

TOURISM OPERATIONS AND MANAGEMENT

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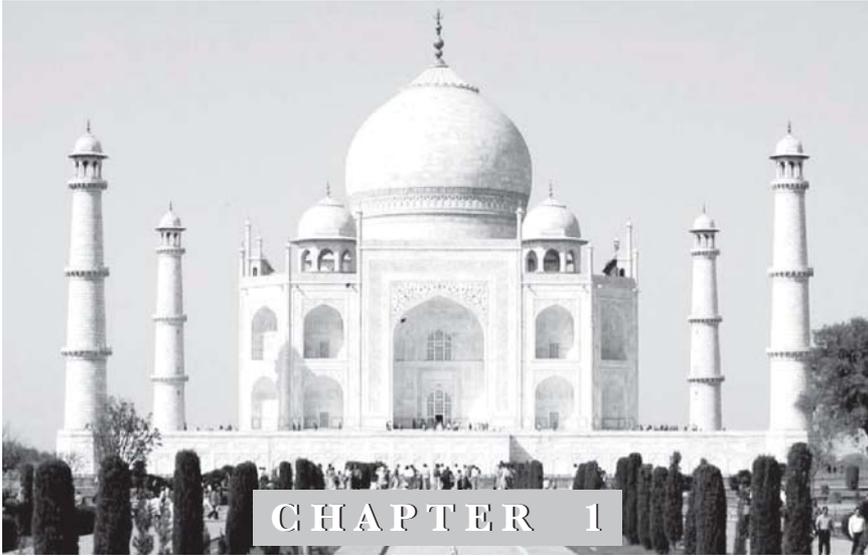
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Introduction to Travel and Tourism

Learning Objectives

After reading this chapter you should be able to:

- understand the meaning of the word tourism
- define the basic concepts related to tourism
- describe the various constituents of the tourism industry
- know the significance of tourism
- identify and describe the five 'A's of tourism

INTRODUCTION

Every day all over the world, innumerable people make their travel plans for a pleasure or business-related trip. The trip may be of a short or long duration, for the forthcoming weekend, or for a longer holiday sometime during the coming year. Visas are applied for, flights are reserved, accommodation is booked, cars are rented, train tickets are purchased, itineraries are planned, and the World Wide Web is surfed for travel-related information and availability of seats. Thousands of people are working round-the-clock to provide these services and

interact with the traveller, while another couple of thousands work behind the scenes to help the traveller have a safe and memorable holiday.

All these people form a part of one of the largest industry in the world—the tourism industry. When people make travel plans and visit different places, they contribute directly or indirectly towards the livelihood of millions who work for this industry.

Let us take a closer look at the professionals who contribute towards making our trips possible. Consider a family of four from Pune planning a week’s holiday in Singapore. Their friends have just returned from a

Table 1.1 Persons/agents responsible for various travel-related tasks

Tasks	Person/Agency Responsible
<ul style="list-style-type: none"> • Passport document • Visa endorsement • Airline ticket to destination • Accommodation at destination • Foreign exchange • Transport to airport • Collect trolley • Go to airline counter at terminal • Screen baggage 	<ul style="list-style-type: none"> • Ministry of External Affairs • Consulate • Travel agent • Travel agent • Travel agent/bank • Local transport services • Airport staff • Airline staff • Airports authority of India and Central Industrial Security Force (CISF)
<ul style="list-style-type: none"> • Weigh baggage, check visa • Get passport checked • Customs declaration 	<ul style="list-style-type: none"> • Airline staff • Immigration officer • Customs officer (Indian Revenue Services)
<ul style="list-style-type: none"> • Hand baggage screening and frisking • Duty-free shopping • Airline gate representation • Baggage handling • Food service on board • On board the aircraft –Other airline staff for safe flight 	<ul style="list-style-type: none"> • CISF • Salespersons • Airline staff • Airport staff • Flight caterers • Flight purser and airhostess, flight engineer, pilot, co-pilot, aircraft mechanic
<ul style="list-style-type: none"> • Arrival at the destination • Immigration • Baggage claim • Customs clearance • Pick-up guests from airport • Arrival at hotel • Registration and room allotment • Escorting to room and carrying bags 	<ul style="list-style-type: none"> • Changi airport staff • Immigration officer (Singapore) • Baggage handling agency of airline • Customs officer (Singapore) • Hotel courtesy coach driver • Hotel doorman • Receptionist/front desk • Porter

fabulous holiday in Singapore, so they call their friends to get details about the travel agent and other travel formalities required for the trip. Little do they realize that for each step in their plan, there are hundreds of people working to ensure that things go smoothly. Take an example of the meals served aboard a flight, which are provided by special flight caterers who cater to in-flight services and employ hundreds of people to prepare the meals as per set standard specifications. Table 1.1 takes a look at some of the people/agencies involved and tasks which need to be completed to make the trip happen.

The family has just arrived at their hotel in Singapore and is yet to explore the destination, but as we can see, they have already interacted with so many people. All these individuals are from different sectors of the vast tourism industry and all will benefit from the arrival of the tourists and so will many others, whom the family will interact with during their stay in Singapore.

From the above example, it is quite clear why tourism has been declared as one of the world's largest industries today. The number of tourists and the industry itself has shown a phenomenal growth, making both the government and the private sector wake up to realize the need to study tourism and its consequences. The sheer number of travellers and even larger volume of the host population (locals at the destinations) who bear the brunt of tourists or the consequences of tourism is another aspect which needs to be considered and will be discussed at length in Chapter 14.

THE MEANING OF TOURISM

The word 'tourism' does not only mean international travel for leisure or travel by air, but has a much wider scope. Many thoughts may come to one's mind when one thinks about tourism. Tourism may bring forth pictures of cool hill stations, snow clad mountains, warm sunny beaches or long scenic drives. Enjoyment, pleasure, excitement, packing of bags, carrying documents and credit cards, shopping, and spending money are some of the things which may come to your mind when you think of tourism. How you perceive tourism will also depend on your past individual experience as a tourist. Then what exactly does the term tourism mean and what all does it encompass or include? It is necessary to understand the term tourism in its totality and identify what its main characteristics are. Tourism is the temporary short-term movement of

people to destinations outside the place where they normally live and work and includes the activities they indulge in at the destination as well as all facilities and services specially created to meet their needs. Tourism does not only mean travelling to a particular destination but also includes all activities undertaken during the stay. It includes day visits and excursions.

Tourism is closely related to leisure and recreation. Leisure time is the time we have with us after carrying out our basic needs such as work and sleep. It is our free or spare time. Recreation is the activities we enjoy doing which are carried out during our leisure time.

Both leisure and recreation are necessary for all of us to overcome the mounting stress and strain of modern life. Playing a game of scrabble, swimming, or watching a movie, are all recreational activities carried out in one's leisure time at home or in a community centre. Tourism is one such recreational activity. It involves travel away from one's place of stay to participate in other recreational activities. For example, snorkelling at Andaman and Nicobar Islands is tourism whereas swimming in the neighbourhood pool is only recreation.

Most tourism activities are leisure activities except when people travel during their working hours or over the weekend for business-related work. That tourism is only a leisure activity is a misconception. When people travel to participate in meetings, seminars, conferences, trade fairs or to launch new products, it is also a tourism activity.

The tourist market may thus be divided into the following two categories:

1. The leisure tourist
2. The business tourist

Leisure tourists do not travel for monetary benefit, unlike the business tourists whose main motive for travel is making profits or expanding their businesses.

Both these tourists travel away from their normal places of residence and spend at least one night away from home. Both need transport, accommodation, food and beverage, recreation, etc. although their main motives for travel are different.

Then how do we define the term tourism? There is no single universally accepted, clear cut definition of tourism. Tourism professionals have defined tourism in many different ways over the years. It has been defined as a change from one's usual routine and what one looks forward to

most. It is a travel usually undertaken out of choice and convenience, which is the reason why it is more exciting and memorable.

One of the earliest definitions of tourism was in the year 1937 by the League of Nations, 'The term tourist shall in principle be interpreted to mean any person travelling for a period of 24 hours or more in a country other than in which he usually resides.' The definition which focused on the tourist has been modified several times over to include tourism activities, impacts, day visits, and not only the geographical movement of people.

In 1977, Jafari described tourism as 'The study of man away from his usual habitat, of the industry which responds to his needs, and of the impacts that both he and the industry have on the host's socio-cultural, economic, and physical environments'.

While defining the term tourism, it must be kept in mind that tourists are short-term, temporary visitors and should not be confused with people who migrate to a country to settle permanently and become residents.

Related Concepts

Some more concepts related to tourism are discussed in the following section.

Visitors A visitor is any person visiting a country other than that in which he/she has his/her usual place of residence, for any other reason than following an occupation from within the country visited.

Visitors may be further categorized as excursionists and tourists.

Excursionist An excursionist is a day visitor who stays for less than 24 hours at a place. Excursionists do not stay overnight. For example, if a group of students from Pune go to the nearby hill station Lonavala early in the morning and return late in the evening, they are called excursionists.

Tourist A tourist is a temporary visitor to a place. When people leave their usual place of residence and work to have a change from their usual routine for a short time, they are called tourists. They stay at the place overnight, i.e. for at least 24 hours.

Domestic tourism It involves residents of a country travelling within the borders of that country. A person from Pune going for a holiday to Kerala is a domestic tourist.

International tourism It involves people travelling from one country to another country, crossing national borders or through immigration check points.

International tourists may be *inbound* or *outbound*.

Inbound tourism This refers to incoming tourists or tourists entering a country. For example, Malaysian citizens travelling to India would be considered as inbound tourists for India and outbound tourists for Malaysia (see Fig. 1.1).

Outbound tourism This refers to outgoing tourists or tourists leaving their country of origin to travel to another country (see Fig. 1.1).

Traveller A traveller is a person who travels from one place to another. It is a general term used for a person who travels, irrespective of the purpose of travel, distance travelled, or duration of stay. All tourists are travellers/visitors but all travellers/visitors are not tourists.

Transit visitor A traveller/visitor who passes through a country without breaking journey other than for taking connecting transport is called a transit visitor. His/her destination is another country.

Hospitality It is concerned with providing necessary meals, a place to live and sleep, and a welcoming attitude within defined levels of service for which the customer has to pay. It provides physiological and psychological comfort and security to the guest.

Destination A destination is the place where tourists travel for leisure or business-related activities. It is the place where the tourist product is located and consumed. Destinations can be spread over a wide geographical area and it is the reason for tourism to exist. Without a

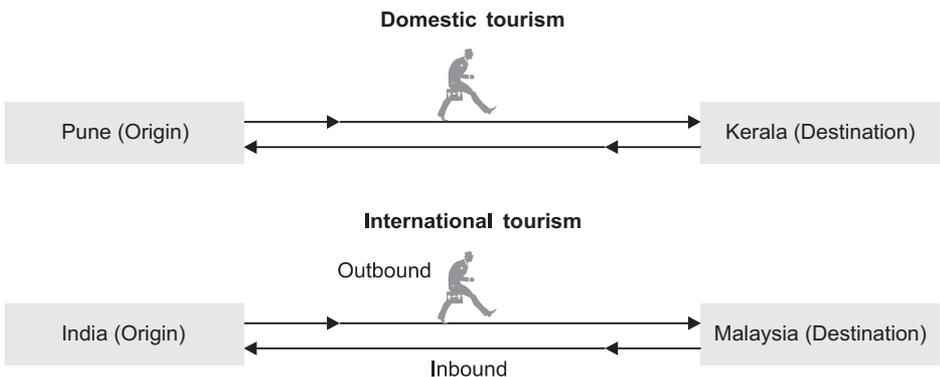


Fig. 1.1 Domestic and international tourism

destination there would be no tourism. The images and positive perceptions that people have of a destination, draw tourists to the place.

Tourism Regions of the World

The United Nations World Tourism Organization (UNWTO) has divided the world into six tourism regions on the basis of volume of tourists and the concentration of popular products and destinations (see Fig. 1.2).

These regions include both rich and poor countries as well as advanced and underdeveloped tourism destinations. Tourism activity is unevenly distributed in these regions and is developing at its own pace.

THE TOURISM INDUSTRY

The tourism industry is a vast industry made up of businesses and organizations that provide goods and services to meet the distinctive needs of tourists. These businesses and organizations are related to virtually all areas of the economy making tourism a very huge industry.

The tourism industry comprises many sectors or sub-industries such as the hospitality industry, transport industry, attractions, and entertainment. All these sectors are interconnected and integrated. They

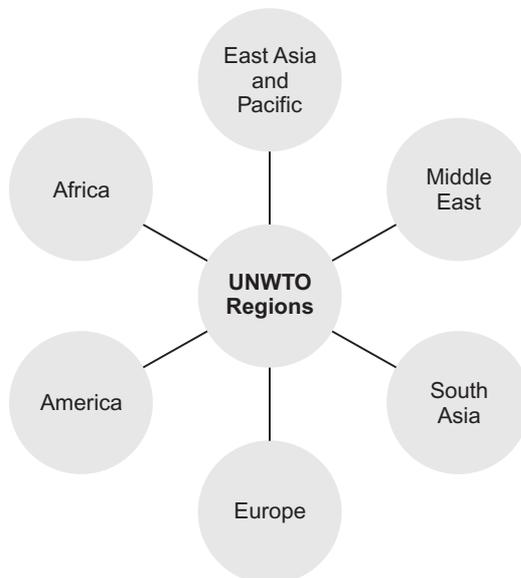


Fig. 1.2 The six tourism regions of the world

work with one another to some extent in providing goods and services as their survival depends on each other.

There is some dispute as to whether a separate tourism industry exists. Some perceive the tourism industry as a highly fragmented industry made up of many industries. However, in the Seventh Five Year Plan (1985–90) tourism was accorded the status of an industry by the Government of India.

Constituents of the Tourism Industry

The tourism industry is the outcome of the combined efforts of various sub-industries or sectors which provide tourism-related services. Large multinational companies (MNCs), small business houses, and individuals working as guides at tourist spots, all constitute the tourism industry. Some of the constituents are located at the destination itself, such as hotels, attractions, guides, shops, local transport, etc; some are encountered en route like customs, transport, foreign exchange money changers; while others are available at the place of origin of the journey, such as consulate for visa and travel agents. The tourism industry can be classified into two broad categories or sectors namely the main constituents and the secondary constituents as shown in Table 1.2.

The tourism industry, as we can see, covers a very wide range of industries and services also referred to as sectors of the tourism industry. The Government of India has realized the tremendous scope of this industry in expanding the economy, and is offering incentives and

Table 1.2 Constituents of the tourism industry

Main constituents	Secondary constituents
Transport industry	Shops and state emporiums
Hospitality industry	Arts and crafts
Entertainment industry	Local transport
Travel agents and tour operators	Banks
Guides and escorts	Insurance companies
Tourism organizations	Communication services—Media
	Performing artists
	Publishers
	Advertisers
	Hawkers and coolies
	Agents and brokers

conducting formal training programmes for service providers to give a boost to tourism in our country.

SIGNIFICANCE OF TOURISM

Tourism is a global phenomenon. It is the world's largest and fastest growing industry. According to the World Travel and Tourism Council (WTTC), tourism generates more than 230 million jobs directly and indirectly, and contributes to more than 10 per cent of the world gross domestic product (GDP). According to WTTC, the global tourism industry is a USD 5000 trillion industry giving tourism global significance. International tourist arrivals in 2006 were 842 million people and UNWTO has forecast the number to exceed 1.6 billion by the year 2020.

Not all increases in tourism arrivals or receipts are proportionately distributed throughout the receiving regions of the world. It is important to know which countries are major tourism generators and major tourism recipients. Figure 1.3 shows us the 10 most visited countries in the world in 2006 and 2007, while Fig. 1.4 depicts international tourism receipts in 2006 and 2007. It is essential for tourism managers to understand tourism flows, i.e. where do tourists travel to, from which country do they originate, and the volume of tourist flows. These statistics are collected, compiled, and disseminated by the UNWTO and WTTC.

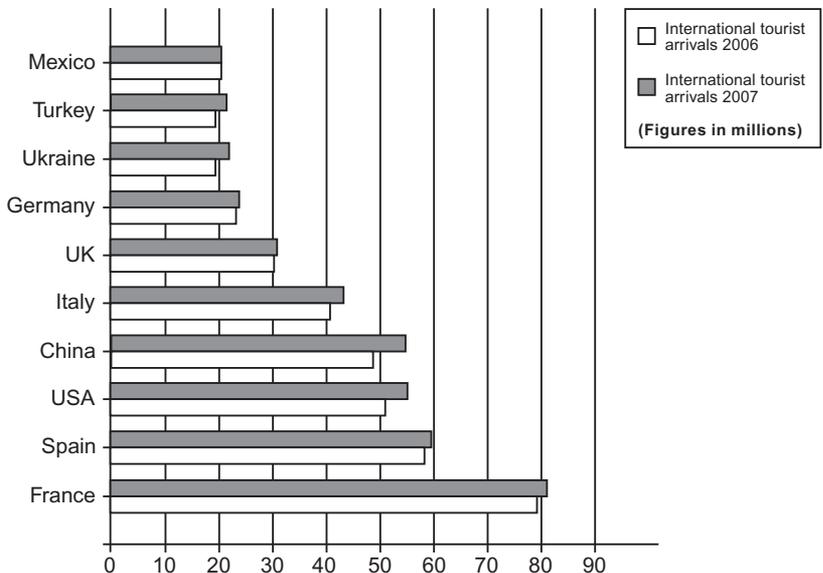


Fig. 1.3 Most visited countries in the world in 2006 and 2007

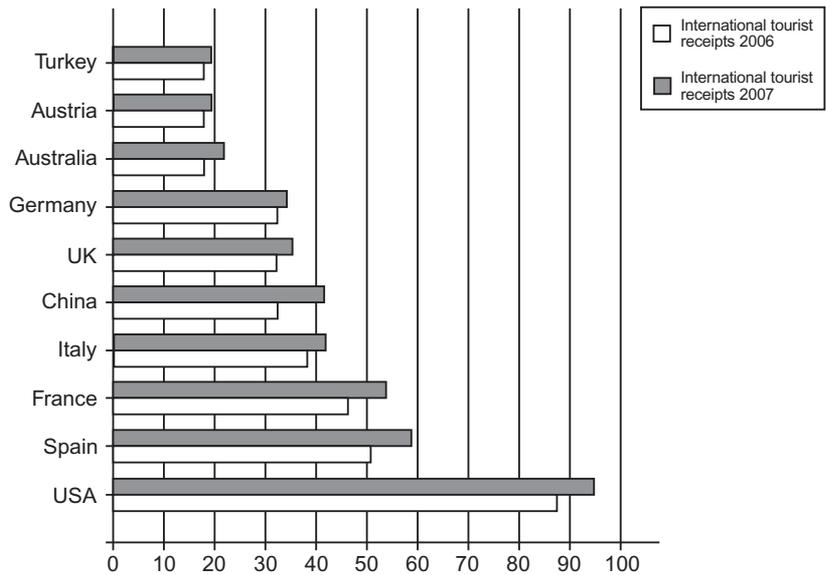


Fig. 1.4 International tourism receipts in billions (USD)

Table 1.3 shows some of the most visited tourist attractions in the world with their world rank, while Table 1.4 shows the top 15 tourism destinations in the world in 2007.

The tourism industry is characterized by constant change and development and is a highly dynamic industry offering innovative products, new destinations, and technologically advanced transportation every year. The latest in this range is the world's largest cruise liner 'Freedom of the Seas' which can accommodate over 5500 passengers. Stiff competition exists amongst the service providers, with each trying their level best to attract and retain customers. This industry is also highly vulnerable to significant events occurring around the globe such as the Hurricane Katrina, bird flu outbreaks, and even soaring oil prices.

The rapid pace of growth of this industry is directly linked to the following factors:

- Greater disposable incomes with women entering the workforce, which is spent on recreation and leisure.
- Employees in many organizations are entitled to a minimum number of days paid leave per annum. Leave travel allowance (LTA) facility is given to the employees which covers self and family.

Table 1.3 Some of the most visited tourist attractions by domestic and international tourists in 2007 with world ranking

World's ranking	Tourist attraction	City, Country
1.	Times Square	New York City, USA
2.	National Mall and Memorial Parks	Washington DC, USA
3.	Walt Disney World's Magic Kingdom	Orlando, USA
4.	Trafalgar Square	London, UK
5.	Disneyland	Anaheim, CA, USA
6.	Niagara Falls	Ontario, Canada and New York, USA
7.	Fisherman's Wharf and Golden Gate	San Francisco, CA
8.	Tokyo Disneyland and Tokyo DisneySea	Tokyo, Japan
9.	Notre-Dame de Paris	Paris, France
10.	Disneyland Paris	Paris, France
11.	The Great Wall of China	Badaling, China
18.	Eiffel Tower	Paris, France
31.	Grand Canyon	Arizona, USA
36.	Statue of Liberty	New York, USA
50.	Taj Mahal	Agra, India

Table 1.4 The world's top 15 cities in 2007 with world ranking

Ranking	City	Country	No. of visitors (in million)
1.	London	UK	15.64
2.	Bangkok	Thailand	10.35
3.	Paris	France	9.70
4.	Singapore	Singapore	9.50
5.	Hong Kong	China	8.14
6.	New York City	USA	6.22
7.	Dubai	UAE	6.12
8.	Rome	Italy	6.03
9.	Seoul	South Korea	4.92
10.	Barcelona	Spain	4.69
11.	Dublin	Ireland	4.47
12.	Bahrain	Bahrain	4.42
13.	Shanghai	China	4.31
14.	Toronto	Canada	4.16
15.	Kuala Lumpur	Malaysia	4.12

Source: UNWTO (www.world-tourism.org) and Wikipedia Tourism

- Global travel is becoming more accessible for all classes of people in developed countries with advances in transport and technology and availability of low cost carriers.
- Greater awareness about travel and tourism, through the Internet, as well as through articles and advertisements published in leading magazines and dailies and on television.
- Discretionary time and money available. Double income no kids (DINK) policy being adopted by couples.
- An unquenchable thirst or desire to travel which has always existed in humankind.
- Stress and strain of routine work makes one look for a welcome break.

Today, tourism is no longer the privilege of the rich and famous exclusively, but it is an activity to be enjoyed by people from all strata of society. It is ingrained into the daily lives of many people across the globe. It involves not only the life of the tourists, but leaves its impact on the host or local population at the destination as well.

THE TOURISM SYSTEM

Tourism, as we have just read, is made up of various industries or sectors which need to work in harmony to serve the needs of tourists. Tourism has evolved from a number of academic disciplines such as geography, history, sociology, psychology, anthropology, agriculture, business management, marketing, law, political science, economics, education, architecture, and public health.

Figure 1.5 shows us the different dimensions of tourism. It can be studied from the perspective of any of these disciplines. However, the different perspectives can be confusing. Tourism as a field of study is complex and requires an interdisciplinary approach. A specific frame of reference would be useful while studying the subject of tourism.

Systems theory is one such frame of reference that can be used to study and analyse tourism. It is a useful way of investigating a phenomenon. Systems theory tries to form a complete picture of all parts of the tourism phenomenon and tries to explain how these separate parts or components work together as a whole.

A system is a collection of interrelated elements that interact to produce a desired result. Each system has a particular function to fulfil or a result to achieve. According to the systems theory, a system's external or macro-environment influences its performance. The external environment



Fig. 1.5 An inter-disciplinary perspective of tourism

Source: Keyser (2002)

includes all factors outside the system that may create obstacles or help the system in achieving its objectives. These environmental factors may be sociocultural, physical, political, economic, environmental, legal, and technological.

Figure 1.6 provides a methodological framework for studying tourism and will help us in understanding the systems approach in a better manner. According to Leiper (1979), tourism is made up of the following five elements:

1. Traveller generating region
2. Transit region
3. Tourist destination region
4. Tourists and
5. Tourism industry

All of these are influenced by the external environment by which they are surrounded.

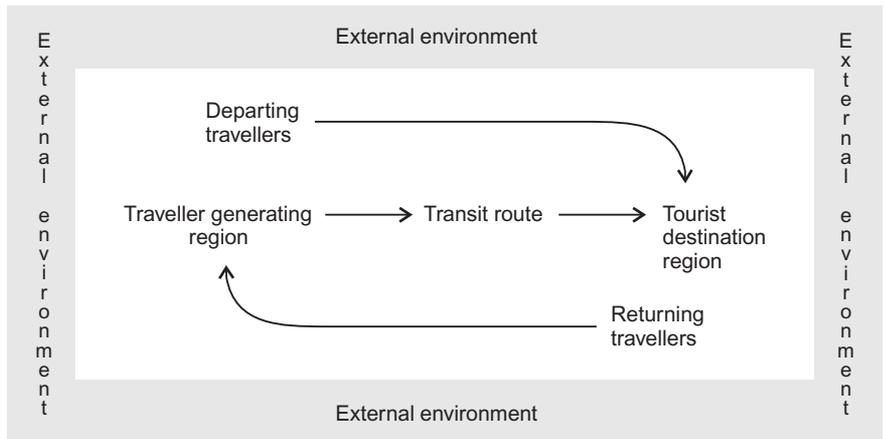


Fig. 1.6 Leiper's basic tourism system

Source: Adapted from Leiper (1979)

The success of any tourism activity depends on all the five elements. These elements are interrelated and have to function properly. Let us understand these five elements and the influence of the external environment on the tourism system.

Tourists are the people from the traveller generating region and the human participants in the system. The *transit route* is the link between the *generating region* and the destination and comprises all the places that tourists pass through en route. The *tourism industry* consists of all the sectors and sub-sectors which meet the specific needs and wants of the tourists and is located in all the three regions. For example, travel organizers are located in the generating region, transport sector is in the transit region, and hospitality sector is located in the destination region. The *destination region* is the place where the tourist is travelling to and is the focus of tourist activity and attractions.

The macro-environment or *external environment* can have a positive or negative impact on the tourism system. For example, with the advances in information technology (IT), tourists have access to hotels and destinations worldwide via the Internet, which gives the service providers more opportunities for marketing their products. However, incidents like the 9/11 terrorist attack on World Trade Center (WTC) towers in the USA in 2001 and the tsunami in December 2004 in South East Asia leave temporary negative impacts on the tourism system. The success of a destination, howsoever attractive it may be, depends on the effectiveness of the tourism system.

Some important facts related to tourism are as follows:

- tremendous growth potential;
- generates direct and indirect employment to millions across the globe;
- travel undertaken for leisure or business;
- includes short visits to other places;
- goods and services are consumed which differ from our routine;
- is an integral part of our lifestyle;
- technology such as the Internet has simplified travel bookings; and
- is multi-disciplinary and encompasses a number of disciplines.

FIVE 'A'S OF TOURISM

As we have already discussed, there can be no tourism without a destination. When people travel, they go to some particular place. For a destination to develop and sustain itself, the following five 'A's are important.

The classic five 'A's of tourism are

1. Accessibility
2. Accommodation
3. Amenities
4. Attractions
5. Activities

Accessibility This refers to the transport and transport infrastructure to reach the destination and at the destination. Tourists look for comfort and hassle-free travel. Apart from comfort, cost, convenience, time for travelling, and safety, there are other important factors which need to be considered before undertaking a journey. For example, Port Blair in the Andaman and Nicobar Islands may not be considered easily accessible by tourists who cannot afford air travel and have to travel by sea. Rough waters, sea sickness, and cancellation of flights due to bad weather conditions can hamper accessibility.

Tourists look forward to smooth travel in terms of regular schedules, well-developed network of roads, railway lines, airports, harbours, and adequate means of safe transport. The hill station Matheran in Maharashtra is another example of poor accessibility, as private vehicles are not allowed till the top.

Accommodation It plays a central role in tourism. Every tourist needs a place to stay and relax. Tourists look for clean, hygienic, and well maintained

accommodation with a comfortable bed, clean linen, and sanitary facilities with adequate hot and cold water supply. A wide range of accommodation options exist at most destinations ranging from tourist lodges to five star deluxe hotels. Without suitable accommodation there would be no tourism as accommodation is the temporary home of the tourist at the destination and the base from which they pursue their activities.

Amenities It refers to the facilities available at the destination which help in meeting the needs and wants of tourists. Tourist amenities include food and beverage facilities, drinking water, good communication network, local transport, automatic teller machines (ATMs), proper garbage and sewage disposal systems, medical facilities, etc. Electricity supply with minimum power cuts and adequate water supply are crucial facilities which must be available at the destination.

Attractions This is the principal reason for undertaking travel to a particular destination. Attractions are classified basically into four categories which are as follows:

1. Natural attractions such as pristine beaches, waterfalls, scenic views, climate, heavy rainfall, snow clad mountains etc.
2. Human-made attractions such as theme parks, Ocean Park at Hong Kong, Disney World at Orlando, USA, Snow City at Singapore, etc.
3. Cultural attractions in the form of fairs, festivals, celebrations, theatre and museums, which depict the history and culture of a country.
4. Social attractions where one can meet and interact with the locals at a destination as well as meet friends and relatives.

Activities People take a break because they want to see and do different things. Some like an active holiday and would like to go for water sports, fishing, nature trails, etc. while some would rather just sit back and relax. A number of activities may be available at the destination to suit various age groups and social backgrounds. Tourists may be attracted to a destination for any one or more of the above activities or attractions located there.

Apart from the classic five 'A's of tourism, we suggest a sixth 'A' which is extremely vital to the success of any destination.

Affordability This is the sixth 'A' but nonetheless very important to attract tourists to the destination. Tourists should be able to afford the trip in terms of transport costs, accommodation charges, entrance fees at

attractions and the number of days, which need to be spent for travel and stay; i.e. they should be able to afford the holiday in terms of time and money. Tour operators prepare package tours keeping affordability in mind. These group tours work out cheaper than individuals booking their own tickets and making itineraries for themselves.

A successful destination would have a good balance between these six 'A's and ensure that there is something to see and do for people of different ages and backgrounds so that a large number of tourists visit the place.

The tourism industry, one of the world's largest industries, is ingrained into the lives of people around the globe. The industry providing services to the tourists is growing at a rapid pace and has become a global phenomenon. This industry is dynamic and constantly changing, with various factors contributing to its growth, which we will read about in the chapters which follow. The next chapter discusses the evolution of tourism and events in history which have left their mark on this enormous industry.

SUMMARY

The tourism industry, which is one of the largest industries in the world, is directly or indirectly providing employment to millions of people around the globe. It is made up of many sub-industries such as the transport, hospitality, and entertainment. This vast industry is growing at a rapid pace.

Today tourism has reached the common man and destinations are being developed, to provide accommodation, amenities, attractions, and transport which are affordable, making tourism no longer the domain of the rich and famous, but forming a way of life for people all over the world. Tourism has been given the status of an industry. The main constituents of this industry work together for the mutual benefit of both the tourist and the industry. The secondary constituents such as banks, shops, handicrafts, and local transport, also provide essential goods and services to tourists and benefit from tourism activities at the destination.

Tourism can be best studied and understood from the systems approach as it encompasses many disciplines and is influenced by the external environment in which it operates. The successful development of a destination requires easy accessibility, clean accommodation, basic amenities, special attractions and ample activities for visitors from different age groups and socioeconomic backgrounds, besides being affordable in terms of time and money. This industry has tremendous growth potential and is growing by leaps and bounds day by day.

KEY TERMS

Domestic tourism Travel undertaken within one's own country.

Inbound tourism Incoming tourists or tourists entering a country.

Itinerary A travel plan or schedule which includes all travel details such as date, time, mode of transport, accommodation, etc. for travellers.

Leisure It is defined as using one's free or unoccupied time in a relaxed manner for entertainment or rest.

Mass tourism Transportation of a large number of people in a short time to places of leisure interest made possible by advances in technology (mass travel).

Outbound tourism It refers to outgoing tourists or tourists leaving their country of origin to travel to another country.

Recreation It means spending time to refresh and revitalize the body and mind by indulging in activities which have no monetary benefits.

Tourism industry A vast industry made up of many industries and organizations that work with one another to provide goods and services to meet the special needs of tourists.

Tourist product The tourist product is the reason of travel to the destination and may be defined as the total experience of travel and other attractions at the destination.

CONCEPT REVIEW QUESTIONS

1. Briefly define the following:
 - (a) Hospitality industry
 - (b) Tourism
 - (c) Destination
2. Discuss the main constituents of the tourism industry.
3. List the five 'A's which are needed at a destination if tourism is to be promoted.
4. Why are tourism studies called multi-disciplinary?

CRITICAL THINKING QUESTION

Think of any holiday you have enjoyed in the past. Keeping Leiper's tourism system model in mind, identify the five elements of the tourism system in relation to your holiday.

PROJECT/ASSIGNMENT

Prepare a collage on the present tourism-related activities and events in your city.

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