>795173</td>
<td>0.75%</td>
</tr>
<tr>
<td>2010</td>
<td>15.58</td>
<td>-1.016%</td>
<td>802213</td>
<td>0.88%</td>
</tr>
</tbody>
</table>

The guided spirit of the Tourism Policy spelt out by the Government has been to “Bring the World to Andhra Pradesh and Andhra Pradesh to World”. The State Government has also enhanced budgetary allocation for tourism to Rs. 45 Crore from the earlier Rs. 15 Crore plans have been drown out to attract over 2.5 million International tourists and around 70 million domestic tourists by the year 2020.

Tourism was declared as an industry in Andhra Pradesh way back in 1986 duly extending benefits and concessions to investors. In 1994 special tourist centers were notified and incentive subsidy to concessions, and electricity rebates were offered despite all this not too much progress has been made to attract tourists and investors. The slow growth of this sector is attributed mainly to low initial development failure of the state to address the critical areas for kick-starting the tourism development in the state and poor marketing strategies to attract tourists and potential investors. The state has attract tourists and potential investors. The state has at late realized that tourism sector with its tremendous multiplier effect in employment which poverty can be combated and economic growth attained. Andhra Pradesh’s vision 2020 envisages tourism as a growth engine on the anvil is grand plans to revamp the existing tourist spots. Develop
new ones attract investment in tourism specialized infrastructure and raise the state tourism industry standards to world class levels the thrust an tourism development will not only generate millions of jobs but also position the state as an important tourist hub Andhra Pradesh will become an important destination state of India.

**The Tourist Zones of Andhra Pradesh:**

Tourism in Andhra Pradesh is characterized by innumerable, diverse splendors. The spectacular places of tourist are spread all over the state. To tap the untapped potential and develop tourism in a big way, the Department of Tourism has divided the state into six major Tourist Zones.

- Hyderabad
- Visakhapatnam
- Warangal
- Nagarjunasagar
- Vijayawada
- Tirupati

**Department of Tourism**

Andhra Pradesh is considered as the gateway of South India and is a home of temples, historical, cultural and architectural heritage sites. The Government of Andhra Pradesh has officially setup a separate Department of Tourism in the year 1974 aiming to develop and promote tourism in the state as the dream destination in the country. Ever since the State Government had declared tourism as an ‘Industry’ in 1986, comprehensive incentive scheme have been made available to the hotel industry.

**Tourism Policy – 1998**

Tourism is identified as a growth engine and given industry status for employment and income generation in rural sector. The State Government announced its Tourism Policy first in 1994 which was modified later in 1998. In this policy private investments in tourism infrastructure development was encouraged i.e., “to acknowledge the primacy of the role of the private sector with the Government working as the facilitator and the catalyst”.

Under this policy, vacant Government lands will be offered for private investment through advertisement inviting Private Entrepreneurs. An exclusive wing with the Secretary (Tourism & Culture) as Chief has been set up in the
department for promotion of Tourism Projects and to guide and assist entrepreneurs. It extends Secretariat Service to the State Tourism Promotion Board and State Tourism Promotion Council. It is a multi-discipline professional wing.

**Andhra Pradesh Tourism Policy 2010**

The last Tourism Policy followed in Andhra Pradesh dates back to 1998. Though it was meant to be replaced by an updated policy after 5 years, i.e., in 2004, this could not happen. Between 1998 and today, there is a sea change in the nature of tourism activities, priorities and organization, and also in the investment culture and norms. Newer ways of engaging the private sector has come into being. A policy should reflect these new and emerging trends and should be updated to provide competitiveness to the state. With the new tourism policy, the state of Andhra Pradesh should expect to benefit in the following ways:

1. Position the state competitively for attracting private sector investments in Tourism and Hospitality sectors

2. To promote inbound tourism in all potential destinations of the state, and not just to few destinations like Tirupati, Hyderabad, Visakhapatnam, Puttaparthi, etc.

3. To target the incentives to the private sector better as per the State government’s priorities in terms of geographical areas and tourism products.

4. To maximize the potential of Hyderabad city to promote new tourism products

5. To give adequate focus to Aam Aadmi Tourism, Rural Tourism, Eco-tourism, Adventure tourism and Safe and Responsible tourism

6. To focus on maximum generation of employment in the sector by development of Human Resources through capacity building

**Project Monitor Unit (PMU)**

Andhra Pradesh is among the first in the country to have an exclusive policy for tourism, a sphere that can generate overall growth and create employment opportunities. Creation of a multi-disciplined Project Monitoring Unit (PMU) is another first for Andhra Pradesh. This unit acts as a catalyst in the fast-changing scenario of tourism. It is the generator of ideas, identifier of projects, selector of investors and monitor of the implementation process. As of now, 49 projects are being set up in the State by private entrepreneurs with an investment of
Rs.592 crore. Another 14 projects are in the process of evaluation for an investment of Rs.524 crore. Under MoU category, the PMU has facilitated 11 projects with a cost of Rs.430 crore.

Major and Minor Tourist Centres of Importance

<table>
<thead>
<tr>
<th>Name of the District</th>
<th>Place</th>
<th>Nature and description of the tourist attraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Srikakulam</td>
<td>Arasavilli</td>
<td>This is situated between Srikakulam and srikurman, Famous sun temple is situated here.</td>
</tr>
<tr>
<td>Baruva</td>
<td></td>
<td>This is the oldest port, weather is so pleasant to spend. The travel and tourism development corporation has proposed to construct a tourist rest house.</td>
</tr>
<tr>
<td>Dantapuram</td>
<td></td>
<td>A great stupha was built on the Denticle of lord Buddha. This was the oldest capital of Gangavara dynasty</td>
</tr>
<tr>
<td>Garividi</td>
<td></td>
<td>Here is the famous maganeese mine</td>
</tr>
<tr>
<td>Kalingapatnam</td>
<td></td>
<td>This is the oldest port town and having tourist potential.</td>
</tr>
<tr>
<td>Mukhalingam</td>
<td></td>
<td>A famous temple known as Lord Mukhalingswara swami can be seen here and the peculiarities that continious flow of water from the head of presiding diety can be seen.</td>
</tr>
<tr>
<td>Salihundam</td>
<td></td>
<td>This is 6 km from Kalingapatnam. A great Buddha Arama is situated with 12 stuphas</td>
</tr>
<tr>
<td>Place</td>
<td>Description</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>-----------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Srikakulam</td>
<td>Lord kurmanatha is situated. Here the architecture value is immense with pillars and mantapams.</td>
<td></td>
</tr>
<tr>
<td>Srikurram</td>
<td>This is a beautiful place for site seeing and the dam and the surrounding areas can be seen.</td>
<td></td>
</tr>
<tr>
<td>Vamsadhara</td>
<td>This is a beautiful place for site seeing and the dam and the surrounding areas can be seen.</td>
<td></td>
</tr>
<tr>
<td>Vijaya Nagaram</td>
<td>This is a famous historical place. Two forts are in dilapidated condition. These can be revived for tourist in flow.</td>
<td></td>
</tr>
<tr>
<td>Bobbili</td>
<td>This is the most beautiful natural tourist sport which is at a distance of 28 kilometers from Ananthagiri.</td>
<td></td>
</tr>
<tr>
<td>Arakuloya</td>
<td>Here is the famous falls known as Duduma that falls water at a height of 80 feet on the Machkand river.</td>
<td></td>
</tr>
<tr>
<td>Machkand</td>
<td>Here is one of the oldest ports and is famous for pillars constructed by Sri Krishnadevaraya for his success in the war. This is situated in the potrune village. Three houses were renovated namely Nasan House, Lasem house and Malkan house.</td>
<td></td>
</tr>
<tr>
<td>Vizag</td>
<td>This is centre for Jute mill. This is one of the four jute mills situated in A.P.</td>
<td></td>
</tr>
<tr>
<td>Bhumunipatnam</td>
<td>This is popularly known as Viskapatnam. It is the centre for business for industrial development. The famous Andhra university is situated here. The famous Iron and Steel Factory was constructed. Harbour is also very famous. The Dolphin nose is one of the prominent places. Beach is also one of the important spots of relaxation. The other places such as King george hospitals, is also present.</td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>Description</td>
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<td></td>
</tr>
<tr>
<td>Simhachalam</td>
<td>As the name speaks, “The hills of the lion” is famous for its 11th century hill top temple of Lord Narasimha. The deity is always covered with Sandal wood paste giving it appearance of Sandalwood shiva linga. Sri lakshminarasimha temple is situated at a distance of 16 kms from Vizag.</td>
<td></td>
</tr>
<tr>
<td>Bojanna Hill</td>
<td>This is one of the famous Buddhist centres situated near the village Sankaram which is 3 kms from Anakapalli. Here is a pillar that was constructed at a height of 50 feet on this hill. Oldest buddhist caves can be seen.</td>
<td></td>
</tr>
<tr>
<td>Annavaram</td>
<td>Here is the famous temple, the god presided is Veera Venkata Satyanarayana swami. One Nitya Annadana is provided to the devotees.</td>
<td></td>
</tr>
<tr>
<td>Pittapuram</td>
<td>This is the oldest place of the telugu writer Panuganti Lakshmi Narasimham. The Kukkuteswara temple can be seen here.</td>
<td></td>
</tr>
<tr>
<td>Peddapuram</td>
<td>It is famous for handloom sarees</td>
<td></td>
</tr>
<tr>
<td>Kakinada</td>
<td>One of the important port towns. This is a good industrial and educational centre.</td>
<td></td>
</tr>
<tr>
<td>Yanam</td>
<td>This is a union teritory. This is the centre for cottage industries and having all modern facilities.</td>
<td></td>
</tr>
<tr>
<td>Kotipalli</td>
<td>Someswara Temple is famous here</td>
<td></td>
</tr>
<tr>
<td>Aduru</td>
<td>One of the oldest buddhist centres having pillars of 2-3 B.C were available in the excavation.</td>
<td></td>
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<td>Location</td>
<td>Description</td>
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</tr>
<tr>
<td>Tatipaka</td>
<td>Famous Jain temple is situated here. Jain Theerthankara was carved in the black granite.</td>
<td></td>
</tr>
<tr>
<td>Rajahmundry</td>
<td>It is a good industrial town. The famous horlics factory is seen. There is also the biggest paper mill.</td>
<td></td>
</tr>
<tr>
<td>Kovvur</td>
<td>This is one of the reputed centres for sanskrit language.</td>
<td></td>
</tr>
<tr>
<td>Tanuku</td>
<td>Big industrial empire known as Andhra Sugars is working here.</td>
<td></td>
</tr>
<tr>
<td>Penugonda</td>
<td>The famous Vasavi Kanyaka Parameswari Temple is situated here.</td>
<td></td>
</tr>
<tr>
<td>Mandapalli</td>
<td>The famous saturn considered to be one of the navagrahas which the Indian Astrology describes is having a temple here and most of the people visit for getting solace to their problems.</td>
<td></td>
</tr>
<tr>
<td>Eluru</td>
<td>This is the centre for carpet industry and hand woven jute products.</td>
<td></td>
</tr>
<tr>
<td>Kolleru</td>
<td>This is one of the important lakes in A.P. Two large streams of water known as Tammileru and Budameru will flow in this lake.</td>
<td></td>
</tr>
<tr>
<td>Machilipatnam</td>
<td>This is also known as Bundar. Manginapudi is the lime light port. Andhra national college is situated here. Datta Atraya temple is constructed here.</td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>Information</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Vuyuru</td>
<td>Here is a famous sugar factory and is considered to be biggest in A.P.</td>
<td></td>
</tr>
<tr>
<td>Movva</td>
<td>The famous Venugopal swami temple is situated here. There is no Andhrite who has not head of Kshetraiah who was famous for devotional padas.</td>
<td></td>
</tr>
<tr>
<td>Kuchipudi</td>
<td>Internationally reputed dance is originated here. Siddandraswami was the propogator of this dance. The unique feature is that men also used to do and perform this dance.</td>
<td></td>
</tr>
<tr>
<td>Vijayawada</td>
<td>This city is ideally surrounded between Krishna river and its tributary Budamaru. The temple Kanakadurga, the goddess of power, riches and benevolence is said to be set on Idrakiladri hill. The mogalrajapuram caves near vijayada have three cave temples dating back to 5th century A.D.</td>
<td></td>
</tr>
<tr>
<td>Ghantasala</td>
<td>This is one of the oldest ports. There are several buddhist and other materials available in excavations.</td>
<td></td>
</tr>
<tr>
<td>Guntur</td>
<td>This is prominent among the Buddhist sites in India and is situated on the right bank of the river Krishna and occupies a prominent position. The excavated stupa-site and museum are main attraction here. It is famous for pilgrimage centre. The Hill of Amps or Deepala Dinne is famous. The sculptural art of Amaravathi began after one or more phases of purely archetectural development of Mahachaya.</td>
<td></td>
</tr>
<tr>
<td>Amaravati</td>
<td></td>
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</tr>
<tr>
<td>Place</td>
<td>Description</td>
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<td></td>
</tr>
<tr>
<td>Dharanikota</td>
<td>This was the actual site of ancient Dhanyakataka the capital of the later Satavahans. Acharya Nagarjuna has established Vidyapeeth consisting of colleges and were said to had sixty thousand students and with Eight thousand Buddhist monks.</td>
<td></td>
</tr>
<tr>
<td>Kollur</td>
<td>This is considered to be centre for Gems and other valuable stones. The famous kohinoor diamond was said to be originated from this place.</td>
<td></td>
</tr>
<tr>
<td>Tadepalli</td>
<td>This is an industrial centre having cement factories</td>
<td></td>
</tr>
<tr>
<td>Tenali</td>
<td>This is centre for vegetables and also a junction. This is called as Andhra Paris.</td>
<td></td>
</tr>
<tr>
<td>Nizampatnam</td>
<td>This was considered as a famous port during the dynasty of Cholas.</td>
<td></td>
</tr>
<tr>
<td>Bapatla</td>
<td>Andhra Pradesh Agricultural university college is situated here. The famous bhavanaraya swami temple can be visited.</td>
<td></td>
</tr>
<tr>
<td>Ponnur</td>
<td>This is famous for Anjaneya Swami and the biggest Garuda diety can be seen.</td>
<td></td>
</tr>
<tr>
<td>Guntur</td>
<td>Very big commercial centre with commercial crops such as Tabacco and Cotton and Chillies.</td>
<td></td>
</tr>
<tr>
<td>Gurajala</td>
<td>This is famous in Andhra history for claw wars. The renowned Palnati Bharatam took place in this area.</td>
<td></td>
</tr>
<tr>
<td>Nagarjunakonda</td>
<td>It has been transformed into an island and is situated on the right bank of the river krishna.</td>
<td></td>
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<tr>
<td>Place</td>
<td>Description</td>
<td></td>
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<tr>
<td>------------------</td>
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<td></td>
</tr>
<tr>
<td>Prakashan Dist</td>
<td>Chirala</td>
<td>The famous chirala-lerala episode was remarkable in the Andhra history. It is famous for big cloth centre and called as a small mumbai. It is famous for weaving. It has beaches.</td>
</tr>
<tr>
<td>Markapur</td>
<td>This is centre for manufacturing slates.</td>
<td></td>
</tr>
<tr>
<td>Chittoor district</td>
<td>Kandukur</td>
<td>This is the oldest town and having many old remains which can be seen.</td>
</tr>
<tr>
<td>Nellore District</td>
<td>Sriharikota</td>
<td>The Indian Space Research centre is working here. Rockets will be tested and is one of the most advanced space center in India.</td>
</tr>
<tr>
<td>Chittoor district</td>
<td>Gudur</td>
<td>This place is having abundance of Mica mines and this is an industrially developing town.</td>
</tr>
<tr>
<td>Chittoor district</td>
<td>Srikalahasti</td>
<td>It is situated on the banks of river Swarnamukhi. The presiding deity is Lord Srikalahasteswara. The temple is famous for its architecture.</td>
</tr>
<tr>
<td>Chandragiri</td>
<td>This is a picnic sport and having Raja and Rani mahals. There are also ruins of Vijayanagar fort at Chandragiri.</td>
<td></td>
</tr>
<tr>
<td>Tirupathi</td>
<td>This is an internationally reputed shrine attracting devotees from many countries. It is situated on hills known as lower Tirupathi. The presiding deity is Lord Venkateshwara or Balaji. It is one of the riches shrine in India. Sri Ranganatha temple, Kapileswara temple and padmavathi temple can also be seen.</td>
<td></td>
</tr>
<tr>
<td>District</td>
<td>Location</td>
<td>Description</td>
</tr>
<tr>
<td>------------------</td>
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<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Kurnool</td>
<td>Srisailam</td>
<td>Sri sailam is situated on the banks of river krishna. The 512 metre long Srisailam dam is located here. On the south bank of the krishna river a 457 metre high hill the temple is situated. This is one of the oldest temples of Andhra pradesh. The lord Mallikarjuna and his consrt Bramaramba are much adorned deities in Andhra pradesh.</td>
</tr>
<tr>
<td>Ahobilam</td>
<td></td>
<td>This is one of the famous Vishanavite shrine. This place is known as Tarshadri. Infront of this mountain ranges at the fore front is Tirumala Tirupathi and in the middle is Ahobilam at hte fag end is Srisailam mallikarjuna. Here there are two apogees namely Vedadri and Arudadri at the height of 2500 feet.</td>
</tr>
<tr>
<td>Mahanandi</td>
<td></td>
<td>This is 15 km distance from Nandyala town there has been continuous flow of water from the mouth of Nandi catering to the needs of the farmers.</td>
</tr>
<tr>
<td>Kumool</td>
<td></td>
<td>This is fast growing industrial town. There is a famous fort. This area was under the regime of hindi and muslim rulers.</td>
</tr>
<tr>
<td>Anantapur</td>
<td>Katarpalle</td>
<td>Yogi Vemana Cementery can be seen. There is no Andhrite who do no know about this saint.</td>
</tr>
<tr>
<td>Hindupur</td>
<td></td>
<td>This is famous for finance business Oil and sericulture. It is the border for Andhra and Karnataka.</td>
</tr>
<tr>
<td>Lepakshi</td>
<td></td>
<td>This is small village at the distance of 15 km from hindupur and is said to be one ofthe Siva temples among the 108 Siva temples in India.</td>
</tr>
<tr>
<td>Location</td>
<td>Description</td>
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</tr>
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<td></td>
</tr>
<tr>
<td>Penukonda</td>
<td>This is historically an important place and once the capital of Vijayanagara kings. The famous Gagan mahal was said to constructed by famous Emperor Sro Krishnadevaraya. The Ramalaya and Sivalayam can be worth seeing.</td>
<td></td>
</tr>
<tr>
<td>Chittoor District</td>
<td>Horseli Hills</td>
<td>This is 32 distance from Madanapalli. The Rangini Mahal was the administrative building of late Tippu Sultan.</td>
</tr>
<tr>
<td>Cuddapah District</td>
<td>Pushpagiri</td>
<td>This is a hill situated at a distance of 15 km from Cuddapah and is centre for many temples.</td>
</tr>
<tr>
<td></td>
<td>Siddavatam</td>
<td>This is a famous place for Saints. Siddha people are said to be in possession of certain powers. Off and on some pots filled with unknown chemicals are available in this place.</td>
</tr>
<tr>
<td>Mahboobnagar District</td>
<td>Gadwala</td>
<td>This is the oldest town in A.P that come in to being some 705 years back. At present it is the centre for sarees and having International acclamatio for craftsmanship.</td>
</tr>
<tr>
<td></td>
<td>Beechupalli</td>
<td>This is also on of the oldest town. Here is a famous Anjaneya Swami temple.</td>
</tr>
<tr>
<td>Nalgonda District</td>
<td>Panagallu</td>
<td>This is an important Andhra town having many architectural values. This was the capital for many successive dynasties such as Cholas, Yadavas, Chalukyas and Kakatiyas.</td>
</tr>
<tr>
<td>Kolanupaka</td>
<td></td>
<td>This is one of the religious centre both for jains and hindus. Historically it is considered as a trade centre.</td>
</tr>
<tr>
<td>Location</td>
<td>Place</td>
<td>Details</td>
</tr>
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<td>-------------</td>
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<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Hyderabad</td>
<td>Yadagiri</td>
<td>This is one of the pilgrim centre. The presiding deity is Yadagiri Narasimha Swami.</td>
</tr>
<tr>
<td></td>
<td>Golconda</td>
<td>Fort built by Qutub Shahi kings. It includes, palaces, factories, water supply system and famous Rahban Cannon.</td>
</tr>
<tr>
<td></td>
<td>Charminar</td>
<td>Charminar is the heart of Hyderabad city which is built by Quli Qutub Shah.</td>
</tr>
<tr>
<td></td>
<td>Birla Mandir</td>
<td>This is modern hindu temple that was built out of white marble.</td>
</tr>
<tr>
<td></td>
<td>Salar Jang</td>
<td>It is the unique collection of art objects. There are around 35000 exhibits with both persian and urdu styles.</td>
</tr>
<tr>
<td></td>
<td>Museum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nehru Zoo-</td>
<td>This is one of the biggest zoo in India. It is covered around 120 hectares.</td>
</tr>
<tr>
<td></td>
<td>logical park</td>
<td></td>
</tr>
<tr>
<td>Adilabad</td>
<td>Basara</td>
<td>The famous goddess Saraswathi is having temple here. There is a saying that presiding deity was installed by the Vyasa Maharshi.</td>
</tr>
<tr>
<td>Karimnagar</td>
<td>Dharmapuri</td>
<td>Here is a famous Lakshmi Narasimha Devasthanam.</td>
</tr>
<tr>
<td></td>
<td>Vemulawada</td>
<td>The Rajarajeshwara Swamy temple is worth seeing.</td>
</tr>
<tr>
<td>Warangal</td>
<td>Thousand pillar temple</td>
<td>This temple is known as Rudreshwara swamy temple which was built by Kakatiya rulers.</td>
</tr>
<tr>
<td></td>
<td>Ramappa</td>
<td>This temple is also so popular in the district has Siva temple for so many pilgrims.</td>
</tr>
</tbody>
</table>
Fig. 6.1 Vijayawada beach                          Fig. 6.2 Buddhist Ananda Vihara
Fig. 6.3 1000 pillar temple (Warangal)          Fig. 6.4 Ramappa Temple
Fig. 6.5 Amravati Stupas                          Fig. 6.6 Andhra Pradesh Assembly
Fig. 6.7 Andhra Pradesh map showing various tourist destination
6.2 APTDC (Andhra Pradesh Tourism Development Corporation Ltd)

Andhra Pradesh Tourism Development Corporation Limited is a State Government undertaking incorporated in the Year 1976 initially it was stated as subsidiary for APSRTC. In consonance with the Vision 2020, APTDC has started gearing itself to meet the challenges. It envisaged the role of facilitator and private investment has been recognized as primary tool for achieving the projected objectives of tourism development in the State and the Tourism Development Corporation has envisaged the role of facilitator and developer rather than a competitor for bringing out holistic development of tourism in the State.

The activities of the corporation can be classified broadly into the following:

- Tourism Infrastructure Development
- Hotels & Catering Units
- Guided & Package Tours
- Leisure Cruises & Pleasure Boating
- Sound & Light Shows
- Eco-Tourism

The Corporation involved in many areas of development i.e. hotels, resorts, wayside amenities, tourist packages and water sports etc. APTDC runs 54 hotels, a fleet of 117 buses that cater to varied tour packages; Water fleet with strength of 122 boats that provide pleasure and river cruises. APTDC continues to strive for promotion of new tourism products such as Eco-Tourism, Beach Tourism and Cruise Tourism.

Aims and Objectives

The primary aim of the Corporation is to identify new tourism products and make them attractive for private investment besides exploring the possibilities in the untested waters of new branches of tourism. Blending in a viable mix of Public and Private sectors as well as various wings of Government to provide infrastructure services of quality at affordable cost is the defined role of the Corporation.

Growth of APTDC

APTDC has registered a systematic growth over the years both in terms of revenue and also tourist arrivals. The thrust of the Government of Andhra Pradesh on the development and promotion of tourism has enabled this to happen. In
in line with the policy of the Government, APTDC focused on the development of tourism infrastructure thereby promoting new tourism products and successful operation of tourist centers. Growth of A. P Tourism Development Corporation from 2004-05 to 2009-11

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</thead>
<tbody>
<tr>
<td></td>
<td>5918</td>
<td>7656</td>
<td>8806</td>
<td>10205</td>
<td>11164</td>
<td>11770</td>
<td>12312</td>
</tr>
</tbody>
</table>

Source: APTDC, Hyderabad.

**APTDC PROJECTS:**

<table>
<thead>
<tr>
<th>Details</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Commissioned</td>
<td>75</td>
</tr>
<tr>
<td>Projects in Progress</td>
<td>34</td>
</tr>
<tr>
<td>Projects in Pipe Line</td>
<td>11</td>
</tr>
</tbody>
</table>

Source: APTDC, Hyderabad.

APTDC also running tour packages with the private participation and many PPP projects are proposed for developing under PPP to promote the Tourism in Andhra Pradesh and to create employment.

6.3 Tourism Trends & Scenario

**Public Private Partnership (PPP) in Tourism**

“PPP’s enables the Public sector to benefit from commercial dynamism, the ability to raise finances in an environment of budgetary restrictions, innovation and efficiencies, harnessed through the introduction of private sector investors who contribute their own capital, skills and experience”.

**Benefits of PPP in India Tourism**

- Acceleration of Infrastructure Provision.
- Faster Implementation.
- Partnership Building.
- Enhanced Public Management.
- Genuine Risk Transfer.
- Output Specification.
- Asset Performance & Reduced Costs.
Private Investment Promotion.

Success story of privatised tourism projects in Andhra Pradesh

1. Land Policy

Land for tourist-related entertainment and leisure projects will be leased up to 33 years. The period will be determined based on the extent of the area and the project cost. The Lease/Rent/License fee will be equivalent to 5% of the market value with 5% annual escalation.

2. Partial Exemption in Registration

For registration of the lease deeds and agreements, 70% exemption in the registration and the stamp duty is available.

3. Loan Facilities

Tourism is notified as an industry and loan facilities are available from various financial institutions like Andhra Pradesh State Financial Corporation, Andhra Pradesh Industrial Development Corporation, Tourism Financial Corporation of India, Small Industries Development Bank of India, Housing and Urban Development Corporation (HUDCO), NABARD (through refinancing) and Industrial Development Bank of India.

4. Single Window Cell

With the enactment of A.P. Single Window Clearance Act 2002, obtaining permissions and clearances for setting up tourism-related industry has become convenient both at District level as well as State level. The Act, which came into force in June 2002, facilities early clearance of approvals and permission from the concerned authorities the State government.

5. Escort Service

The Department will provide escort services to the entrepreneur for obtaining necessary sanctions, permits, licenses etc.

6. Project Coordinator

The Agreements provide for a project coordinator appointed by the department to monitor the project and also guide the entrepreneur for smooth implementation of the project.
Incentives and Concession Offered

1. Sales Tax

Sales Tax is fully exempted for 5 years for the new units and special projects limited to 3 star hotels and above, Amusement & Theme Parks coming up in Special Tourism Areas and Notified Tourism Areas. Sales Tax exemption is limited to 100% of the fixed capital cost. Special Tourism Areas will include the entire areas of the notified and Special Tourism Areas.

2. Luxury Tax

- Five year exemption of luxury tax for new hotels.
- No luxury tax for room tariff upto Rs. 300/- per day.

3. Entertainment Tax

Exemption is given for 5 years for Imax Theatres and for Multiplex.

4. Others

Exemption from Zoning Regulations of the Municipalities and Urban Development Authorities for purpose of location subjects to pollution checks.

Exemptions from general permission to run in shift operations.

CII Partnership Summit, 2012 Hyderabad

The government recognized the need for building strong infrastructure to attract investments and hence, took up numerous projects under the Public-Private Partnership mode. It had the credit of being the first state to have enacted Infrastructure Enabling Act. The incentives offered by the state were the best in the country and Andhra Pradesh ranked among the top three states as an investment destination. The 18th edition of the Partnership Summit 2012 has been organized by the Confederation of Indian Industries (CII) from 11th to 13th January, 2012 in HICC, Hyderabad recently. As many as 43 countries, and around 1,300 delegates has participated in the summit and the state government has singed 243 MoU’s of understanding that will bring in investment of Rs. 6,78,597 crore. This will create direct employment for 6, 78, 597 persons. The projects were linked across sectors like Oil and Gas, Ports, Power, IT, Tourism and Hospitality. In Tourism sector the total number of projects 12 has been finalized. The following are the few projects on Tourism in the state during this summit.
Present APTDC Initiated Projects under PPP mode

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Name of the Project</th>
<th>Project cost</th>
<th>Project Initiated By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ethnic Restaurant at Shamirpet, Hyderabad.</td>
<td>1.25</td>
<td>VC&amp;MD A.P. Tourism Development Corporation</td>
</tr>
<tr>
<td>2.</td>
<td>Food Courts at Necklace Road Hyderabad</td>
<td>7.5</td>
<td>VC&amp;MD A.P. Tourism Development Corporation</td>
</tr>
<tr>
<td>3.</td>
<td>Food Courts Rushikonda, Visakhapatnam</td>
<td>1.60</td>
<td>VC&amp;MD A.P. Tourism Development Corporation</td>
</tr>
<tr>
<td>4.</td>
<td>Family Entertainment Center &amp; Food Courts at KV Motel, Vijayawada.</td>
<td>1.75</td>
<td>VC&amp;MD A.P. Tourism Development Corporation</td>
</tr>
<tr>
<td>5.</td>
<td>Family Entertainment Project at Canal Guest House, Vijayawada.</td>
<td>16.6</td>
<td>VC&amp;MD A.P. Tourism Development Corporation</td>
</tr>
</tbody>
</table>

Proposed Projects for Development under PPP mode by APTDC

1. Integrated Tourism Project At Bhavani Island, Vijayawada.
2. Development Of ‘Serviced Apartment Hotel’ At Tirupathi.
3. Development Of ‘4 Star Hotel With Multipurpose Function Hall Cum Convention Centre’ at Tirupathi
4. Ropeway At Kondagattu, Karimnagar District.

Jalayagnam Sites:

- Sriram Sagar, Nizamabad.
- Priyadarshini, Juraala, Mahboobnagar.
- Gundlakamma, Prakasham.
- Yeluru, East Godavari.
• Kadem Reservior, Adilabad.
• Dindi, Mahboobnagar.
• Bramhasagaram, Ysr Kadapa Dist.

**Huner Se Rozgar Scheme, Declared by Ministry of Tourism, Govt. of India**

The number of beneficiaries under the hunar Se Rozgar programme of the Ministry of Tourism has already exceeded the target set for the current financial year. The target for the current financial year was 5500 persons to be implemented by 35 institute of hotel management, seven food craft institutes, two 5-Star hotels and the State Governments of U.P., Orissa, Kerala, M.P. and Punjab. However, by December last year 5672 persons were already trained and another 712 were undergoing training under this programme. 5610 persons were trained under the programme as against the target of 5000 during the year 2009-10.

The Ministry of Tourism launched this special programme in 2009-10, fully funded by it for creation of employable skills amongst youth belonging to economically weaker sections of the society. This initiative was taken to bridge the gap of skilled manpower in hospitality sector.

Under this scheme, a person seeking admission to the programme should be minimum eighth pass and in the age group of 18 to 28. The trainees of the 6-week Food and Beverage Service and 8-week Food Production courses are paid Rs.1500/- and Rs.2000/- each respectively.

Considering its success and acceptability, it has been decided to expand the coverage in terms of number of beneficiaries as well as the courses being offered. Earlier, the programme offered training courses covering Food & Beverage Service and Food Production. Three more courses of Housekeeping, Bakery and a Composite multi skilled course in Food Production and F&B Service will start soon.

The State Governments, who have so far not implemented the programme in their States, are being urged to use the services of universities/colleges, private institutes having infrastructure for hospitality courses to conduct this programme.

**Summary**

Andhra Pradesh is a rich tourist state. A number of dynasties ruled over the state from Satavahanas to Asafjahis. The beautiful architecture, sculpture, painting have made the state quite attractive. The religious centers with beautiful temples are Tirupathi, Srisailam, Kalahasti, Buddhist centers like Amaravathi,
NaragunaKonda, etc. Jain centers like Kolanupaka, the Muslim monuments at Hyderabad, viz, tombs, Ashurkhanas, Masjids, Charminars etc., Churches of different denominations at Hyderabad, Medak and in almost all important towns attract local, domestic and some foreign tourists. APTDC envisaged the role of facilitator and private investment has been recognized as primary tool for achieving the projected objectives of tourism development in the State. The present on-going tourism trends give the clear development picture to students towards the realization of AP Tourism growth.

**Short Answer Type Questions**

1. Who is the present State Tourism minister?
2. ‘Srikalahasti’ is situated in which district?

**Long Answer Type Questions**

1. Explain in detail about the present scenario of Andhra Pradesh Tourism.
2. Write the role of A.P.T.D.C in State Tourism Promotion.