

# 101TT26

*by Anu Cde*

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# TOURISM MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION  
(TRAVEL & TOURISM MANAGEMENT)

FIRST YEAR,  
SEMESTER-I, PAPER-I

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## **FOREWORD**

Since its establishment in 1976, Acharya Nagarjuna University has been forging ahead in the path of progress and dynamism, offering a variety of courses and research contributions. I am extremely happy that by gaining 'A+' grade from the NAAC in the year 2024, Acharya Nagarjuna University is offering educational opportunities at the UG, PG levels apart from research degrees to students from over 221 affiliated colleges spread over the two districts of Guntur and Prakasam.

The University has also started the Centre for Distance Education in 2003-04 with the aim of taking higher education to the door step of all the sectors of the society. The centre will be a great help to those who cannot join in colleges, those who cannot afford the exorbitant fees as regular students, and even to housewives desirous of pursuing higher studies. Acharya Nagarjuna University has started offering B.Sc., B.A., B.B.A., and B.Com courses at the Degree level and M.A., M.Com., M.Sc., M.B.A., and L.L.M., courses at the PG level from the academic year 2003-2004 onwards.

To facilitate easier understanding by students studying through the distance mode, these self-instruction materials have been prepared by eminent and experienced teachers. The lessons have been drafted with great care and expertise in the stipulated time by these teachers. Constructive ideas and scholarly suggestions are welcome from students and teachers involved respectively. Such ideas will be incorporated for the greater efficacy of this distance mode of education. For clarification of doubts and feedback, weekly classes and contact classes will be arranged at the UG and PG levels respectively.

It is my aim that students getting higher education through the Centre for Distance Education should improve their qualification, have better employment opportunities and in turn be part of country's progress. It is my fond desire that in the years to come, the Centre for Distance Education will go from strength to strength in the form of new courses and by catering to larger number of people. My congratulations to all the Directors, Academic Coordinators, Editors and Lesson-writers of the Centre who have helped in these endeavors.

**Prof. K. Gangadhara Rao**  
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**2**  
**MASTER OF BUSINESS ADMINISTRATION**  
**(TRAVEL & TOURISM MANAGEMENT)**  
**Programme Code: 196**

**PROGRAMME SYLLABUS**

**1<sup>st</sup> YEAR – 1<sup>st</sup> SEMESTER SYLLABUS**

**101TT26: <sup>13</sup> TOURISM MANAGEMENT**

**Objectives:-**

- a. To provide the fundamentals of Tourism
- b. To Introduce the various types of Traditional & Modern Tourism Concepts
- c. To familiarize with tourism destinations & Special Tourism Festivals in India
- d. To give a seminar on this paper.

**Unit - I**

**TOURISM INTRODUCTION:** - Basic concepts of Tourism – A Land of all seasons – Tourism destinations – Components of Tourism: Tourism Attractions, Travel, Accommodation, Food & Beverages– Travel Motivators – Tourism Resources of India – Problems and Prospects of tourism in India.

**Learning Outcome:**

- Provide real-life experience in a Tourism Management scenario

**Unit – II**

**CLASSIFICATION OF TOURISM CONCEPTS:-** Based on Travel –Domestic, International (Inbound & Outbound Tourism), Based on Themes –Cultural, Heritage, Eco, Religious, Adventure, Rural, Agricultural, Beach, Education, MICE & Event, Film, Literary, Medical, Culinary Tourism – Special Tourism Festivals in India.

**Learning Outcome:**

- Understand the clear concepts of tourism in segment-wise

**Unit - III**

**TOURISM PLANNING:** -Significance and Concept of Tourism Planning – Types of Tourism Plans – Planning Levels –Tourism Planning Process – Impacts of Tourism – National Tourism Policy.

**Learning Outcome:**

- A clear understanding of tourism planning and progress

**Unit - IV**

**NATIONAL TOURISM ADMINISTRATIONS AND ORGANIZATIONS:** - Ministry of Tourism – History, Role & Functions, Schemes, India Tourism Development Corporation (ITDC), Archaeological Survey of India (AAI), Indian Railway Catering and Tourism

Corporation (IRCTC), Tourism Finance Corporation of India (TFCI), India Convention Promotion Bureau (ICPB), Indian Association of Tour Operators (IATO) – State Tourism departments: APTDC, APTA, AP State Tourism Policy & Planning.

**Learning Outcome:**

- Understanding of the tourism Administrative organizations

**Unit - V**

**MODE OF TRANSPORTATIONS:** Road, Rail, Air & Waterways. Luxury Tourist Trains – Palace on wheels, Maharaja Express, Deccan Odyssey, Golden chariots – UNESCO World Heritage sites – Role of Computers in Tourism – Internet, Mobile Apps, Travel websites, and Social Media.

**Learning Outcome:**

- Accessibility to tourism destinations by using various modes of transportation in India.

**Reference Books:**

1. Introduction to Tourism: M.A.Khan: Anmol Publications, New Delhi, 2005.
2. S.Husain Ashraf, and Asif Iqbal Fazili, Tourism in India: Planning and Development, Sarup and Sons, New Delhi, 2006.
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7. Sunetra Roday, Archana Biwal, Vandana Joshi, Tourism: Operations and Management – 25 March 2009

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## LESSON – 1

**BASIC CONCEPTS OF TOURISM****1.0 Objectives**

After studying this lesson, you should be able:

- To give the basic knowledge about Tourism
- To provide basic knowledge about the components of Tourism.
- After studying this lesson, the learner will be able to:
- **Explain** the meaning and scope of tourism and related terminology
- **Distinguish** the components of tourism and their functional roles
- **Analyse** travel motivations and motivator frameworks
- **Apply** the characteristics of tourism services to real situations
- **Evaluate** barriers affecting tourism participation and demand

**1 Structure:****1.1 Introduction****1.2 Components of Tourism**

- a) Attractions
- b) Accessibility
- c) Accommodation
- d) Amenities
- e) Activities
- f) Food & Beverages

## 1.3 Motivations of Travel

## 1.4 Travel Motivators

## 1.5 Characteristics of the Tourism Industry

## 1.6 Barriers to Tourism

## 1.7 Keywords

## 1.8 Self-Assessment Questions

## 1.9 Further Readings

**1.1 Introduction**

Tourism is commonly referred to as “The activity of visiting places for pleasure”. In the language of Jews, the word ‘Torah’ means the study or search and ‘Tour’ seems to have been derived from it. The word tour is derived from the Latin word ‘TORNUS’ and the Greek word ‘TORNOS’. In Sanskrit, ‘Paryatan’ means leaving one’s residence to travel for

the sake of rest and for seeking knowledge. 'Deshatan' is another word that means travelling for economic benefits. 'Tirthatan' is the third equivalent word which means travelling for religious purposes. Therefore, the above words are coined based on the purpose of the tourists under the tourism concept.

According to UNWTO (United Nations World Tourism Organization), has defined Tourists, staying for at least more than 23 hours and less than 1 year for both International and domestic travel. They suggest the action of movement around a circle. It represents a starting point, which ultimately returns back to its beginning. Example – A person starting from Delhi travels to Mumbai, Goa, Chennai, and then returns to Delhi.

## Introductory Case Study: Managing Tourism Growth in Goa

### Background of the Sector

Goa is one of India's most visited leisure destinations, known for its beaches, nightlife, heritage churches, and cultural festivals. Since the 1990s, liberalisation and improved air connectivity significantly increased both domestic and international arrivals. Tourism became a major contributor to Goa's state income and employment.

However, rapid and often unregulated tourism development created pressure on local resources. Coastal ecosystems faced degradation, waste generation increased, and local communities began voicing concerns over overcrowding and cultural dilution.

### Contextual Trigger

Several national media reports and state tourism reviews highlighted issues such as:

- Beach pollution and unmanaged waste
- Seasonal overcrowding
- Rising cost of living for locals
- Strain on infrastructure and water supply

These developments forced the Goa Tourism Department to rethink tourism planning and management.

### Stakeholders

- State tourism authorities
- Local residents
- Hotel and shack operators
- Domestic and foreign tourists
- Environmental groups

## Managerial and Behavioural Issues

- Balancing revenue generation with sustainability
- Managing tourist behaviour and expectations
- Infrastructure planning
- Seasonality management

## Why This Case Matters

This case demonstrates that tourism is not only travel for pleasure but a **complex system involving attractions, accessibility, amenities, motivations, and impacts.**

## Linkage to Lesson Concepts

The case directly connects to:

- Components of tourism
- Travel motivations
- Characteristics of tourism (perishability, seasonality)
- Barriers to tourism development

It helps learners visualise how theoretical concepts operate in real destinations.

### 1.2 Components of Tourism

The components refer to those parts of machinery without which the mechanism of the machinery will fail. The parts of tourism that make the mechanism of the tourism industry work are the components of tourism. Attractions, Accessibility, Accommodation, Amenities, Activities, and Food & Beverages. The components of Tourism are:

**A. Attractions** – A tourist attraction is a place of interest where tourists visit, typically for inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement parks.

Attractions are very important for any tourist destination such as cultural, archaeological sites, historical buildings, and monuments, flora, and fauna, beach resorts, national parks or exhibitions, arts and music festivals, games, etc which are to pull a large number of tourists. Tourist demands are also very much susceptible to change in fashion. The certain features that pull or attract tourists to a destination. There is no easy way to enumerate or analyze the attraction that a place offers. Since it is well understood that what may appeal to one, may be of no interest to others. These are the attractions that pull any tourist to a destination such as a historical monument, the natural beauty of a place, and so on.

**Types of Attractions**

Attractions can broadly classify into two types. These are Natural Attractions and Manmade Attractions.

**Natural Attractions** –Natural Attractions are not constructed by people. These are formed naturally. Natural attractions are national parks, mountains, climate, landscapes, islands, beaches, waterfalls, wildlife sanctuaries, etc.

**Example** - Kaziranga national park – Assam, Jog falls – Kamataka, Marina beach - Tamil Nadu, Havelock Island - Andaman and Nicobar

**Mad Made Attractions** – The Mad Made Attractions are constructed by people, and these are historical buildings like forts, palaces, monuments, religious places, amusement parks, gardens, etc.

**Examples:** Taj Mahal – Agra, Red Fort – Delhi, Hawa Mahal – Jaipur, National Rail Museum – New Delhi

<sup>59</sup> The success of tourist destinations depends on the combination of the unique natural beauty of a country as well as its man-made wonders. If a country has many natural and man-made attractions, it does not mean it will necessarily draw the maximum number of tourists. <sup>38</sup> It depends on the image of the country in the minds of the people in the generating markets. India is a good example. It has the Himalayas as well as great architectural wonders.

**B. Accessibility**

<sup>38</sup> Accessibility from tourist markets is a key factor. Tourists generally love the comfort and are willing to pay for it. An intrepid explorer may be willing to put himself through a lot of inconveniences to see beautiful region-normal tourists do not. They love comfort. Accessibility means <sup>2</sup> how tourist destinations can reach mainly in terms of Transportation. A Tourist in order to go to his destination needs some mode of transport. Without accessibility, a tourist destination cannot be survived. <sup>2</sup> The accessibility includes all modes of transportation by

- Roadways
- Railways
- Airways
- Waterways

**C. Accommodation**

<sup>42</sup> Accommodation plays a central role and is a very basic need at every tourist destination. It is a place where tourists can find food and shelter provided he/she is in a fit position to pay for

it. Accommodation includes boarding and lodging. The room facility provided to the tourists who come from a long distance is the need at any tourist place.

### Types of Accommodation

Accommodation will be classified into two categories these are as follows

- Primary Accommodation
- Secondary/Alternative Accommodation

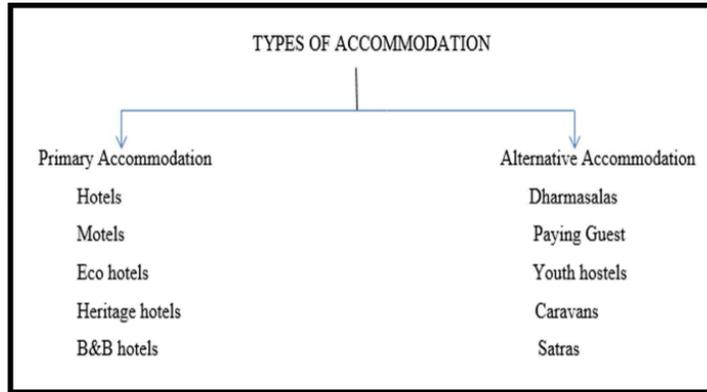


Fig 1.1 Types of Accommodation

These are different types of accommodation for tourists at a tourist destination. The tourist will choose their accommodation based on their need and budget.

### D. Amenities

Amenities refer to the beneficial services offered to the tourists at the tourist destination. Amenities include basic facilities and services that help a visitor feel comfortable and secure in a tourist destination. These are as follows

- Tourist information centers
- Drinking water
- Route maps
- Toilet blocks
- Garbage bins
- Emergency services
- Roads
- Medical facilities
- Walking tracks

- Possibilities of fishing
- Trekking facility

These are the amenities offered to the tourists at a tourist destination.

#### **E. Activity**

Activities are what the tourist performs for fun and amusement. They include activities the tourists are interested to engage in:

- **Adventure activities:** Mountain biking, Bungee jumping, Camel riding
- **Water Activities:** Boating, River rafting, Scuba diving, Canoeing
- **Business Activities:** Attending seminars, Business meetings
- **Health Activities:** Attending Yoga sessions, Exercising

#### **E. Food & Beverages**

Food and Beverage Services can be broadly defined as the process of preparing, presenting, and serving food and beverages to customers. In tourism food and beverage service plays an important role to attract tourists with different food items, local cuisines, etc. So many hotels conduct food festivals and exhibit their hotel special varieties like starters, biryanis, desserts for the customers.

##### **1.3 Motivations of Travel**

Travel means the person has go to from one place to another place by different motivations.

##### **Motivations of Travel**

- Relaxation
- Physical
- Health
- Family togetherness
- Interpersonal relations
- Maintain Social contacts
- Status and prestige
- Self-discovery
- Cultural
- Education
- Professional/business
- Interest in forest areas
- Interest in scenery

##### **1.4 Travel Motivators**

Travel motivators can be defined as those factors that create a desire in people to travel. Motivators are the internal psychological influences affecting individual choices.

- McIntosh and Goeldem have mentioned four categories of motivators. These are as follows:

1. **Physical motivators:** Physical motivators are those related to the refreshment of body and mind, health purposes, sport, and pleasure. These groups of motivators are seen to be linked to those activities that will reduce tension. Those motivators push people to travel to those tourism destinations where physical activities can be done at tourist destinations. Examples - Skydiving, Hiking, Yoga, sports participation, beach recreation, relaxing entertainment, etc.

2. **Cultural motivators:** The Cultural motivators are those identified by the desire to see and know more about other cultures, to find out about the natives of a country, their lifestyle, music, art, folklore, dance, etc. These motivators push a person to travel to destinations that provide an opportunity to visit historical monuments, participate in music concerts, and dance recitals, and so on.

**Examples** – Historical Monuments, Museums, Forts & Palaces, etc.

3. **Interpersonal motivators:** Interpersonal motivators mean the tourists' desire to meet new people, visit friends or relatives, and to seek new and different experiences. Travel is an escape from routine relationships with friends or neighbours or the home environment or it is used for spiritual reasons. This motivator factor sees tourists travel and go for homestays to experience a new culture while forging relationships during the period. This motivator would also mean that one would travel to a destination to attend a family/friend's wedding.

**Examples** - Meet the New Persons, Meet the Local Persons, etc.

4. **Status and prestige motivations:** Status and prestige motivations included in this group are trips related to business, and conventions, study, and the pursuit of hobbies and education. Travel will enhance one's recognition and group reputation. Such recognition and attention from others, to boost the personal ego.

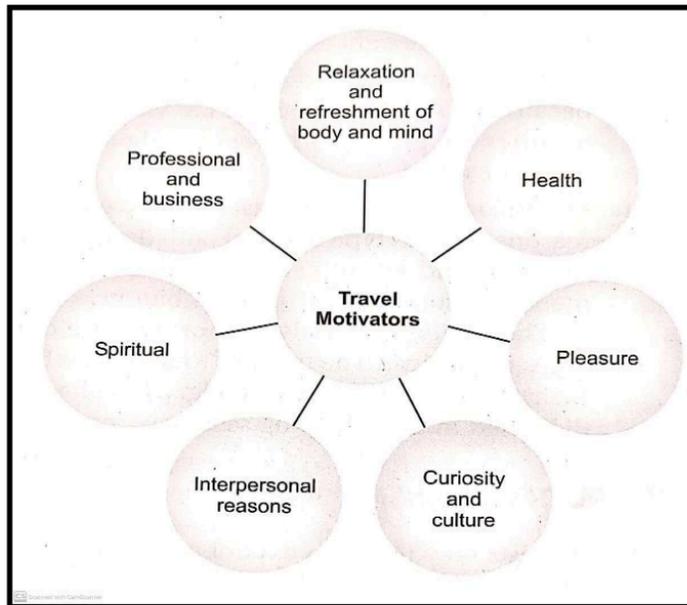
**Examples** - Go to Foreign Countries for Study Purpose, etc.

- **Robinson's Classification**

Robinson further classified the above four categories of travel motivations into seven groups. According to Robinson, the main motives for travel are as follows:

**Relaxation and refreshment of body and mind:** Due to the increased industrialisation and hectic modern lifestyle, there is a need for rest and relaxation, to de-stress the body and mind. This desire for relaxation varies from individual to individual.

**Health:** Since the medieval days, people have been visiting spas and bathing in hot sulphur springs for specialized medical treatment. Several spas and health resorts have developed over time in most of the countries, which attract visitors because of their curative aspects.



**Fig 1.2 Travel Motivators – Robinson's Classification**

**Pleasure:** Satisfying an individual's need for pleasure is the most predominant of all individual travel motivations. A person's need for pleasure is very deep-rooted and travel can satisfy this desire.

**Curiosity and Culture:** People are curious and eager to learn about other countries, their people, and their culture. Tourists visit places of historical interest, fairs, festivals, museums, dances, etc. to know more about the lifestyle of people from different countries.

**Interpersonal Reasons:** This includes people's desire to visit their relatives, friends, families, ancestral homelands, and also for meeting new people.

**Spiritual Purpose:** A large, <sup>22</sup> number of people are motivated to travel because of spiritual motives, i.e. visiting holy places, shrines, etc. The number of people who seek solace in such places is increasing dramatically.

**Professional or Business Reasons:** <sup>52</sup> People need to travel for business-related reasons <sup>22</sup> and this type of travel both domestic and international is growing by leaps and bounds. People travel to expand their business, attend meetings, conferences, and exhibitions.

### THE TOURISM SYSTEM

“One of the leading models of tourism Attraction systems was created by Leiper in 1990”



## Student Learning Activities

### Activity 1: Component Identification Task

**Task:**

Select one tourist destination you know. Identify examples of Attractions, Accessibility, Accommodation, Amenities, Activities, and Food & Beverages.

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**Expected Learning Outcome:**

The learner understands the 5A framework of tourism components.

**Activity 2: Motivation Mapping Exercise**

**Task:**

List your last two trips. Identify which motivators (physical, cultural, interpersonal, status) influenced each trip.

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**Expected Learning Outcome:**

Learner connects theory of motivators to real behaviour.

**Activity 3: Barrier Analysis Reflection**

**Task:**

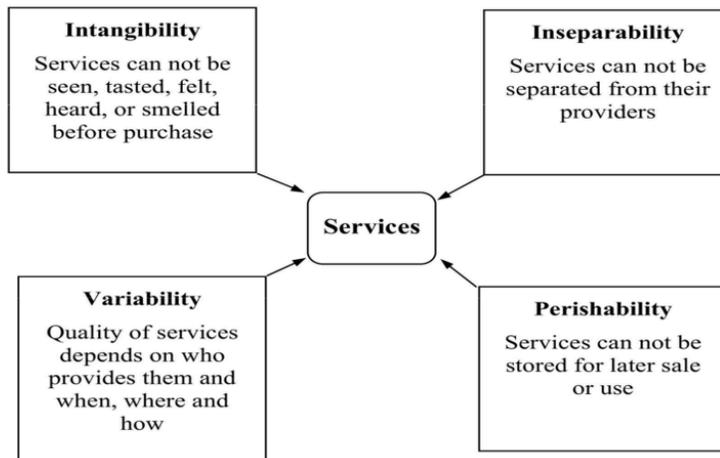
Write 300 words on how safety, cost, or time constraints affect tourism decisions in your region.

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**Expected Learning Outcome:**

Learner critically evaluates tourism barriers.

# Service Characteristics



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## 1.5 Characteristics of Tourism Industry

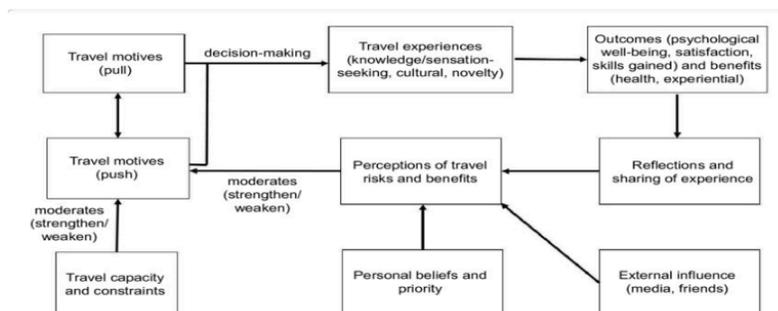
Characteristics of the tourism Industry They are as follows -

- (a) **Intangibility**: Intangibility is the most unique characteristic of the Tourism product. Travel products cannot be touched as they include flight experience on an airplane, cruise on an ocean liner, a night's rest in a hotel, view of the mountains, a visit to a museum, a good time in a night club and much more. These products are experiences. Once they have taken place they can only be recalled and relished.
- (b) **Perishability**: Tourism products are Perishable products, we can't store more time. The Product is lost very quickly. You have often heard that fruits, vegetables, and milk are perishable products as they get spoiled very fast. Similarly, all tourism products are perishable and have a very short window of the time frame in which they need to be sold, or else they are lost forever. The product cannot be stored for use or sale later. If tourists do not visit a particular place, the opportunity at that time is lost. For example, if tourists do not come to see the Taj Mahal on the scheduled day the view is lost for that day.
- (c) **Inseparability**: A tourism product is often referred to as being inseparable. This means that the product cannot be separated from the service provider as often the

product is being produced and consumed simultaneously. In the tourism industry, often the participation of the consumer along with the service provider is simultaneously necessary for its consumption. For example, the experience of visiting the Taj Mahal in the Full moonlight or climbing the Eiffel Tower cannot be experienced by sitting in a room at tour native place/ working place.

- (d) **Heterogeneity/Variability:** Services are inseparable from the person who offers them. They are produced and offered by individuals. Due to this, quality of service differs from person to person, and from time to time with the same individual, it depends on the psychological mood, neglecting professional responsibility. Another reason for the variability of services is the involvement of the guest or customer in the process of service production, delivery, and consumption system.
- (e) **Composite Product:** The tourist product cannot be provided by a single enterprise, unlike a manufactured product. The tourist product covers the complete experience of a visit to a particular place with stay for the number of days for the total study of the regions has rich personal experience. Service providers are always to help out the customers in fulfilling their needs. For instance, the airline supplies seats, a hotel provides rooms and restaurants, travel agents make bookings for stay and sightseeing, etc.
- (f) **Unstable Demand:** Tourism demand is influenced by seasonal, economic political, and other factors. Every season has its unique characters during the flush seasons there is a greater demand for services like hotel bookings, employment, and the transport system, etc, and vice versa.
- (g) **Seasonality:** Tourism is a seasonal industry. One destination is not popular in a similar manner all through the year. During peak times, the destination is more popular than Unseasoned, also known as Right Season. During Unseasoned, the destination does not receive tourists as usual. For example, India sees the influence of foreign tourists mainly from Autumn through Winter till Spring.
- (h) **Risky:** Tourism as a product is considered to be risky. A tourist may consider that if the price of the product is not justifying the product after consumption thus leading to Economic risk. On the other hand, physical ailments or such risks can also affect the tourism product as seen in the case of Severe Acute Respiratory Syndrome (SARS) and swine flu. Tourist movement stops when the tourists fear Personal risks to themselves. Similarly, terror threats can also affect the tourism industry. When they

are political, Social, Economic crisis in the host countries, tourists, in general, avoid visiting them or postpone their trips to sometimes.



## 1.6 Barriers to Tourism

Motivators are the factors that push people to participate in the activity of tourism; similarly, Tourism Barriers play a prominent role in the tourist's mind; i.e, the Tourists not participating in tourism activities. Some of the barriers to travel are listed below:

1. **Lack of Leisure Time:** Many times people cannot leave their business, jobs, profession, educational or other commitments for taking a vacation. Women have less leisure time than men because more of their time is spent in and around their families. Family size and family lifecycle also affect demand and time for tourism activity.
2. **Economic factor:** Tourists like any other consumer operate within certain monetary constraints. The monetary constraint for tourism activity is more as it is considered to be a leisure and recreational activity wherein the ability to participate in tourism activity is dependent on discretionary income i.e. the income left over when a tax, housing, and the basics of life have been accounted for. So, if discretionary income falls, the demand for tourism will decrease. This was very much evident during the global recession when people lost their jobs or had their salaries cut, a dip in the growth of the tourism sector was visibly noticed.
3. **Physical limitations:** Poor physical fitness, health, and physical limitations keep many persons at home, away from tourism activities. There can be three principal reasons for physical limitations a) People with disabilities, b) Senior citizens bound by physical limitations, and c) Poor physical fitness, health issues, or pregnancy and these issues may restrict people from taking up tourism activity.

4. **Distance:** Proximity of the destination from the tourist's originating region affects travel choice. If there is no proper connectivity, tourists may opt-out of long-haul travel, irrespective of the attractions of the destination, and settle for a more accessible destination.
5. **Family stage:** Parents of young children or senior citizen parents often do not travel because of family obligations and inconvenience. At times single people do not travel because of the lack of a travelling companion, although these days many single traveler groups are active. A teenager may not travel since the travel plans are dependent on the parent's decision.
6. **Safety and security:** Political unrest, wars, governmental advisories, and negative publicity about a destination create doubt and fear in the mind of the prospective visitor. In the modern world, post 9/11, terrorism has turned out to be the major deterrent to travel. For women, travelling alone at times is considered unsafe and therefore causes the problem and so on. At the same time, for many, health has also become a major tourism safety issue. For example, the decline witnessed in the global tourist traffic during the SARS and Swine flu outbreak
7. **Infrastructure:** Tourism activity is highly dependent on the infrastructure being provided to the tourist. No matter how beautiful a destination is, tourists will not be visiting the destination in the absence of adequate infrastructures, such as inadequate/poor local ground transportation, hygienic conditions around attractions, shortage of electricity and non-availability of drinking water, poor condition of buildings, and monuments, overcrowded destinations, and attractions and so on.
8. **Political:** Government policies can also act as a barrier to tourism. These government policies can be related to a) Government tax policies; b) Restrictions on the entry of charter flights; c) Hassle at customs and immigration; d) Government regulations through visa restrictions, both at the country of origin or at the destination.
9. **Communication and Technology:** Information technology is helping in the tourism operations but it also means that media communications need to be extensive in terms of marketing for any destination to register with the tourists. In the event of less marketing activity, tourists may not be aware of destinations for tourism activity of their choice.
10. **Language:** The language also becomes a major barrier once the destination does not provide a tourist facility to communicate in the language he/she speaks or understands. Thus, the destination in question does not pull tourists to the destination.

11. **Lack of interest:** Not aware of a pleasant travel destination due to the lack of interest on the part of prospective tourists is a major tourism barrier; which is difficult to be overcome.



### Keywords

- **Paryatan** – People travel for the sake of rest and to seek knowledge.
- **Deshatan** – People travelling for economic benefits.
- **Tirthatan** – People travelling for religious purposes.
- **Intangibility** – Products can't be touched; it is a key concept of services marketing.
- **Perishability** – In this case, the products can't be stored longer time.

### 1.6 Self-Assessment Questions

1. Write a brief note on travel motivators in the tourism industry.
2. Explain the components of tourism (or) 5A's of tourism?
3. Discuss the Characteristics of the Tourism Industry.
4. What are the Barriers to Tourism?

## Case Study for Self-Assessment

### Over tourism in Manali

#### Background

Manali, a Himalayan hill station, has seen exponential growth in domestic tourism due to social media popularity and improved road connectivity. Once a quiet retreat, it now experiences heavy tourist inflows year-round.

**Problem Situation**

Peak seasons witness traffic congestion, hotel overbooking, waste disposal issues, and environmental stress. Residents report water shortages and rising prices.

**Stakeholders**

- Local community
- Tourists
- Hotel operators
- Government authorities
- Environmental NGOs

**Managerial Issues**

- Managing carrying capacity
- Waste management
- Infrastructure strain
- Sustainable planning

**Lesson Linkage**

Covers components, motivations, characteristics, and barriers.

**Analytical Questions**

1. Identify tourism components under stress.
2. Which travel motivations attract tourists to Manali?
3. How does seasonality affect Manali?
4. Suggest sustainable strategies.
5. Should visitor limits be introduced? Justify.

## Improved Self-Assessment Questions

### A. Short-Answer Questions (with answers)

1. **Define tourism as per UNWTO.** <sup>92</sup>  
*Answer:* Temporary movement outside usual environment for less than one year for leisure, business, or other purposes.
2. **What are tourism components?**  
*Answer:* Attractions, Accessibility, Accommodation, Amenities, Activities, Food & Beverages.
3. **Define intangibility.**  
*Answer:* Tourism products cannot be physically touched; they are experiences.
4. **What is seasonality in tourism?**  
*Answer:* Fluctuation of tourist demand across seasons.
5. **Name two travel motivator categories.**  
*Answer:* Physical and Cultural.

## B. Essay Questions (with hints)

1. **Explain the components of tourism.**  
*Hints:* 6A model; role of each component; examples.
2. **Discuss travel motivations.**  
*Hints:* McIntosh & Goeldner; Robinson classification.
3. **Describe characteristics of tourism industry.**  
*Hints:* Intangibility, perishability, variability.
4. **Analyse barriers to tourism.**  
*Hints:* Economic, safety, infrastructure, political.

## C. Analytical MCQs

1. A tourism product is mainly:  
A) Tangible  
B) Intangible  
C) Manufactured  
D) Transferable  
 **Answer: B**
2. Seasonality mainly affects:  
A) Product ownership  
B) Tourist demand  
C) Cultural exchange  
D) Transport cost  
 **Answer: B**
3. Visiting a destination to meet friends relates to:  
A) Physical motivator  
B) Cultural motivator  
C) Interpersonal motivator  
D) Status motivator  
 **Answer: C**
4. Lack of visa access is a:  
A) Motivator  
B) Attraction  
C) Barrier  
D) Amenity  
 **Answer: C**

### 1.7 Further Readings

1. Tourism: Principles and Practices (Oxford Higher Education) by Sampad Kumar Swain and Jitendra Mohan Mishra | 23 November 2011

2. Basics of Tourism Management by Suddhendu Narayan Misra and Sapan Kumar Sadual | 30 September 2008
3. An Introduction to Travel and Tourism Paperback – 16 February 2012 by Pran Nath Seth & Sushma Seth Bhat (Author).
4. Tourism & Travel Management by Lal and Jain | 1 January 2010.

## References and Suggested Readings

### Text Books

1. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S., *Tourism: Principles and Practice*, Pearson Education, Harlow, 2019.
2. Goeldner, C. R., & Ritchie, J. R. B., *Tourism: Principles, Practices, Philosophies*, Wiley, New Jersey, 2012.
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4. Page, S. J., *Tourism Management: An Introduction*, Routledge, London, 2014.
5. Weaver, D., & Lawton, L., *Tourism Management*, Wiley, Australia, 2014.
6. Swain, S. K., & Mishra, J. M., *Tourism: Principles and Practices*, Oxford University Press, New Delhi, 2011.

### Other References

- UNWTO Tourism Definitions and Frameworks
- Ministry of Tourism, Government of India Reports
- World Bank Tourism Development Reports
- Incredible India official publications

## LESSON – 2

**TOURISM PRODUCTS, PROBLEMS &  
PROSPECTS IN TOURISM****Objectives of the lesson**

After studying this lesson, the learner will be able to:

- Explain the concept and nature of tourism products
- Classify different types of tourism products with examples
- Analyse strategies used in promoting tourism products
- Evaluate major problems affecting tourism development in India
- Assess future prospects and development measures in tourism

**2.0 Objectives**

After studying this lesson, you should be able to:

- To know the types of tourism products
- To bring a clear awareness about the problems and prospects of tourism in India.

**Structure**

2.1 Tourism Products

2.2 Types of Tourism Products

2.3 Promotion of Tourism Products

2.4 Problems and Prospects of Tourism in India

2.5 Keywords

2.6 Self-Assessment Questions

2.7 Further Readings

**2.1 Tourism Product**

A tourism product is a group of components or elements brought together in a 'bundle' to satisfy the consumer's need. A tourism product is anything that can be offered for attraction, acquisition, or consumption. It includes physical objects, services, personalities, places, organizations, and ideas. Generally, a tourism product is designed as an augmented product, which is the totality of benefits that a traveller receives or experiences in obtaining

the formal product. People do not buy products, they buy the expectation of benefits. Therefore, tourism product is an amalgam of what a traveller does and experiences during a tour. The service used and the products purchased during the trip are called tourism products. A tourism product is an experience of a place (Location and people) at a particular time. The basics of tourism product formulation are selling experience, which they cannot get at home. Tourism product is something that can be offered to tourists to visit a tourist destination. Tourism products can be Natural, Cultural, and also Man-made. Tourism Products are an array of integrated products, which consist of objects and attractions, transportation, accommodation, and entertainment, where each element of the tourism product is prepared by individual companies and are offered separately to consumers (tourists).

Tourism is considered a product because just like any product it is something that attracts. Tourists are those who visited different places and enjoy the activities and adventures it offers them. Tourism increases income and provides economic stability for the local people for their services. This is why the government of all countries i.e. may be developed or developing phase is paying more attention to earn foreign exchange and revenue from the tourist activities. This provides economic stability to the host country. The tourism industry also attracts foreign investors. Tourism Products are those products that can be sold in the tourism market. It can be anything that provides satisfaction during the course of the visit of the particular tourist.

#### **Difference between Tangible Products and Intangible Tourism Products**

<b>Tangible Products</b>	<b>Intangible Products</b>
All Goods are tangible, manufacturing products are being tangible products.	Services are mostly Intangible and Tourism being a service-based sector.
Tangible Products can be Seen	Intangible products can only be felt
Tangible Products can be touched	Intangible products cannot be touched
Tangible products can be tasted	Intangible Products cannot be tasted
Ownership can be easily transferred	Ownership cannot be transferred

## Introductory Case Study: Branding Kerala as a Tourism Product

### Background of the Sector

Kerala, once known primarily for agriculture and remittances, repositioned itself in the 1990s as a global tourism destination. The Kerala Tourism Department launched the brand “**God’s Own Country**”, presenting the state as a composite tourism product combining backwaters, Ayurveda, culture, and nature.

Instead of selling isolated attractions, Kerala packaged experiences — houseboat stays, wellness tourism, village life experiences, and eco-tourism. This transformed tourism into a structured product offering.

### Contextual Trigger

By the early 2000s, Kerala faced competition from other states and international destinations. The state realised that natural beauty alone would not sustain demand; structured tourism products and systematic promotion were necessary.

### Stakeholders

- Kerala Tourism Department
- Private tour operators and resorts
- Local communities
- Domestic and international tourists
- Investors in hospitality

### Managerial and Behavioural Issues

- Product differentiation in a competitive market
- Maintaining service quality
- Sustainable use of natural resources
- Branding consistency

### Why This Case Matters

This case shows that tourism must be **designed and marketed as a product**, not just a place. Tourism products are bundles of experiences.

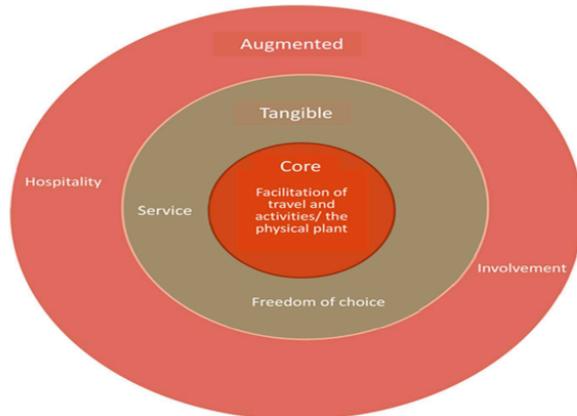
### Linkage to Lesson Concepts

Directly relates to:

- Tourism product concept
- Types of tourism products
- Promotion strategies
- Prospects of tourism development

## 2.2 Types of Tourism Products

Tourism products are essential to pull factors for the tourist destination. The diversity in tourism products attracts a large number of tourists to the destination. The tourism products can be grouped based on relevant similarities.



### 1. Natural Tourism Products

These tourism products are more closely associated with the natural environment. These include natural resources such as the area's climate and its setting, landscape, and natural environment. Natural resources are frequently the most important elements in a destination's attraction. Major natural resources could be in the countryside. They are -

- Climate
- Natural beauty- Landforms, Hills, Rocks, Gorges, Terrain
- Water- Beaches, Lakes, Ponds, Rivers, Waterfalls.
- Flora and Fauna -Plants, Wildlife, Forests.
- Islands
- **Climate** – The climate of a tourist destination is an important attraction as good weather plays an important role in making a holiday. A warm, sunny, dry climate is typically considered desirable by most tourists, especially those from cold winter areas. Climate is an important factor for the choice of travel. People choose those destinations for holiday trips where climatic conditions are favorable for their purposes.

➤ **Natural Beauty (Landforms, Hills, Rocks, Gorges, Terrain)** – The scenery and natural beauty of places have always attracted tourists. Tourists enjoy nature in all its various forms. There are landforms like mountains, canyons, cliffs, etc. The elements that attract people to mountains are clean air, diverse landscape, rich biodiversity, scenic beauty, snow, recreational opportunities, and culture in general.

➤ **Water Bodies (Beaches, Lakes, Ponds, Rivers, and Waterfalls)** – The water-related products have always attracted a large number of tourists. In India Water has a central place in the practices and beliefs of many religions for two main reasons. Water washes away impurities and pollutants, it can make an object look as good as new and wipe away any signs of previous defilement. Water in Hinduism has a special place because it is believed to have spiritually cleansing sins / evil powers. Hindu people feel Rivers are sacred, there are seven sacred rivers, namely the Ganges, Yamuna, Godavari, Sarasvati, Narmada, Sindhu, and Kaveri. Although Hinduism encompasses so many different beliefs among those that most Hindus do share is the importance of striving to attain purity and avoiding pollution. This relates to both physical cleanliness and spiritual well-being. Recently Andhra Pradesh has attracted many Foreign & Domestic Tourists for conducting the Godavari Pushkaralu in 2016 and Krishna Pushkaralu in 2017, Tungabhadra Pushkaralu in 2020 under religious tourism this is an example of how water bodies attract tourists.

Beaches are popular among tourists and give relaxation and recreation. Beaches provide beautiful natural scenery with golden sands, lush green vegetation, and a bright blue sky. Andhra Pradesh has the second-longest coastline length of 973 km with a large number of beaches like Rama Krishna Beach, Rushi Konda Beach, Surya Lanka Beach, Mypadu Beach, Vodarevu Beach, Uppada Beach, Bheemunipatnam Beach, Kakinada Beach, etc, which have been attracting a large number of tourists at weekends, festival days, special days, etc.

➤ **Flora and Fauna (Plants, Wildlife, Forests)** – Flora and Fauna attract many tourists. Nowadays researchers and Eco-tourists have to visit thick forest areas especially to see and collect data from those varieties of Flora and Fauna for their study purposes. Tourists who like to Watch Birds, Wild Mammals, Reptiles, and other Exotic and Rare Animals, Wildlife Sanctuaries, National Parks, Zoos, Aquariums, Botanic Gardens are the places where they can view and learn about the particular flora and fauna.

- **Islands** – Islands abound with natural beauty, with the rare flora and fauna and also ethnic tribes. This makes islands an ideal place for adventure, nature, and culture lovers by visiting Andaman and Nicobar Islands, Lakshadweep Islands, etc, they are the most popular island tourism destinations in India. Andhra Pradesh has a Bhavani Island which is a popular Island tourist destination for tourists. Hopefully, this Island will attract a huge number of tourists either domestic or foreign tourists in the future.

## 2. Man-Made Tourism Products

Man-made tourism products are created by man for pleasure, leisure, or business.

Major Man-Made Products are classified into a, b, c & d groups, they are-

### (a) Culture

- i. Archaeological Sites
- ii. Historic Buildings and Monuments
- iii. Museums and Art Galleries
- iv. Political and Educational Institutions
- v. Religious or Pilgrimage Places, etc.

### (b) Traditional

- i. Fairs and Festivals
- ii. Arts and Handicrafts
- iii. Dance
- iv. Music
- v. Native Life and Customs, etc.

### (c) Entertainment

- i. Amusement and recreation parks
- ii. Theme parks
- iii. Sporting events
- iv. Zoos
- v. Cinema Halls
- vi. Theatres
- vii. Shopping Malls
- viii. Cuisine, etc.

### (d) Business

- i. Conventions/ Meetings centres
- ii. Conferences halls, etc.



## Student Learning Activities

### Activity 1: Tourism Product Identification

**Task:**

Choose one destination and list its tourism products under Natural, Cultural, and Man-made categories.

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**Expected Learning Outcome:**

Learner understands classification of tourism products.

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### Activity 2: Promotion Analysis Exercise

**Task:**

Visit two tourism websites (e.g., state tourism portals). Identify how they package and promote tourism products.

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**Expected Learning Outcome:**

Learner understands tourism marketing and product positioning.

**Activity 3: Problem Diagnosis Task****Task:**

Write 300 words identifying tourism problems in your region and suggest solutions.

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.....  
.....

**Expected Learning Outcome:**

Learner applies theoretical knowledge to real contexts.

**2****3. Symbiotic Tourism Products**

These tourism products are an excellent blend of natural and manmade resources. Nature has provided natural resources and man has converted them into a tourism product by managing them. National parks, Wildlife Sanctuaries, Marine Parks are good examples of symbiotic Tourism products. National parks for example are left in their natural state of beauty as far as possible, but they are to be managed and by providing roads, transport, parking facilities, resorts, jeep safaris, etc. Though, the core attraction is nature in this category of tourism product but these products are a symbiosis of nature and man.

**4. Event-Based Tourism Products**

An event is an attraction; an Event is a thing that happens or takes place, especially one of the important products in the tourism industry. It is a planned public or social occasion. An event attracts tourists as spectators or as participants in the events. Sometimes it can be both Sporting and Cultural events. Sporting events like Olympics, football and cricket world cup, formula one race, Indian Premier League and Cultural events like International Dance Festivals, Film Festivals, and International Food Festivals.

**Examples** – International Sweet Festival conducted by Telangana Tourism Department at Hyderabad from 13th to 15th, January 2018 attracted both Foreign and Domestic tourists as participants as well as spectators.

### 5. Site-Based Tourism Products

When an attraction is a place or a site then it is called a site-based tourism product. Site-Based Tourism Products are identified by the geographical regions. Example - the Himalayas and the Thar Desert in India, the Alps Mountains in Europe, the Great wall of china In China, the Eiffel Tower in Paris, etc.

### 2.3 Promotion of the Tourism products

Tourism plays a vital role and it is one of the biggest industries in the service sector. In the present scenario, more tourism products are promoted online through different websites like MakeMyTrip, Yatra.com, TripAdvisor, and IRCTC, etc. In present days, Social Media is one of the major tools for promoting tourism products through Facebook, Twitter, etc. Developing a marketing plan and using tools in social media and other promotional materials, like Pamphlets, Brouchers, and Posters can all help to promote the tourism products. The Travel Agencies also promote tourism products offline by the marketing and sales agents and giving advertisements about the tourism products in print and electronic media.



## 2.4 Problems Related to the Development of Tourism in India

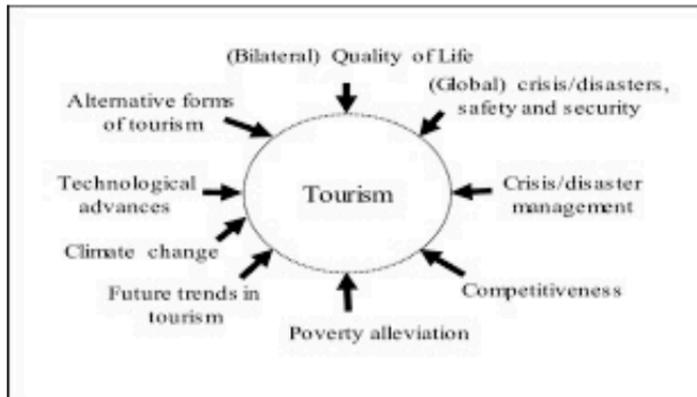
1. **Inadequate infrastructural facilities-** Infrastructural facilities are highly inadequate in our nation for tourism, both in terms of transportation and accommodation. Especially in rural areas, there is no proper accessibility for travelling to offbeat tourist destinations.
2. **The Poor State of publicity-** Though the state has a lot of cultural resources, it has not been able to give due publicity in the national and international arena, and thus tourist mobility is restricted to only a few tourist destinations.
3. **Lack of imaginative organization-** imaginative organization of the shows of traditional local art, culture, dance, drama, music sessions, fairs, and festivals for the benefit of the tourists is lacking.
4. **Lack of renovation of archeological spots and monuments-** only a few archeological spots and monuments have been renovated so far. This should be given top priority to preserve our heritage to attract tourists both domestic & foreign tourists in all seasons. Recently the ministry of tourism initiates the scheme called 'Adopt a heritage' or 'Monument Mitra'.
5. **Socio-political unrest-** A very important deterrent to the development of cultural tourism in India is socio-political unrest. Bandhs, curfews are great hurdles to the growth of tourism because law & order maintenance is an essential one for tourists' free movement with satisfaction.
6. **Lack of promotion of indigenous crafts-** Every region will be having a geographical identity for its rarest products. Ex- Kondapalli toys, Etikoppaka toys to attract the tourists to purchase and carry them home. The state and central governments have not properly promoted indigenous crafts. They don't apply marketing strategies.
7. **Lack of awareness by using information technology & digitalization** – In India, people have a lack of awareness and no knowledge about technology. In 21<sup>st</sup> century technology. & Digitalization plays a pivotal role and serves the entire needs of the tourists properly.
8. **Attacks on women** – Women travelling alone in India face numerous challenges. Rape is the fourth most common crime against women in India. Foreign travellers getting harassed by people in our country or passing on inappropriate comments and eve-teasing are some common flaws in the country. Kidnapping is another serious crime. The Indian government is incapable of providing adequate safety and security for women travellers.

9. **Security Concerns** –Terrorist attacks are also a major detriment to the tourism industry. In Mumbai, multiple terrorist attacks occurred on November 26–29, 2008, on the luxury hotels, the Oberoi Trident, and the Taj Mahal Palace & Tower. 173 people, including 20 security force personnel and 26 foreign nationals, were killed. More than 300 people were injured.

#### **B) Prospects of Tourism**

The tourism sector has been developed as a source of income and employment generation in India. The following are some of the measures for the effective development of tourism in India.

1. **A scientifically planned publicity-** Intensive campaign should be carried out by the government and private agencies both at national and international levels to protect the resources of the nation and also region-wise.
2. **The potential tourism products** - To entertain tourists, the state tourism department has conducted different tourism promotional activities that should be parallelly supported by the promotion of potential tourism products such as indigenous craft, folk art, performing art, classical music, and other cultural components. To Conduct the Exhibitions.
3. **Involvement of indigenous people-** They should be made aware of the value of cultural resources in tourism development through their skills and knowledge. Local sons & daughters of the land will represent their native culture and, at times, act as cultural ambassadors of the region. It shows the belongingness of the regions and culture in all aspects. They could contribute to the cultural activities through local fairs & festivals, which will attract more tourists.
4. **Promotion and renovation of major monuments and ruins** – Renovation of monuments and ruined sites should be done to preserve their antique characteristics and heritage. All such sites should have provisions to display their history and significance to facilitate tourists as well as locals rediscovering the past. Since cultural heritage is nothing but a bridge link between the past & the present.
5. **Infrastructure improvements** – Both the government and private tourism agencies should work to promote infrastructure improvements that enable tourists to enjoy their stay in tourist destinations and, if possible, extend their stay.
6. **Make Use of Technology** - People nowadays are very well to use technology. In the twenty-first century, technology and digitalization play a critical role in meeting the needs of tourists.



### 2.5 Keywords

- Tourism Product – Tourism Product is a combination of tangible and intangible elements, such as natural, cultural, and man-made resources, attractions, facilities, services, and activities.

## Case Study for Self-Assessment

### The Taj Trapezium Zone and Tourism Management

#### Background

The Taj Mahal is one of India's most visited tourism products. However, pollution from nearby industries and traffic threatened its marble structure.

#### Problem Situation

Environmental reports warned of discoloration due to air pollution. Tourist inflow remained high, creating congestion and pressure on the site.

#### Stakeholders

- Archaeological Survey of India
- Tour operators
- Local businesses
- Tourists
- Environmental activists

#### Managerial Issues

- Balancing preservation and tourism revenue
- Visitor management
- Pollution control measures
- Sustainable tourism planning

### Lesson Linkage

Relates to tourism products, promotion, problems, and future prospects

### 2.6 Self-Assessment Questions

1. Define Tourism Product.
2. Write about the promotion of Tourism Products.
3. Explain the Different Types of Tourism Products.

## A. Short-Answer Questions (with answers)

1. **Define tourism product.**  
*Answer:* A bundle of tangible and intangible elements designed to satisfy tourist needs.
2. **What is an augmented tourism product?**  
*Answer:* Total benefits and experiences received by the tourist beyond the core service.
3. **Name two natural tourism products.**  
*Answer:* Climate and landscapes.
4. **What is event-based tourism product?**  
*Answer:* Tourism centred around planned events like festivals or sports.
5. **Mention one problem in Indian tourism.**  
*Answer:* Inadequate infrastructure.

## B. Essay-Type Questions (with hints)

1. **Explain the concept of tourism product.**  
*Hints:* Bundle concept; experience-based nature.
2. **Discuss types of tourism products.**  
*Hints:* Natural, man-made, symbiotic, event-based, site-based.
3. **Analyse tourism promotion strategies.**  
*Hints:* Digital platforms, branding, travel agencies.
4. **Evaluate problems and prospects of tourism in India.**  
*Hints:* Infrastructure, safety, promotion, technology use.

## C. Analytical MCQs

1. Tourism product is primarily:  
A) A physical good  
B) A service experience  
C) A manufactured item

D) A transport system

Answer: B

2. A festival attracting tourists is:

- A) Natural product
- B) Event-based product
- C) Site-based product
- D) Symbiotic product

Answer: B

3. Online travel portals are tools for:

- A) Transport
- B) Promotion
- C) Regulation
- D) Accommodation

Answer: B

4. Poor infrastructure leads to:

- A) Increased arrivals
- B) Tourism barriers
- C) Higher satisfaction
- D) Lower costs

Answer: B

### 2.7 Further Readings

- Introduction To Tourism Book by N. Jayapalan, 2001.
- Tourism Management: An Introduction Book by Stephen Page, 2011

## References and Suggested Readings

### Text Books

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- UNWTO Tourism Product Development Reports
- World Bank Tourism Sector Publications
- Incredible India campaign documents

**LESSON – 3****DIFFERENT TOURISM CONCEPTS – BASED ON TRAVEL, & BASED ON THEME (PART -1)****3.0 Objectives**

After studying this lesson, you should be able:

- To provide basic information about Domestic & International tourism concepts.
- To give basic knowledge about Adventure tourism & its types.
- To learn about beach tourism

**Objectives of the lesson**

After studying this lesson, the learner will be able to:

- **Explain** the concepts of domestic and international tourism
- **Distinguish** between inbound and outbound tourism flows
- **Analyse** the nature and types of adventure tourism
- **Evaluate** the significance of beach tourism in India
- **Apply** tourism classifications to real travel situations

**Structure**

- 3.1 Domestic Tourism
- 3.2 International Tourism
- 3.3 Adventure Tourism
- 3.4 Beach Tourism
- 3.5 Keywords
- 3.6 Self-Assessment questions
- 3.7 Further Readings

**3.1 Domestic Tourism**

Domestic tourism is concerned with travelling within the country. It does not need a passport and visa or conversion of one currency into another. Domestic tourism has greater scope in countries of large dimensions such as India as compared to smaller countries. From a

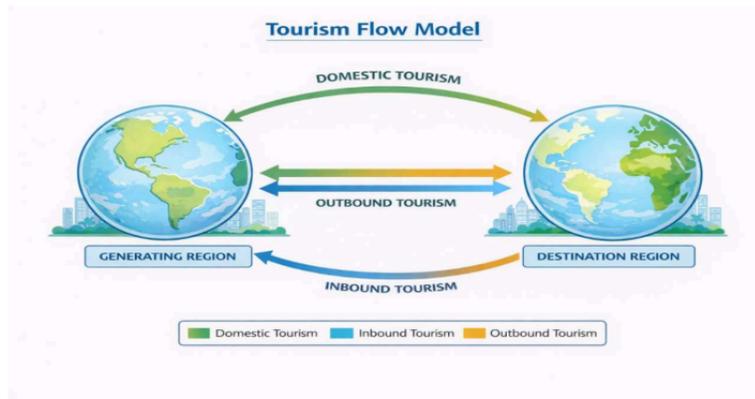
geographical viewpoint, domestic tourism may range from the local excursion, regional trips to national-level travels. Based on the purpose of the tour or the motives of tourists, domestic tourism is of three types, viz.

- Common interest tourism,
- Holiday tourism and
- Business tourism.

In the case of common interest tourism, the purpose of visiting and the visited persons in common. Visiting friends and relatives in this type puts very low pressure on the provision of tourist facilities at the destination. Holiday tourism is the most popular type. Fine weather favorable for sightseeing, touring, recreation, and going around different cultural sites are sought after by incoming tourists of this category. Business tourists travel to boost their business, attend trade fairs and conferences pertaining to commerce or professions. They combine business with recreation using the same facilities as provided for holiday tourists.

### Domestic Tourism in India

Though domestic tourism in India has existed for ages Unknown, many are identifying the differences between international tourism and domestic tourism based on their cost and benefits effectiveness. In addition to this, domestic tourists longer are just visitors to holy places, but are becoming more and more adventurous and also enthusiastic about exploring the attractions to gain knowledge about the history, significance, etc. On the other hand, domestic tourists who visit other states will gain firsthand knowledge on the cultures and values of their counterparts and makes them more tolerable and this also leads to a positive social impact like an exchange of ethnicities, etc.



## **Introductory Case Study: The Transformation of Rishikesh into an Adventure Tourism Destination**

### **Background of the Sector**

Rishikesh in Uttarakhand was traditionally known as a spiritual and pilgrimage destination associated with yoga, meditation, and the Ganges. For decades, its tourism profile was dominated by religious visitors, foreign spiritual seekers, and domestic pilgrims.

During the late 1990s and early 2000s, private operators began introducing white-water rafting, trekking, camping, and bungee jumping in and around Rishikesh. Gradually, the destination evolved into one of India's leading adventure tourism hubs.

### **Contextual Trigger**

The Uttarakhand Tourism Department noticed rising youth travel demand for thrill-based activities. Media coverage and social media exposure accelerated Rishikesh's popularity as an adventure hotspot. However, rapid commercialization raised concerns about safety standards, environmental degradation, and unregulated operators.

### **Stakeholders**

- Uttarakhand Tourism Department
- Local tour operators and guides
- Domestic and international tourists
- Local residents and business owners
- Environmental and safety regulators

### **Managerial and Behavioural Issues**

- Ensuring safety standards in adventure sports
- Regulating carrying capacity along the Ganges
- Balancing spiritual image with adventure branding
- Managing seasonal demand fluctuations

### **Why This Case is Important for the Lesson**

The case shows how a destination can serve multiple tourism concepts simultaneously — pilgrimage, domestic tourism, inbound tourism, and adventure tourism. It illustrates how tourism classification is not theoretical but visible in real destinations.

### **Explicit Linkage to Lesson Concepts**

This case connects directly to:

- Domestic vs international tourism
- Adventure tourism
- Tourist motivations

- Thematic tourism development

#### **Role of Ministry Of Tourism (MOT) For Promoting Domestic Tourism:**

The Ministry of Tourism is the nodal agency to formulate national policies and programs for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/ agencies, the State Governments/ Union Territory Administrations, and the representatives of the private sector. Tourism is a major engine of economic growth and an important source of foreign exchange earnings in many countries including India. It has a great capacity to create large-scale employment of diverse kinds – from the most specialized to the unskilled and hence can play a major role in the creation of additional employment opportunities. It can also play an important role in achieving growth with equity. It has the main objective of increasing and facilitating tourism in India. India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists.

The launch of several branding and marketing initiatives by the Government of India such as Incredible India! and “Athidi Devo Bhava” has provided a focused impetus to growth. The Indian government has also released a fresh category of visas - the medical visa or M visa, to encourage medical tourism in the country. The incredible India 2.0 campaign was launched in September 2017. In September 2018, the Indian government launched the „Incredible India Mobile App” to assist the traveller to India and showcase major experiences for travelling. The Government of India is working to achieve a one percent share in the world's international tourist arrivals by 2020 and a two percent share by 2025.

The Ministry of Tourism launched a mobile application called Swachh Paryatan on February 22, 2016, which will let citizens report any hygiene issues at various tourist destinations across the country.

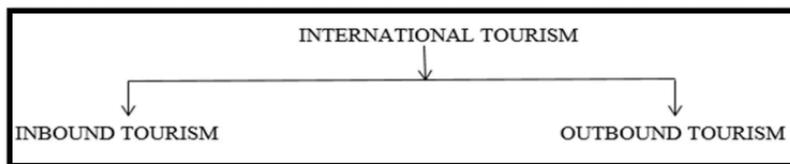
#### **3.2 International Tourism**

Defined by the United Nations World Tourism Organization (UNWTO), International Tourism comprises the activities of individuals travelling to and staying at places outside their usual permanent places of residence for a period not exceeding 12 months for leisure, business, and other purposes. Based on this broad definition, the tourism industry includes all

socioeconomic activities that are directly or indirectly related to the provision of goods and services to tourists. The UNWTO identifies 185 supply-side activities that have significant connections to the tourism sector. These activities include the services of various sectors, such as transportation and communication, hotels and lodging, food and beverages, cultural and entertainment services, banking and finance, and promotion and publicity services. Defined by this impressive network of socio-economic activities and the infrastructure needed to support it, tourism is one of the largest sectors in the world as well as an important category of international trade.

Over the past few decades, international tourism activity has shown substantial and sustained growth in terms of both tourism revenues and the number of tourists and has left broad economic, social, cultural, and environmental footprints reaching almost every part of the globe. International tourism activity generates significant economic benefits to tourists host and home countries alike.

**International tourism can be categorized into two types these are as follows**



**Fig 3.1 Types of International Tourism**

- Inbound Tourism – Inbound tourism involves non-residents travelling in-country. For example, American citizens travel within our country (India).
- Outbound Tourism – Outbound Tourism involves residents travelling within another country. For example, our country's citizens (Indians) travelling to America.

#### **Role of the Ministry of tourism in India to promote international tourism**

The Ministry of Tourism launched the 24×7 Toll-Free Multi-lingual Tourist Helpline in 12 languages on February 8, 2016. It can be accessed on Toll-Free Number 1800-11-1363 or short code 1363. The languages handled by the Tourist Helpline include ten International languages besides English and Hindi, namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian, and Spanish.

Ministry of Tourism launched the new Incredible India website on 14th June 2018. The main aim of this site is to promote Indian tourism all around the world. The website

showcases India as a holistic destination, revolving around major experiences, such as spirituality, heritage, adventure, culture, yoga, wellness, and more. The website follows the trends and technologies of international standards, intending to project India as a “must-visit” destination. The website has many useful features to make it more interactive and to provide a deeper engagement to the travellers visiting the website.

### 3.3 Adventure Tourism

Adventure travel is a type of Niche Tourism, involving exploration or travel with perceived (and possibly actual) risk, and potentially requiring specialised skills and physical exertion. Adventure is an indispensable tool to explore the beauty of nature. Adventure indeed, when mixed with sports, creates a whole new world of life-changing experiences, joyous moments, and overcoming fears.

Adventure tourism may include activities such as trekking, bungee jumping, mountain biking, cycling, canoeing, scuba diving, river rafting, kayaking, paragliding, hiking, sandboarding, caving, and rock climbing. India’s varied terrain makes it possible and enjoyable to have fun anywhere. One of the favorite leisure activities of people throughout the world is playing in the cool water. A thrilling and magical experience, water offers us a distraction from the severe heat of the summers and provides adventure sports activities one can enjoy with them.



## Student Learning Activities

### Activity 1: Tourism Classification Exercise

**Task:**

List three trips you or your acquaintances have taken. Classify each as domestic, inbound, or outbound tourism and mention the purpose.

.....

.....

.....

.....

**Expected Learning Outcome:**

Learner develops the ability to classify tourism flows correctly.

### Activity 2: Adventure Tourism Risk Analysis

**Task:**

Identify two adventure tourism activities in India. Write the possible risks and safety measures required.

.....

.....

.....

.....

**Expected Learning Outcome:**

Learner understands the risk–reward nature of adventure tourism.

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### Activity 3: Beach Tourism Observation Task

**Task:**

If you have visited a beach destination, list the tourism facilities available (accommodation, activities, amenities).

.....  
.....  
.....  
.....

**Expected Learning Outcome:**

Learner connects beach tourism theory to ground reality.

**Land Adventure Sports**

- 1) **Caving** - Despite a large number of caves in India - many of them undiscovered - the sport of caving has still to take roots here. However, the north-eastern state of Meghalaya, home to some of the longest and deepest caves in India, offers the best caving potential in the country. The Jaintia hills are home to the Krem Kotsati-Umlawan cave, at 21km (approx.) one of the longest such in mainland Asia, and caving has become a popular adventure hobby in this corner of India.
- 2) **Horse Ride** - Horse riding is one of the most important activities in the entire Kashmir region. This is one activity that earns livelihood for many in the region but also is an enthralling experience for those tourists who would be like it. These rides were initially taken up as a part of providing relief to remote communities.
- 3) **Camel Safari** - Camel safari is one of the most unforgettable and enchanting experiences one can have in India. Taking a camel safari will also give you the opportunity to witness the rustic, rural desert life of India. While the desert can be barren, it's also surprisingly well populated. A camel safari is more popular in the Jaisalmer desert.
- 4) **Cycling** - Cycling is widely regarded as a very effective recreational activity and provides numerous benefits including physical fitness and good health. The cycle is used as an aid to discover the hidden natural treasures of Indian Country also.

**Mountain Adventure Sports**

1. **Trekking** - Trekking is an age-old recreational activity of humans. For example, Climbing Mountains, walking down through narrow pathways in forest areas. India offers world-class trekking opportunities, particularly in the Himalayas, where staggering views of snow-clad peaks, traditional tribal villages, sacred Hindu sites,

ancient Buddhist monasteries, and blazing fields of wildflowers are just some of the features that make for extraordinary alpine experiences.

2. **Rock Climbing** - Rock climbing can be undertaken throughout the year. India is a vast country and different parts of the country have different climatic conditions. Although you can practice rock climbing in most parts of the country, the fact remains that the Himalayan region provides the best rock-climbing challenges to the professional. The Aravali hills have good climbing faces at Dumdama, Dhauj, and Nuh, all situated near Delhi. The Western Ghats have Mumbra and Dudha beyond Pune. Himachal Pradesh offers the Manali Valley, Chattru, Manikaran, and the Rohtang Pass. Rajasthan has Mount Abu and Sariska which have gentler rocks for rock climbing.
3. **Mountain Biking** - Mountain biking is one adventure thrilling sport that has been gradually getting popular in India owing to the scenic and rugged landscape of Indian Himalayan regions. The Himalayan Range is the perfect setup for this extreme adventure that tests your grit and gives you experiences of a lifetime. But at the same time, it is an extremely dangerous sport and needs professional guidance at every step.

A mountain bike looks like a regular bike but is specially designed to combat rougher terrain with the inclusion of suspension on the frame and fork, larger knobby tires, more durable heavy-duty wheels, more powerful brakes, and lower gear ratios needed for steep grades with poor traction.

#### **Water adventure sports**

1. **Banana Boat Rides** - Banana Boat Ride is a repetitive process of getting flung into the Sea and then hauling yourself back to the banana boat. Thus, this sport tests your endurance, as your muscles would start to ache after some bouts of being thrown. Banana Boat Rides are very famous in Goa, Andaman, and the Nicobar Islands, and Lakshadweep in India.
2. **Jet Skiing** - Jet skiing is also an enchanting water sport allowing you to speed away into the ocean with the wind blowing furiously in your hair. A refreshing and thrilling experience, jet skiing is offered in Goa, Andaman, and the Nicobar Islands, and Lakshadweep in India.
3. **Scuba Diving** - Scuba diving is perhaps the most amusing water sport of all time, Scuba diving is a way to explore and see the underwater marine life in the ocean. Scuba diving is very famous in the Indian Islands.

4. **Water Skiing** - Water skiing is a surface adventure Water sport in which an individual is pulled behind a boat. Water skiing in Goa, Andaman Nicobar, and Lakshadweep is as thrilling as it is enjoyable
5. **Surfing** - Surfing is a surface water sport in which the wave rider, referred to as a surfer, rides on the forward or deep face of a moving wave, which is usually carrying the surfer towards the shore. Waves suitable for surfing, are primarily found in the ocean. Surfing is famous in Goa, Andaman Nicobar, and Lakshadweep Islands.
6. **River Rafting** - Water rafting is a recreational outdoor activity that uses an inflatable raft to navigate a river or other body of water. River rafting in India has emerged as one of the most popular sports.
7. **Kayaking** - Kayaking is an adventure water sport in Sea or River. Kayaking is the use of a kayak for moving across water. It is distinguished from canoeing by the sitting position of the paddler and the number of blades on the paddle. A kayak is a low-to-the-water; canoe-like boat in which the paddler sits facing forward, legs in front, using a double-bladed paddle to pull front-to-back on one side and then the other in rotation.
8. **Under Water Walk** – The underwater walk is a very dangerous and complex adventure sport. This sport is only allowing trained people. The underwater walk is to discover the mysteries of underwater marine life in a safe and enjoyable manner. Here is your chance to walk at the sea bottom and have a closer look at the fascinating marine life.

#### **Air Adventure Sports**

1. **Paragliding** - A sport in which a wide canopy resembling a parachute is attached to a person's body by a harness in order to allow them to glide through the air after jumping from or being lifted to a height. Every one of us once wished of Flying like a bird & explores the sky. For humans like us, we got Paragliding as an activity that can fulfill this wish of ours. India is blessed with its vast and diverse geographical features, which offer the best flying conditions for any Para glider wish. Kamshet, Panchgani, and Mahabaleshwar along with surrounding regions are one of the best locations for paragliding in Maharashtra; Paragliding is an adventurous air sport that is gaining popularity in recent years, generally from October to the end of May is the best season for paragliding. This sport requires minimal training and can be enjoyed by people of any age group.

2. **Hot Air Ballooning-** Hot air ballooning is a relatively new adventure activity in India, but one that's fast-growing in popularity. It's a thrilling way to experience India and get a different perspective of the country. Imagine having a calm and peaceful view of India's breath taking scenery from a quiet place high above the crowds. Hot air ballooning isn't as scary. It actually feels like you're as light as a feather as you float through the sky. The desert state of Rajasthan is the most popular place for hot air ballooning in India
3. **Hang Gliding** - Hang gliding is a unique way to fly solo in the air like a bird. Hang gliding, the sport of flying in lightweight unpowered aircraft which can be carried by the pilot. Take-off is usually achieved by launching into the air from a cliff or hill. Hang gliding is an air sport and is also a recreational activity.
4. **Sky Diving** - Skydiving is a method of transiting from a high point to Earth with the aid of gravity, involving the control of speed during the descent with the use of a parachute. The Indian parachuting federation has to promote and organizes sky diving in India. It is the most thrilling open sky adventures sport which also known as a parachute is jumping.

**Adventure tourism destinations in India are as follows**

- Roopkund Trek – Uttarakhand
- Motorcycle Tourism – Shimla to Leh
- Caving – Meghalaya
- Parasailing – Vagamon
- Flyboarding – Goa
- Skydiving – Mysore
- Rock Climbing – Satpura Mountains
- Bungee Jumping – Rishikesh
- Scuba Diving – Andaman
- Paragliding – Bir Billing
- Chadar Trek – Ladakh
- Surfing – Kovalam
- Skiing – Gulmarg
- Mountain Biking – Sikkim
- Hot Air Balloon – Jaipur
- Cycling – Munnar

### 3.4 Beach Tourism

Beach Tourism means to the people who visit the beaches to enjoy and relax. India is gifted with some of the best beaches in the world, spread across the coastal lines of Southern India. Coastal areas of India- Bay of Bengal in the east and the Arabian Sea in the west, with a length of 7,517 km endowed by nature. Beaches are one of the best creations of nature. India has a very rich culture in terms of beaches, natural beauty, and landscapes. Beaches are perfect for honeymoon couples to enjoy their happy moments in a very cheerful manner with nature. Beaches are very much useful for sunbath for the capture of Vitamin D to the tourists without paying any amount to nature. The sun provides an abundant amount of Vitamin D free of cost.

Indian coastline touches nine states-- Gujarat, Maharashtra, Goa, Kamataka, Kerala, Tamil Nadu, Andhra Pradesh, Odisha, West Bengal, and two union territories- Daman and Diu and Puducherry. The two Island territories of India are- Andaman and Nicobar Islands in the Bay of Bengal and Lakshadweep Islands in the Arabian Sea. Gujarat state is the first largest coastline state, it covers – 1600 km, Tamil Nadu is the second largest coastline of it covers 1076 km Andhra Pradesh has the third-largest coastline of it covers 974 km in India. Andhra Pradesh Beaches offer an enthralling experience to the tourists visiting there. The sea beaches are clad in greenery on one side and carpeted with golden sand dunes. Tourists find a suitable place for recreation at the sea beaches of Andhra Pradesh. The beaches in AP have offered adventure sports like boating, Jet Skiing, Surfing, and Jet Skiing for the tourists.

**Role of Beaches in Tourism** -Beaches are a great resource for tourism. It attracts a large number of domestic and inbound tourists for blessed with the ocean. It helps the government to increase the revenue and Local people get employment through beach tourism, directly or indirectly. International Beach volleyball is a famous sport on beaches. In Karthika Masam the tourists have treated the oceans as a god. The oceans are very useful for Marine Transportation.

**Beach activates –**

1. Meditation
2. Yoga
3. Ayurvedic massages
4. Shopping
5. Seafood items
6. Sun Bath

7. Sports- Beach Volleyball etc.
8. Adventure Activities - Scuba Diving, Banana Boat Rides, Dinghy Sailing, Parasailing, Wind Surfing, Water Skiing, etc.
9. Kite festival
10. Food festival
11. Karthika Purnima Festival

**List of Beaches in AP**

1. Baruva Beach, Baruva village
2. Kalingapatnam beach, Kalingapatnam
3. Bheemunipatnam Beach, Vishakhapatnam
4. Ramakrishna Beach, Vishakhapatnam
5. Rushikonda Beach, Vishakhapatnam
6. Kakinada Beach, Kakinada
7. Uppada Beach, Kakinada
8. Suryalanka Beach (Bhavapuri Beach), Bapatla
9. Vodarevu Beach, Chirala
10. Mypad Beach, Nellore

**Famous Beaches in India -**

1. Agonda Beach –Goa
2. Baga Beach – Goa
3. Marina Beach –Tamil Nadu
4. Elliot's Beach – Tamil Nadu
5. Radhanagar Beach – Andaman Nicobar Island
6. Bangaram beach - Lakshadweep islands
7. Rama Krishna Beach –Andhra Pradesh
8. Rushikonda Beach – Andhra Pradesh
9. Puri Beach – Orissa
10. Kovalam Beach –Kerala

**Figure 3: Beach Tourism Components Model**

**What it shows:** Attractions, recreation, local economy, and environmental aspects of beach tourism.

**Placement:** Under Beach Tourism topic.

## Case Study for Self-Assessment

### Managing Beach Tourism Pressure in Goa

#### Background

Goa is India's most famous beach tourism destination, attracting both domestic and international tourists. Its beaches support water sports, nightlife, and hospitality businesses.

#### Problem Situation

Over time, heavy tourist inflow led to overcrowding, waste disposal issues, noise pollution, and seasonal pressure on local infrastructure. Local communities expressed concern over environmental damage and cultural dilution.

#### Stakeholders

- State tourism department
- Local communities
- Tourists
- Shack owners and hotels
- Environmental groups

## Managerial Issues

- Managing tourist carrying capacity
- Regulating beach activities
- Balancing revenue with sustainability
- Ensuring tourist safety

## Relevance to Lesson

This case integrates domestic, inbound, adventure, and beach tourism concepts.

### 3.5 Keywords

- Domestic tourism: Travel by residents within their own country without crossing international borders.
- International tourism: Travel that involves crossing national borders to visit another country.
- Inbound tourism: Visitors from other countries travelling into a given country.
- Outbound tourism: Residents of a country travelling to another country.
- Adventure tourism: Travel focused on physically challenging or thrill-based activities in natural or unusual environments.
- Beach tourism: Travel centred on coastal areas for relaxation, recreation, and water-based activities.

### 3.6 Self-Assessment questions

1. What are the differences between Domestic and International tourism?
2. Briefly explain the concept of Adventure Tourism and its activities.
3. Write about the concept of Beach Tourism.

## A. Short-Answer Questions (with answers)

1. **Define domestic tourism.**  
*Answer:* Travel by residents within their own country without crossing international borders.
2. **What is inbound tourism?**  
*Answer:* Tourism involving non-residents visiting a country.
3. **Define adventure tourism.**  
*Answer:* Tourism involving exploration, physical activity, and perceived risk.
4. **What is beach tourism?**  
*Answer:* Tourism focused on coastal areas for relaxation and recreation.
5. **Name one difference between domestic and international tourism.**  
*Answer:* International tourism requires crossing national borders; domestic does not.

## B. Essay-Type Questions (with hints)

1. **Explain domestic and international tourism.**  
*Hints:* Definitions, examples, economic significance.
2. **Discuss the growth of adventure tourism in India.**  
*Hints:* Youth demand, destinations, safety issues.
3. **Evaluate the role of beach tourism in regional development.**  
*Hints:* Employment, revenue, seasonality.

## C. Analytical MCQs

1. Travel by Indians to Thailand is:  
A Domestic tourism  
B Inbound tourism  
C Outbound tourism  
D Local tourism  
 **Correct Answer: C**
2. River rafting is an example of:  
A Cultural tourism  
B Adventure tourism  
C Religious tourism  
D Rural tourism  
 **Correct Answer: B**
3. Foreigners visiting Goa represent:  
A Domestic tourism  
B Outbound tourism  
C Inbound tourism  
D Regional tourism  
 **Correct Answer: C**
4. Beach tourism mainly supports:  
A Mining  
B Agriculture  
C Recreation economy  
D Manufacturing  
 **Correct Answer: C**

### 3.7 Further Readings

- Tourism: Operations and Management by Sunetra Roday, Archana Biwal, et al. | 25 March 2009
- Basics of Tourism Management by Suddhendu Narayan Misra and Sapan Kumar Sadual | 30 September 2008
- Travel and Tourism Management by Md. Abu Barkat Ali | 15 April 20

- An Introduction to Travel and Tourism by Pran Nath Seth & Sushma Seth Bhat | 16  
February 2012

## References and Suggested Readings

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1. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S., *Tourism: Principles and Practice*, Pearson Education, Harlow, 2019.
2. Page, S. J., *Tourism Management: An Introduction*, Routledge, London, 2014.
3. Goeldner, C. R., & Ritchie, J. R. B., *Tourism: Principles, Practices, Philosophies*, Wiley, New Jersey, 2012.
4. Holloway, J. C., Humphreys, C., & Davidson, R., *The Business of Tourism*, Pearson, London, 2019.
5. Roday, S., Biwal, A., & Joshi, V., *Tourism Operations and Management*, Oxford University Press, New Delhi, 2009.

### Other References

- UNWTO Tourism Definitions and Reports
- Ministry of Tourism, Government of India publications
- Incredible India campaign materials

**LESSON – 4****DIFFERENT TOURISM CONCEPTS – BASED  
ON THEME (PART -2)****4.0 Objectives**

After studying this lesson, you should be able:

- To learn about the Desert Tourism & Educational Tourism Concepts.
- To give basic knowledge about Eco-Tourism and its importance in India

**Objectives of the lesson**

After studying this lesson, the learner will be able to:

- **Explain** the concept and features of desert tourism
- **Analyse** the principles and practices of eco-tourism
- **Distinguish** educational tourism from other tourism forms
- **Evaluate** sustainability issues in theme-based tourism
- **Apply** thematic tourism concepts to Indian destinations

**Structure**

- 4.1 Desert Tourism
- 4.2 Eco-Tourism
- 4.3 Educational Tourism
- 4.4 Keywords
- 4.5 Self-Assessment questions
- 4.6 Further Readings

**4.1 Desert Tourism**

Desert Tourism means a person visits the Desert areas and observes the Desert Animals, Plants, the desert tribal people's culture and traditions. Deserts in India are mainly spread over the states of Rajasthan and the southern portion of Punjab, Haryana, and Gujarat.

Desert Tourism is one of the most emerging tourism concepts in India. The Camel Safari and Camping and Desert Festivals are other major attractions of desert tourism. Attracts lots of domestic and foreign tourists every year. The Rajasthan desert festival is

organized every year in winter and celebrated by the people of the desert with dance and singing. During the desert festival and fairs, the colorful folk culture of royal Rajasthan can be seen. Bishnoi tribes are they feel and love the wildlife animals are treated as their sons and daughters. They feed milk to the animals also. Bishnoi Village is the most popular among all other desert tribes and villages and is also known as the protector of wildlife and nature. One can always spot wild animals like blackbucks, blue bulls, desert foxes, etc.

Rajasthan Thar Desert is the most famous desert region in India. The world-famous Thar Desert is spread over a huge area of more than 200,000 sq. km & being the 18th largest desert in the world, it is one of the most famous tourist places in India. The Thar Desert is located in the north-western part of the Indian subcontinent to the west of the Aravalli Range. It slopes to the south into the Rann of Kutch, Gujarat, and the west into the Indus valley of Pakistan. 75% of the Thar Desert is located within India, with the remaining 25% in Pakistan. The Thar Desert is mainly inhabited by Hindus, Muslims, and Sikhs. A colorful culture and rich traditions are identified in desert areas. The main occupation of people in the desert is agriculture and animal husbandry. The Thar Desert is located in Jaisalmer, Jodhpur, and Bikaner. The Thar Desert is also known as the "Great Indian Desert". The climate is harsh with temperatures ranging from near up to 50°C. The diversified habitat and Beautiful ecosystem of the Thar Desert offer many tourist attractions in this region.

Jaisalmer -Golden city/ Jewel of Desert – Camel Safari is one of the most visited and major attractions of the city.

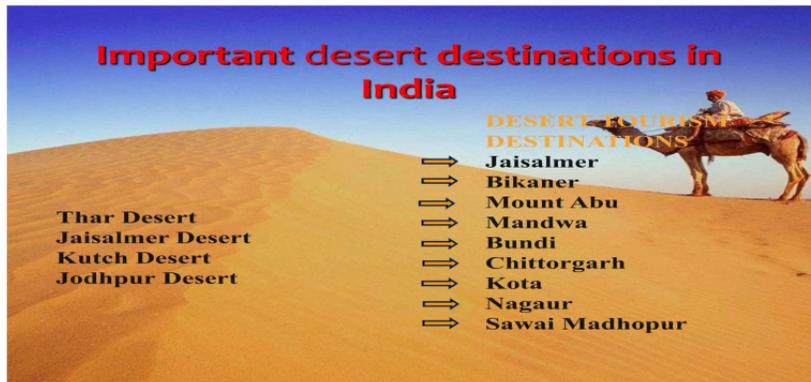
- Jaisalmer Desert Festival is an annual event organized by the Rajasthan Tourism Development Corporation.
- Camel races, snake charmers, Folk performers, Puppeteers, Art, and Crafts are the major attraction of the festival.
- It is a colorful festival held in February, every year. Jaisalmer city is very close to the Pakistan border.

Jodhpur -Blue City / Sun City – Jodhpur city is located edge of the Thar Desert in Rajasthan.

Jodhpur Desert festival expresses the culture and traditions of Rajasthan.

- Jodhpur Desert Festival also includes Jodhpur International Desert Kite Festival and Fair.
- The Jodhpur Desert Festival serves as a platform to perform local customs that have been there since times immemorial.

Bikaner is a city in the Thar Desert of the northwest Indian state of Rajasthan.

**Figure 1: Desert Tourism Resource Map**

**What it shows:** Key desert destinations (Jaisalmer, Bikaner, Rann of Kutch).

**Placement:** Under Desert Tourism topic.

## **Introductory Case Study: Eco-Tourism Management in Thenmala, Kerala**

### **Background of the Sector**

Thenmala in Kerala is widely recognised as India's first planned eco-tourism destination. Developed by the Kerala Forest Department and tourism authorities, the project aimed to promote tourism while conserving forests and supporting local livelihoods. The area includes trekking trails, interpretation centres, boating zones, and nature education facilities.

Unlike mass tourism destinations, Thenmala was designed around sustainability principles — controlled visitor flow, minimal construction, and environmental awareness.

### **Contextual Trigger**

By the early 2000s, several natural areas in India were suffering from over-tourism, littering, and habitat disturbance. Policymakers realised that tourism in fragile ecosystems required regulation and environmental education. Thenmala was conceived as a model balancing conservation and tourism revenue.

### **Stakeholders**

- Forest Department and Tourism Department
- Local communities and guides
- Eco-tourists and student groups
- Environmental NGOs

### Managerial and Behavioural Issues

- Regulating visitor numbers
- Preventing ecological damage
- Educating tourists on responsible behaviour
- Ensuring local community benefits

### Why This Case is Important for the Lesson

This case demonstrates how eco-tourism differs from conventional tourism by prioritising conservation, awareness, and sustainability.

### Explicit Linkage to Lesson Concepts

Directly connects to:

- Eco-tourism principles
- Sustainable destination management
- Educational value of tourism
- Thematic tourism development

Bikaner, tourists have observed camel safaris and desert wildlife animals.

- Staying overnight at Bikaner desert areas in tents and mud huts, and enjoying various amusing activities are full of fun.

#### **Attractions in Desert Tourism**

- Camels
- Desert animals & Snakes
- Tribal people
- Culture
- Traditions
- Fairs & Festivals

#### **Desert Tour Guide -**

- Desert tour Guide is a person, He has to explain more information about the desert people's culture and traditions.
- He has to assist the people who are on vacation in Desert areas.

- He has to provide information about the desert tourist places information with supporting local history and local stories.
- He has to understand the tourist's needs and feelings.
- He has to explain the Desert local tribe's culture, traditions, local festivals, traditional food, etc. He told the facts and village history in a very interesting way.
- He has to explain the rich flora and fauna information like desert plants, Wildlife animals, Birds, snakes.
- He has to promote Desert Tourism also. He has to provide the safari price details.

#### **4.2 Eco-Tourism**

Ecotourism is more than a catchphrase for nature-loving travel and recreation. Ecotourism is consecrated for preserving and sustaining the diversity of the world's natural and cultural environments. Ecotourism is also encouraged and supports the diversity of local economies for which tourism-related income is important. Ecotourism deals with living parts of natural environments. Ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists an insight into the impact of human beings on the environment and to foster a greater appreciation of our natural habitats.

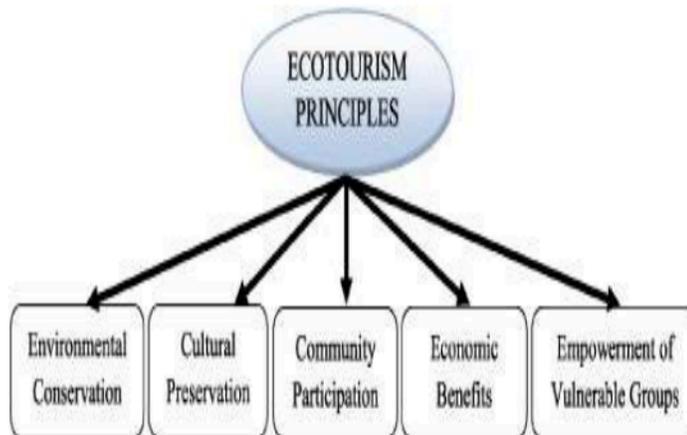
Responsible ecotourism programs include those that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation, and the creation of economic opportunities for local communities. For these reasons, ecotourism often appeals to advocates of environmental and social responsibility.

Ecotourism can be a very important source of green growth for many developing countries with significant natural endowments. It can also create many export opportunities in remote locations. Ecotourism is often built on community-led tourism activities and operations that preserve natural ecosystems while generating employment for the unskilled workforce in rural communities. Ecotourism is a preserving journey to natural areas to appreciate the cultural and natural history of the environment, taking care not to disturb the integrity of the ecosystem, while creating economic opportunities that make conservation and protection of natural resources advantageous to the local people. Ecotourism can be

categorized as a tourism program that is - "Nature-based, ecologically sustainable, where education and interpretation is a major constituent and where local people are benefited."

**The Eco-tourism Society (TES) has expanded the definition with the following 6 basic principles of ecotourism:-**

- It avoids negative impacts that can damage or destroy the character of the natural or cultural environments being visited.
- It educates the traveller on the importance of conservation.
- It directs revenues to the conservation of natural areas and the management of protected areas.
- It brings economic benefits to local communities and directs revenues to local people living near the protected areas.
- It emphasizes the need for planning and sustainable growth of the tourism industry and seeks to ensure that tourism development does not exceed the social and environmental "capacity."
- It retains a high percentage of revenues in the host country by stressing the use of locally-owned facilities and services.



**Briefing on Eco-tourism places in Andhra Pradesh:-**

1. **Araku Valley** - Araku is one of the most important tourist destinations in Andhra Pradesh. A pleasant hill station famous for its scenic gardens with lush green nature, valleys, waterfalls, and streams. Tribal Museum is a big attraction of the Araku. The climatic conditions and the natural beauty of this valley. The natural beauty of this valley comes alive with the aboriginal tribes who dwell here and who have to this day

kept their tradition and culture alive. About 19 tribes inhabit this area. The Dhimsa dance, an age-old folk dance normally performed during 'Itikala Pongal'

2. **Horsley Hills:** - Horsley Hills is the famous hill resort of Andhra Pradesh. Horsley Hills is an enthralling, charming little hill station. It is a beautiful summer resort with luxurious vegetation and rich fauna. These hills are situated at an altitude of 1,265m from sea level. Even the surrounding comprising of the lush green plains spread all over, the forest, though not dense, adds to its beauty. On the hills that are lush with dense forest and thick greenness, you can see various species of plants stretching along the narrow roads.
3. **Maredumilli forest:** - The dense forest in Maredumilli forms a green canopy that does not allow even sunlight to penetrate the forest floor. This area is located nearly 90 Km far from Rajahmundry and is bestowed with rich biodiversity. The Ecotourism Project is managed by local tribal communities in association with the Forest Department. The Jungle Star Nature Camping Site is located on the banks of Pamuleru Vagu. In this Maredumilli forest, Tribal houses and forest theme hotels are to be developed. Andhra Pradesh state has to encourage the setting up of Eco-resorts/ Eco-lodges in the forest areas. In the Maredumilli forest by encouraging local employment in businesses that provide tourism products & services in the region. Creating opportunities for promoting local Arts, Crafts, Culture, and Cuisine. In place, we have to develop bird sanctuaries. Birds are mostly found in remote areas of the country. One can often come across birds like parrots, kingfishers, swans, ducks, cuckoos, woodpeckers, hummingbirds, etc., in the green and remote areas of Andhra Pradesh.
4. **Udayagiri Hills:** - Udayagiri Hills is the main tourist attraction in the Nellore district. Udayagiri Hills to develop infrastructures like roads, electricity, Eco lodges, and Eco resorts, etc. to make this one of the best tourist spots in the State. It can be developed as 'Andhra Ooty' if sufficient funds are allotted by the government. In place, we have to develop the Ayurveda research centers. A lot of medicinal plants are available in this place. Ayurveda was dealing with the mental, physical, and social wellbeing of an individual. Today we find a renewed interest in traditional medicine. In the recent few decades, it has been seen that people are becoming more inclined towards Ayurveda, the green medicine. The hill is mentioned in the Ramayana, where Hanuman, the monkey god carried the hill to Lanka for a rare herb called **Sanjeevini**, which is found

on this hill, to cure Lakshman. After serving its purpose, the hill was supposedly thrown by Hanuman from a great height into the same place.

5. **Kondapalli:** - Kondapalli is home to the Kondapalli Reserve Forest one of the last remaining pristine forests in the Krishna district, spread over an area of 30,000 acres (120 km). It is home to several leopards, wild dogs, jackals, wild boars, and wolves with a varied topography. It is very famous for Kondapalli Toys known as Kondapalli bommalu. The toys are selling from locally available special light softwoods (Tella Poniki) and painted with vegetable dyes, and vibrant enamel colours. They are world-famous artistic wonders. They are made by local wooden and lay artisans. The most popular toys include Dasavatarams (ten incarnations of Lord Vishnu) elephants with Ambari, palanquin-bearers carrying the bride and bridegroom, toddy tapper, set of village craftsmen, as well as various animals. The papier-mache swinging doll is a favorite with a man. Andhra Pradesh government has encouraging local employment in businesses that provide tourism products & services in the region. Creating opportunities for promoting local Arts (Kondapalli toys), Crafts, Culture, and Cuisine.

**Activities:**

The main activities involved in Eco-Tourism are non-consumptive like

1. Bird watching,
2. Trekking,
3. Nature trails,
4. River rafting
5. watching the scenic beauty of the Hills, Valleys, Meadows, Water bodies
6. The natural processes and learn to live in Nature.
7. Eco-tourism also preaches the understanding and respecting various cultures and customs of people living in the area.

## Student Learning Activities

### Activity 1: Desert Tourism Exploration Task

**Task:**

Identify one desert destination in India and list its attractions, cultural elements, and tourism activities.

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**Expected Learning Outcome:**

Learner understands how natural landscapes shape thematic tourism.

**Activity 2: Eco-Tourism Audit Exercise**

**Task:**

Visit (physically or virtually) a national park or protected area. Identify whether eco-tourism principles are followed.

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**Expected Learning Outcome:**

Learner evaluates sustainability practices.

**Activity 3: Educational Tourism Reflection**

**Task:**

Write 300 words on how study tours or heritage visits contribute to learning.

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**Expected Learning Outcome:**

Learner connects tourism with experiential education.

**Eco-tourism Growth-**

Eco-tourism focuses on local cultures, wilderness adventures, volunteering, personal growth, and learning new ways to live on our vulnerable planet. It is typically defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions.

Responsible ecotourism includes programs that minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, initiatives by hospitality providers to promote recycling, energy efficiency, water reuse, and the creation of economic opportunities for local communities are an integral part of ecotourism. Historical, biological, and cultural conservation, preservation, sustainable development, etc. are some of the fields closely related to Eco-Tourism. Many professionals have been involved in formulating and developing eco-tourism policies. They come from the fields of Geographic Information Systems, Wildlife Management, Wildlife Photography, Marine Biology and Oceanography, National and State Park Management, Environmental Sciences, Women in Development, Historians and Archaeologists, etc.

#### **Benefits of Ecotourism for Local Communities**

As a socially responsible person, probably want to make the world a little better. Even when you travel, you might try to visit undeveloped areas where your tourism dollars can help a local economy thrive. You might even contribute your time to the community as a volunteer. Ecotourism's idealistic goal is to improve the world through responsible travel; while its effects will probably never match its ideals, travellers can offer very real benefits to local communities.

1. Generate Income
2. Create Employment
3. Conservation of Natural Resources
4. Eco Theme Parks & Public Utilities
5. Local Business Developed
6. Arts & Handcraft Industries Developed
7. Cultural Exchange

#### **4.3 Educational Tourism**

Educational tourism is one of the forms of tourism and is a way to give the best education to students, learning and to enhance knowledge. The growing popularity of attaining knowledge and technical competencies from the world's best destinations has increased education tourism. In this tourism, the tourists go to educate themselves about the land, geography people, weather, ecosystem, economy, demography or general conditions of living of a foreign country. They may visit two or more countries in one itinerary. They do

not, however, take up educational courses in the academic institutes of those countries because they are tourists. This type of tourist activity can also be undertaken by a tourist within the country of his residence. The chief guiding force behind this type of tourism is curiosity. It is said that travel teaches a lot to the traveller and makes him prudent as well as learning. So, a tourist follows this ages-old dictum and tries to visit such places as were never seen by him. He becomes wiser and more empathetic' when he goes on this type of tour. Example: A tourist from England may visit Japan to know about the traditional Japanese art, Ikebana, the Japanese tea ceremony, bonsai, sushi fish-eating, and beautiful dresses of Japan.

### Educational Tourism Model



### Benefits of Educational Tours

- **Exchange of Ideas** – An educational tour offers the perfect informal set-up for lively discussions. Group- discussion is also one of the most effective tools of education. Students can have group discussions not only amongst their friends, classmates, and peers but also with new people. This reignites their interest in studies. Real-life experiences like educational tours to science museums, museums of history and arts, places of research, or factory visits are priceless as they make learning colorful and real.
- **Personal Development** -An educational tour away from the comfort of school and home fosters independence, leadership skills, and communication skills. Students learn to break down the barriers of language and learn how to communicate across boundaries. An

exchange of cultural values allows for them to become more accommodating personalities. The experience of travel makes them independent individuals and helps establish lifelong values and priorities.

- **Enhances Perspective** – An educational tour to new places is not just a fun get-away. It is about exploring new environments and cultures. One of the most important benefits of an educational tour is that it subtly develops an understanding of various social issues around the world. Students get a better grip on local and global issues. They become more empathetic and respectful towards other cultures as well as towards their surroundings. An educational trip empowers them with a new and enhanced perspective to look at things and develops them into considerate personalities, well aware of the world issues at large and in-depth. While conducting educational tours to the students, they get practical knowledge.

## Case Study for Self-Assessment

### Desert Tourism Growth in Jaisalmer

#### Background

Jaisalmer, known as the “Golden City,” attracts tourists for desert safaris, forts, and cultural festivals. Tourism has boosted local employment and handicraft sales.

#### Problem Situation

Rapid tourism growth led to water scarcity, waste generation, and pressure on fragile desert ecosystems. Seasonal overcrowding also affects local life.

#### Stakeholders

- Rajasthan Tourism Department
- Local residents and artisans
- Tour operators
- Tourists

#### Managerial Issues

- Resource management in arid regions
- Waste disposal
- Cultural preservation
- Sustainable tourism planning

## Relevance to Lesson

Integrates desert tourism, eco-tourism principles, and educational value of cultural exposure.

## Analytical Questions

1. Identify tourism types present in Jaisalmer.
2. What environmental challenges arise?
3. How can eco-tourism principles help?
4. Suggest sustainability measures.
5. Should desert tourism be limited seasonally? Justify.

## 4.4 Keywords

- **Desert Tourism** – Tourism that involves travelling to Desert areas and observing the Desert Animals, Plants, Desert tribal people's culture and traditions.
- **Eco-Tourism** – Eco-tourism deals with living parts of the natural environment. Ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions.
- **Educational Tourism** – Educational tourism is one of the forms of tourism and is a way to give the best education to students, learning and to enhance knowledge

## 4.5 Self-Assessment questions

1. Briefly discuss the role of Desert Tourism in India.
2. Explain the significance of Eco-tourism and its benefits.
3. Write a short note on Educational Tourism in India.

## . Short-Answer Questions (with answers)

1. **Define desert tourism.**  
*Answer:* Tourism focused on desert landscapes, culture, and activities like camel safaris.
2. **What is eco-tourism?**  
*Answer:* Responsible travel to natural areas that conserves the environment and benefits locals.
3. **Define educational tourism.**  
*Answer:* Travel undertaken for learning, study, or knowledge enhancement.
4. **Name one desert tourism destination in India.**  
*Answer:* Jaisalmer.
5. **State one principle of eco-tourism.**  
*Answer:* Environmental conservation.

## B. Essay-Type Questions (with hints)

1. **Discuss the features of desert tourism.**  
*Hints:* Culture, climate, festivals, safaris.
2. **Explain eco-tourism and its importance.**  
*Hints:* Sustainability, conservation, community role.
3. **Evaluate the role of educational tourism.**  
*Hints:* Study tours, heritage learning, cultural exchange.

## C. Analytical MCQs

1. Eco-tourism primarily focuses on:  
A Luxury  
B Entertainment  
C Sustainability  
D Shopping  
 **Correct Answer: C**
2. Visiting historical sites for study is:  
A Medical tourism  
B Educational tourism  
C Adventure tourism  
D Rural tourism  
 **Correct Answer: B**
3. Camel safari is linked to:  
A Beach tourism  
B Desert tourism  
C Urban tourism  
D Cruise tourism  
 **Correct Answer: B**
4. Eco-tourism benefits:  
A Only tourists  
B Only operators  
C Environment and communities  
D Only government  
 **Correct Answer: C**

### 4.6 Further Readings

1. Tourism Concepts, Theory, and Practice by M.R.Dileep, I.K. International Publishing House Pvt. Ltd., Delhi.
2. Tourism Principles and Practices by Sampada Kumar Swain & Jithendra Mohan Mishra, Oxford University Press.

## References and Suggested Readings

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1. Page, S. J., *Tourism Management: An Introduction*, Routledge, London, 2014.
2. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S., *Tourism: Principles and Practice*, Pearson Education, Harlow, 2019.
3. Weaver, D., *Ecotourism*, Wiley, Milton, 2001.
4. Goeldner, C. R., & Ritchie, J. R. B., *Tourism: Principles, Practices, Philosophies*, Wiley, New Jersey, 2012.
5. Holloway, J. C., Humphreys, C., & Davidson, R., *The Business of Tourism*, Pearson, London, 2019.

### Other References

- UNWTO Sustainable Tourism Reports
- Ministry of Tourism, Government of India publications
- UNESCO cultural and heritage education resources

**LESSON – 5****DIFFERENT TOURISM CONCEPTS – BASED  
ON THEME (PART -3)****5.0 Objectives**

After studying this lesson, you should be able:

- To know basic knowledge about Film-Induced Tourism in India
- To understand the importance of Religious Tourism in Indian Tourism.
- To provide useful information about Rural Tourism for the development of Rural Areas in India.

**Objectives of the lesson**

After studying this lesson, the learner will be able to:

- **Explain** the concept and scope of culinary tourism
- **Distinguish** food tourism from general cultural tourism
- **Analyse** the role of special tourism festivals in destination promotion
- **Evaluate** economic and socio-cultural impacts of food and festival tourism
- **Apply** culinary and festival tourism concepts to Indian contexts

**Structure**

- 5.1 Film-Induced Tourism
- 5.2 Religious Tourism
- 5.3 Rural Tourism
- 5.4 Keywords
- 5.5 Self-Assessment Questions
- 5.6 Further Readings

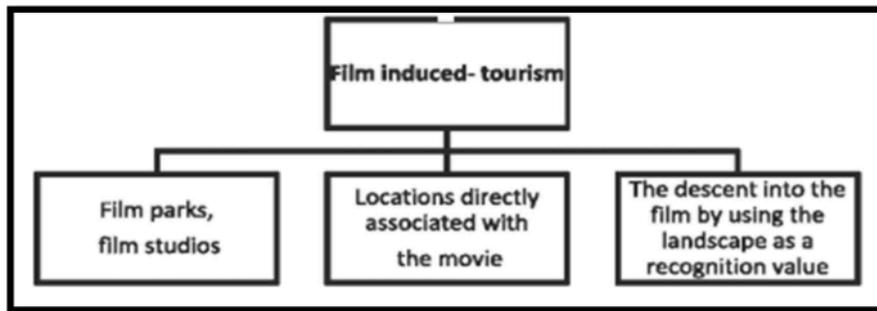
**5.1 Film Tourism –**

Film Tourism or Film-induced tourism, is specialised tourism, where visitors explore locations and destinations which have become popular due to their appearance in films and television series. Film-induced tourism is one of the fastest-growing sectors in tourism currently. It emerged as a prominent form of tourism in the 1990s. Film Tourism can be

understood as a concept in which the entertainment industry and the travel industry both benefit simultaneously. Films show different actions happening at the awe-inspiring locations, often luring visitors to take a trip to those resplendent destinations. Film Tourism refers to the growing interest among the general public for the places that have become popular owing to their presence in certain scenes of movies.

There are various reasons that turn people into film tourists. The desire to:

1. Explore film parks and film studios (e.g. Disneyland, Ramoji Film City)
2. Visit locations that are directly associated with a particular film and have a connection with this movie
3. Go on a film journey which offers them the possibility of a descent into film worlds and uses the landscape as a recognition value



**Fig 5.1 Film Induced Tourism**

Film Tourism is nevertheless a growing phenomenon worldwide, driven both by the growth and ubiquity of the entertainment industry and by the increase in international travel. The major purpose of films is to serve entertainment to the audience and earn profits, but over time, the role of films has expanded a lot. Along with basic roles, nowadays films have become the medium of bringing opulence to the new destinations, or we can say that films project their shoot locations in such a way that the audience gets attracted and undergo a sudden urge to visit those marvellous destinations.

Some tourists visit shoot locations due to their historical significance. After watching the different locations and their representation in the most attractive way, the audience finds it hard to resist visiting those sites.

Film Tourism shares some of its characteristics with Literary Tourism. Just like a book/novel impacts the minds of a reader, similarly, a film also leaves a long-lasting

influence on the hearts of the viewers. Both of them work to create visuals in their heads regarding particular destinations.

### **Destinations of Film Tourism**

- India is famous all around the world for its scenic beauty and natural sites. Films have been shot at all locations, right from the historical palaces and temples to snowy mountains and thrilling hill stations.
- Coorg in Bangalore was an unexplored site in India till the mid-90s but today, it is one of the topmost preferred destinations for shooting films as it shelters farms of coffee plantations and famous tourist spots like Madikeri Fort, Nagarhole National Park, and many other waterfalls. Films like Ravaan and Saat Khoon Maaf were shot in the alleys of Coorg.
- Khajuraho Temple Complex in Madhya Pradesh and Badami Cave Temples in Karnataka are some of the prestigious historical choices for film producers. These sites of historic magnificence have been featured in Films like Kamasutra-A Tale of Love and Guru respectively.
- Ramoji Film City is a shooting spot first and a tourist site later. At least 2,500 titles have used Ramoji's sets since it was built, including the Hindi films Bade Miyan Chhote Miyan, The Dirty Picture, Krish 3, Dilwale, Ra One, and Chandramukhi, the Hollywood productions Beeper and Quicksand, the Tamil movies Vivegam and Spyder project. In the Ramoji Film City tour, the tourists have seen movie sets. The sets of SS Rajamouli's Bahubali Movie, designed by Sabu Cyril, are now open to the public.



**Fig 5.2 Bahubali Movie Set**

The Ramoji Film City has offered the **Film City tour** to tourists. On this tour, the tourists see the Different movie sets. These are different film sets in Ramoji Film City:

**Princess Street** - The stunning avenue is lined up with tall buildings with resemblances of international cityscape.



**Fig – 5.3 Princess Street**

**North Town** Simulations of North Indian cityscape and buildings — complete in every detail.



**Fig – 5.4 North Town**

**Bhagavatham Set** – We always want to preserve the best things forever. We have made an attempt to preserve the cult serial through the ravishing sets at Ramoji Film City, where it was shot years ago.



**Fig 5.5 Bhagavatham Set**

**Sun Fountain Garden** – The cascading Sun Fountain with a chariot drawn by horses is simply magnificent. The great outdoors in the midst of nature makes a perfect venue for any celebration.



**Fig – 5.6 Sun Fountain Garden**

**Mughal Garden**– Reminisce Mughal-e-Azam in absolute Islamic Style. It's certainly a delightful tour to the replica of the Royal Period gone by! Mughal Garden is mesmerising with its intricate carvings, inspiring the Mughal Architecture.



**Fig 5.7 Mughal Garden**

**Sanctuary Garden** – Discover the landscape of a wildlife sanctuary – with intricate and well-manicured topiaries of Elephants, Deer, Peacocks, Giraffes, and many more.



**Fig 5.8 Sanctuary Garden**

**Kripalu Caves** – For the immense feel of serenity amidst nature's beauty, visit Kripalu Caves. The cave narrates the diversified religions & history of Kalinga, Magadha & Bodhisattva. This is a must-visit as you emerge from a magnificent jewel of art & religion.



**Fig 5.9 Kripalu Caves**

## 5.2 Religious Tourism

The people travel individually or in groups for pilgrimage or missionary purposes. India is the land of spirituality and philosophy, and it is the most secular country on the entire globe. The Indian subcontinent is the birthplace of four major religions: Hinduism, Buddhism, Jainism, and Sikhism. India is a wonderful country where all religions exist, and the people of the Indian subcontinent have followed different religious faiths such as Hinduism, Islam, Christianity, Sikhism, Buddhism, Jainism, Zoroastrianism, Judaism, and the Bahá'í Faith. Religion has been an important part of the country's culture. Religious diversity and religious tolerance are both established in the country by law and custom; the

Constitution of India has declared the right to freedom of religion to be a fundamental right. India is a secular country under whose shelter dwells multiple religions in utmost peace and harmony. India can rightly be called the 'Land of Faith'. India has a lot of religious shrines and centers such as Temples, Mosques, Churches, Gurudwaras, and Monasteries. As a result, along with a large number of pilgrims who visit these religious destinations throughout the year, many travel enthusiasts have started to throng these religious places.

## **Introductory Case Study: Hyderabad as a Culinary Tourism Destination**

### **Background of the Sector**

Hyderabad has long been associated with a rich culinary heritage shaped by Nizami, Mughlai, Telugu, and Persian influences. Dishes such as Hyderabadi biryani, haleem, kebabs, and traditional sweets have gained national and international recognition. Over time, food itself has become a major motivation for tourists visiting the city.

The Telangana Tourism Department and private hospitality players have promoted Hyderabad as a food destination through food walks, Ramadan food festivals, and culinary events showcasing local cuisine.

### **Contextual Trigger**

With rising global interest in food experiences, tourists increasingly seek authentic local cuisine rather than standardized hotel menus. Media coverage and social media food blogging further boosted Hyderabad's image as a culinary hotspot.

However, commercialization also created challenges related to hygiene standards, authenticity, and crowd management during festival seasons.

### **Stakeholders**

- State tourism authorities
- Local restaurants and street vendors
- Hospitality sector
- Domestic and international tourists
- Food safety regulators

### **Managerial and Behavioural Issues**

- Maintaining food quality and hygiene
- Preserving authenticity vs commercialization
- Managing seasonal demand during festivals
- Branding local cuisine globally

## Why This Case is Important for the Lesson

It shows that cuisine itself can be a tourism product and a destination brand driver.

## Explicit Linkage to Lesson Concepts

This case connects to:

- Culinary tourism
- Festival-based tourism promotion
- Destination branding
- Tourism product diversification

## Advantages of Religious Tourism

- Religious tourism raises awareness of humanity's common heritage and provides resources for preservation.
- It can contribute to local development.
- It builds cultural understanding.
- Create employment especially for the rural youth.
- Generate Huge Income to Local People & Generate revenue for the government.
- Generate foreign exchange
- Improvement in public transportation.
- The local small businessman will be benefited.

## Some of the Important Religious Tourism centers

- Badrinarayan Temple, Badrinath
- Basilica of Bom Jesus, Goa
- Golden Temple, Amritsar
- Hazrat Khawaja Gharib Nawaz Dargah, Ajmer
- Jagannath Temple, Puri
- Kedarnath Temple, Kedarnath
- Madura Meenakshi Temple
- Mahabodhi Temple, Gaya
- Ramanathaswamy Temple, Rameshwaram
- Sai Baba Temple, Shirdi

- Shri Kashi Vishwanath Temple, Varanasi
- Shrine Basilica of Our Lady of Health Vailankanni
- Sun Temple, Konark
- Tirumala Venkateswara Temple, Tirupati
- Vaishno Devi Temple, Katra

### Some Religious Tours

#### Pancharamalu

Pancharamalu means five ancient Hindu temples dedicated to Lord Shiva in Andhra Pradesh. In these Pancharama temples, the Sivalingas are made from a single stone. Pancha means five, and Aarama is peace. It is believed that the Tharakasura has worshipped Lord Shiva, and he got his Atma Linga as bliss. Then the Tharakasura created problems for the Devatas. At that time, Kartikeya had used Shakti Aayudham, he had killed the Tarakasura. By that time Shivalingam has fallen and broken into five pieces at five different places. These five pieces are installed as Sivalingams at five temples by Indra, Surya, Chandra, Vishnu, and Kumara Swamy at the respective places, i.e. Amararama, Draksharama, Somarama, Ksheerarama, and Kumararama. Karthika Masam is a holy month in all the Pancharama temples.

1. **Amararama** – It is located at Amaravati in the Palanadu district. The Amaralingeswara Swamy temple is situated on the southern bank of the Krishna River. In this Temple, the Sivalinga is installed and established by Lord Indra. This Temple the Sivalinga is 15 feet high, carved out of marble. Siva Ratri is a famous festival of Hinds, celebrated wonderfully. This temple the name of Lord Shiva is Amareshwarudu.
2. **Draksharama** – It is located at Draksharamam in Konaseema district. This place is also known as “Dakshina Kasi” (Southern Banaras), in this place, Daksha is the head of all Prajapatis, he did a Yagna called "Nireeswara Yagna". The "Daksha aarama" means "Abode of Daksha". This temple, the name of Lord Shiva is called Bhimeshwarudu. In this temple, the Sivalinga is installed and established by Lord Surya. Siva Ratri is a famous festival in this temple performed with great devotion by all Hindu believers.
3. **Somarama** – It is located at Bhimavaram in the West Godavari district. The specialty of this temple is that the shivaling will change its colour according to the lunar aspect. At the time of Pournami, the shivaling will be in white colour, and at the time of

Amavasya, its colour will be black. In this Temple, the Sivalinga is installed and established by Lord Chandra. This temple was built during the 3rd century A.D. In this temple, the name of Lord Shiva is known as Someswara Swamy. Shivaratri is the main festival of Hindu devotees.

4. **Ksheerarama** - It is located at Palakollu, West Godavari District. In this temple, the Sivalinga is installed and established by Lord Vishnu. It was constructed in the 9th century A.D during the reign of Chalukya Bheema. The Hindus believe that staying one day in Ksheerarama is equivalent to staying one year in Varanasi. This temple, the name of Lord Shiva dedicated to Lord Shiva, is known as Rama Lingeshwarudu. A speciality of this temple is that the Shivaling has a unique milky white colour. Shivaratri is the main festival of Hindu believers.
5. **Kumararama** - It is located in Samarlakota, Kakinada district. In this temple, The Sivalinga is installed and established by Lord Kumara Swami or Kartikeya. This temple, the name of Lord Shiva is known as Kumara Bhimeswara Swamy. The construction of this temple was started in 892 AD and was completed during 922 AD; the Sivalinga is made of limestone and appears in white colour. Shivaratri is the most important festival for all Hindu people particularly devotees.

**The Char Dham** – The Char Dham is a set of four pilgrimage sites in India. Hindus believe that visiting these sites helps achieve moksha (salvation). The four Dhams are Badrinath, Dwaraka, Puri, and Rameswaram. It is believed that every Hindu should visit the char dhams during one's lifetime. The Char Dham, as defined by Adi Shankaracharya, consists of four Hindu pilgrimage sites. Another small circuit in Uttarakhand of four pilgrimage sites- Yamunotri, Gangotri, Kedamath, and Badrinath is referred to as Chota Char Dham.

1. **Jagannath Temple, Puri** – This Temple is located in the east is located in the state of Odisha, India. Puri is one of the oldest cities in the eastern part of the country. It is situated on the coast of the Bay of Bengal. The main deity is Shri Krishna, celebrated as Lord Jagannatha. It is the only shrine in India where the goddess, Subhadra, sister of Lord Krishna, is worshipped along with her brothers, Lord Jagannatha and Lord Balabhadra. The main temple here is about 1000 years old and was constructed by Raja Choda Ganga Deva and Raja Tritiya Ananga Bhima Deva. Puri is the site of the Govardhana Matha, one of the four cardinal institutions or Mathas converted by Adi Shankaracharya. is the place for Oriya people to celebrate a special day in this Dham, which is known as Ratha Yatra ("Chariot Festival").

2. **Rameswaram Temple, Rameswaram** – Rameswaram is located in the South is in the Indian state of Tamil Nadu. It is situated in the Gulf of Mannar at the very tip of the Indian peninsula. According to legends, this is the place where Lord Ram, along with his brother Laxman and devotee Hanuman, built a bridge (Rama Setu) to reach Sri Lanka to rescue his wife Sita, who had been abducted earlier by Ravan, the ruler of Sri Lanka. The Ramanatha Swamy Temple, dedicated to Lord Shiva, occupies a major area of Rameswaram. The temple is believed to have been consecrated by Shri Rama Chandra. Rameswaram is significant for the Hindus as a pilgrimage to Benaras is incomplete without a pilgrimage to Rameswaram. The presiding deity here is in the form of a Linga with the name Sri Ramanatha Swamy, it also is one of the twelve Jyotirlingas.
3. **Dwarakadheesh Temple, Dwarka** – Dwarka located in the west is in the state of Gujarat, country India. It is located confluence to where the Gomti River merges into the Arabian Sea. However, this river Gomti is not the same Gomti River which is a tributary of the Ganga River. The city lies in the westernmost part of India. The legendary city of Dwaraka was the dwelling place of Lord Krishna.
4. **Badrinath Temple, Badrinath** – Badrinath is located in the state of Uttarakhand. It is in the Garhwal hills, on the banks of the Alaknanda River. The town lies between the Nar and Narayana mountain ranges and in the shadow of the Nilkantha peak (6,560 m). There are other interesting sightseeing spots like Mana, Vyas Gufa, Maatamoorti, Charanpaduka, Bhimkund, and the Mukh of the Saraswati River, within 3 km of Badrinathjee. Joshimath is situated on the slopes above the confluence of the rivers Alaknanda and Dhauliganga. Of the four Maths established by Adi Shankaracharya, Joshimath is the winter seat of Chardham. While the three other Dhams remain open throughout the year, Badrinath Dham only remains open for pilgrims' darshan from April to October each year.

## Student Learning Activities

### Activity 1: Local Cuisine Mapping

**Task:**

List five traditional dishes from your region that could attract tourists. Mention where tourists can experience them.

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**Expected Learning Outcome:**

Learner recognises cuisine as a tourism resource.

**Activity 2: Festival Impact Study**

**Task:**

Select a local food or cultural festival. Identify its impact on tourist arrivals and local income.

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**Expected Learning Outcome:**

Learner links festivals with tourism economics.

**Activity 3: Food Experience Reflection**

**Task:**

Write 300 words on a memorable food experience during travel and why it enhanced the trip.

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.....  
.....  
.....

**Expected Learning Outcome:**

Learner connects food with tourist satisfaction.

### 5.3 Rural Tourism

Rural tourism covers people are travelling to rural areas to observe the rural lifestyles, cultures, faiths, and languages. Rural Tourism will not only generate employment for the local people but can also develop social, cultural, and educational values. In order to establish priorities for rural tourism, the joint action of local people, entrepreneurs, tourists, and local and national administrations are very much required. Rural tourism has developed due to revenue growth, due to increased leisure life, and diversification motives and desires of tourists. Rural areas have a special attraction for the special attention of tourists because of the distinct characteristics associated with mystical, cultural, historical, ethnic, and geographical.

India exists in rural villages. The rural economy is the backbone of the national as well as state economies. Rural tourism is one of the kinds of tourism. Rural tourism is multi-faceted including farm/agricultural tourism, cultural tourism, eco-tourism, adventure tourism, and wildlife tourism. The lifestyle of the villager is different from the metro or other cities. Even after industrialization, most of the Indian population is engaged in agriculture. Other people in rural India earn their bread through various arts, handicrafts and couture, and tourism. Tourism in India gives employment and business opportunities to many people who are employed in the rural sector. Because of its importance, rural tourism in India needs more attention and support. Agriculture is becoming highly mechanized and therefore, requires less manual labour. This trend is causing economic pressure on some villages, which in turn causes young people to move to urban areas. There is, however, a segment of the urban population that is interested in visiting the rural areas and understanding the lifestyle. This segment in the tourism industry has been rapidly growing in the past decade, leading to rural tourism becoming not just a good business prospect, but a genuine vacation trend. Rural tourism will bring people of different cultures, faiths, languages, and lifestyles close to one another and it will provide a broader outlook on life. It will not only generate employment for the people but it can also develop social, cultural, and educational values Although, there is phenomenal growth in Indian Tourism, rural tourism, was never given any priority The concept of rural tourism has a noble cause, it is another kind of sustainable tourism that exploits resources in rural regions, causes little or no harmful impact, and generates increasing benefits to rural areas in terms of rural productivity, employment, improved distribution of wealth, conservation of the rural environment and culture, local people's involvement, and a suitable way of adapting traditional beliefs and values to modern times.

The development of infrastructure in rural areas having potential for tourism is being supported under the existing scheme of destination development. The objective is to showcase rural life, art, culture, and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. The intention is to benefit the local community economically and socially as well as enable interaction between tourists and the local population for a mutually enriching experience. The thrust is to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions, thereby stopping the exodus from rural to urban areas. The Village Level Council (VLC) is the interactive forum for local community participation in work plan implementation, further supported by other community-level institutions. For the visitor, whose expenditure creates revenue for host community service providers; rural tourism adds value through packaged programs in art & craft imparted by skilled local artisans. Village entertainment groups unveil local history and culture, natural and oral treasures. The visitor thus comes face to face with India's rural traditions.

Rural tourism focuses on actively participating in a rural lifestyle. It can be a variant of ecotourism. Many rural villages can facilitate tourism because many villagers are hospitable and eager to welcome visitors. Rural tourism will bring people of different cultures, faiths, languages, and lifestyles close to one another and it will provide a broader outlook on life. It will not only generate Employment for the people but it can also develop social, cultural, and educational values although there is phenomenal growth in Indian Tourism but rural tourism was not given enough priority till today.

The concept of rural tourism has a noble cause, it is another kind of sustainable tourism that exploits resources in rural regions, causes little or no harmful impact, and generates increasing benefits to rural areas in terms of rural productivity, employment, improved distribution of wealth, conservation of the rural environment and culture, local people's involvement, and a suitable way of adapting traditional beliefs, customs, and values to the present digital times. Tourism in Andhra Pradesh can fetch great awards in the rural sector if the state rural tourism helps in the exposure of the local and regional culture and historical heritage supports the movement of tourists in rural areas. The villagers are mostly engaged in different types of occupations and depict the socio-economic culture of rural India. The main occupations are farming and producing agricultural products. Besides, the other occupation is fishing, pottery, leather work, weaving, carpentry, sweepers, labours, etc.

Many people are engaged in handicrafts and cottage industry or work in small, medium, or large industries.

**The basic components of rural tourism are:-**

- Accommodation in rural housing in apartments or small hotels.
- Traditional local cuisine.
- Complementary activities of leisure and recreation in the vicinity of the place of accommodation, enhancing the knowledge of the local culture and traditional lifestyles, crafts, etc.

**Rural tourism products and services include:-**Walking, adventure sports, sightseeing and visiting villages, farm shops, cycling, mountain biking, canal boating, camping and caravanning, horse-riding, fishing, Nature bird watching, painting, arts and crafts, music and dance, literary, drama and music festivals, conservation holidays, visiting historic sites, museums, enjoying food, drink, and accommodation in rural locations.

**Rural tourism Experiences:-**

- Rural Life
- Traditional Culture
- Heritage Locations
- Rich and unadulterated warm Hospitality
- Rural Games
- Free spaces devoid of urban brick and mortar jungles
- Activity of Interests

Rural tourism could help in boosting the local performing arts and help conserve the local culture and can prevent rural-urban migration. Thus rural tourism could attract tourists by providing an excellent glimpse of the village ambiance with local cuisine. Moderate, but clean, accommodations for tourists should be constructed by the villagers in traditional design and architecture.

Different festival of India like Holi, Diwali, Durga Puja, Ganesh Utsav, Navaratri, etc are some of the festivals of India should be more organized to attract Domestic as well as International tourist. Melas and festivals are needed to be promoted to attract tourists.

**Positive Impacts of Rural Tourism:-**

**Economic Impact** - It will create employment for the rural people and generate income for them. The villagers will be able to provide better food and education for their children. They will have an additional source of income along with their agricultural income.

- Create employment especially for the rural youth.
- The income level will rise.
- Generate foreign exchange
- The price of the land will rise.
- The expenditure on housing will increase.
- Demand for other goods and services will increase.
- Improvement in public services.
- Generate revenue or the government.
- Modernization of agriculture and other rural activities.
- The local small businessman will be benefited.

**Environmental Impact:** - The rural people will learn how to lead healthy and hygienic life from the urban people visitors.

- Infrastructure development will lead to health tourism.
- The impact of the rural environment can improve the state of body and mind.
- Help in create and maintain the natural park.
- Learn the importance of the preservation of natural resources.
- Learn to develop a healthy environment with proper sanitation, roads, electricity, telecommunication, etc.
- Learn to use modern tools and technology.
- Learn to preserve the natural habitats, bio-diversity historical monuments.

**Socio-cultural Impact:** - Since the income from tourism is much higher than what rural people can earn from agriculture. The rural people will learn the modern culture. They will learn to come out of their traditional values and beliefs. They will adopt the different practices of modern society. Since the income from tourism is higher than what rural people can earn from agriculture and other allied services.

- The education and health of the rural community will improve.
- Provide a higher standard of living for the rural people.
- Cultural understanding through fairs and festivals.

- Exchange of cultural benefits for both.
- Foreign tourists will bring cultural change faster.
- Demand for education will increase.
- Reduce migration of rural people to urban areas.
- The market for agro products and handicrafts will develop in rural areas farmers and artisans will develop direct contact with the customers.

## Case Study for Self-Assessment

### The Pushkar Fair as a Cultural and Culinary Festival

#### Background

The Pushkar Fair in Rajasthan is one of India's largest cultural and livestock fairs, attracting domestic and international tourists. Alongside camel trading and cultural performances, the fair has become a major culinary attraction featuring Rajasthani cuisine, sweets, and traditional food stalls.

#### Problem Situation

While the fair generates income for locals, issues such as overcrowding, waste management, and food hygiene have emerged. Commercialization also risks diluting cultural authenticity.

#### Stakeholders

- Rajasthan Tourism Department
- Local vendors and artisans
- Tourists
- Event organizers
- Local administration

#### Managerial Issues

- Hygiene and safety standards
- Crowd management
- Cultural preservation
- Infrastructure planning

#### Relevance to Lesson

Integrates culinary tourism and special tourism festivals as tourism products.

#### 5.4 Keywords

- **Film-induced tourism** – It is specialized tourism, where visitors explore locations and destinations that have become popular due to their appearance in films and television series.
- **Religious Tourism** – The people travel individually or in groups for pilgrimage or missionary purposes.
- **Rural Tourism** - Rural tourism covers the people who are travelling to rural areas to observe the rural lifestyles, cultures, faiths, and languages.

#### 5.5 Self-Assessment questions

1. Explain the Concept of Film tourism in India?
2. Briefly discuss the role of Religious Tourism in India.
3. Explain the significance of Rural Tourism and its benefits?

## Improved Self-Assessment Questions

### A. Short-Answer Questions (with answers)

1. **Define culinary tourism.**  
*Answer:* Tourism where experiencing local food and beverages is a primary motivation.
2. **What is a tourism festival?**  
*Answer:* A planned event or celebration that attracts tourists.
3. **Name one benefit of culinary tourism.**  
*Answer:* Promotes local economy.
4. **Give one example of a food-based festival in India.**  
*Answer:* National Street Food Festival, New Delhi.
5. **State one risk in culinary tourism.**  
*Answer:* Food safety concerns.

### B. Essay-Type Questions (with hints)

1. **Explain the importance of culinary tourism.**  
*Hints:* Culture, branding, employment.
2. **Discuss the role of festivals in tourism promotion.**  
*Hints:* Seasonal demand, cultural identity.
3. **Evaluate economic impacts of food tourism.**  
*Hints:* Local businesses, supply chain.

## C. Analytical MCQs

1. Culinary tourism mainly focuses on:  
A Transport  
B Food experiences  
C Shopping  
D Adventure  
 **Correct Answer: B**
2. A tourism festival primarily aims to:  
A Restrict tourists  
B Attract visitors  
C Promote exports  
D Reduce costs  
 **Correct Answer: B**
3. Food festivals help in:  
A Cultural preservation  
B Industrial growth  
C Mining  
D Construction  
 **Correct Answer: A**
4. Street food tourism requires strong:  
A Decoration  
B Hygiene control  
C Ticketing  
D Transport  
 **Correct Answer: B**

### 5.6 Further Readings

- 1) Tourism Concepts, Theory, and Practice by M.R.Dileep, I.K. International Publishing House Pvt. Ltd., Delhi.
- 2) Tourism Principles and Practices by Sampada Kumar Swain & Jithendra Mohan Mishra, Oxford University Press.

### Text Books

1. Long, L. M., *Culinary Tourism*, University Press of Kentucky, Lexington, 2004.
2. Hall, C. M., & Sharples, L., *Food Tourism Around the World*, Butterworth-Heinemann, Oxford, 2003.
3. Page, S. J., *Tourism Management: An Introduction*, Routledge, London, 2014.
4. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S., *Tourism: Principles and Practice*, Pearson Education, Harlow, 2019.

5. Getz, D., *Event Studies: Theory, Research and Policy for Planned Events*, Routledge, London, 2012.

## **Other References**

- UNWTO Gastronomy Tourism Reports
- Ministry of Tourism, Government of India festival reports
- State tourism department publications

**LESSON – 6****DIFFERENT TOURISM CONCEPTS – BASED  
ON THEME (PART – 4)****6.0 Objectives**

After studying this lesson, you should be able:

- To provide basic information about the Medical Tourism concept.
- To give basic knowledge about Sports Tourism.
- To introduce the new tourism concept of Shopping Tourism.

**Objectives of the lesson**

After studying this lesson, the learner will be able to:

- **Explain** the concept and significance of tourism planning
- **Distinguish** different levels and types of tourism planning
- **Analyse** the tourism planning process and its stages
- **Evaluate** the impacts of tourism in planning contexts
- **Assess** the role of National Tourism Policy in development

**Structure**

- 6.1 Medical Tourism
- 6.2 Sports Tourism
- 6.3 Shopping Tourism
- 6.4 Keywords
- 6.5 Self-Assessment questions
- 6.6 Further Readings

**7.1 Medical Tourism**

Medical tourism is the travel of people to a place other than where they normally reside for the purpose of obtaining medical treatment in that country. K.Pollard, International

Medical Tourism Journal in 2011, defines, "A medical tourist is someone who travels outside of his or her own country for surgery or elective treatment of a medical condition."

### **History of Medical Tourism**

Travelling for health and wellness care has a long history. People have been travelling for centuries in the name of health, from ancient Greeks and Egyptians who flocked to hot springs and baths, to 18th and 19th century Europeans and Americans who were coming to spas hoping to cure diseases, like tuberculosis.

The history of medical tourism in Europe has tended to be based around spas and seawater treatments, mainly because of the large numbers of thermal and mineral springs and sea coasts, but modern medical tourism, or as it also being called health tourism nowadays usually refers to people, who travel abroad to get specialized healthcare.

Medical tourism started its history, as early as in the 1930s. It became popular among the USA and European countries well-off residents, who wanted to get good quality health services abroad. Since 1983, staying fit and healthy has been consumers' <sup>14</sup> top priority and, according to the Future Foundation's Changing Lives Survey, will continue to be in the future. Fortunately, in the past years more and more people around the world learn about medical tourism as it is one of the quickly developing parts of the tourism industry nowadays, which, according to Flannigan (2009), has been projected to expand globally by 2017.

### **Types of Medical Tourism**

Medical Tourism is an emerging concept in the tourism industry. Medical tourism is the act of travelling to obtain medical care. There are mainly two categories of medical tourism. These are the following:

1. International Medical Tourism
2. Domestic Medical Tourism

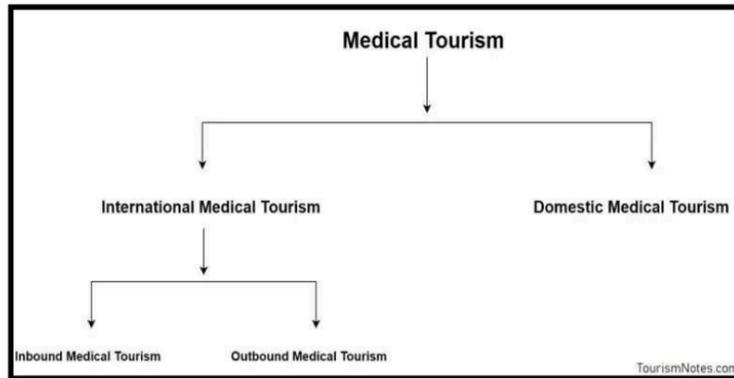


Fig 6.1 Types of Medical Tourism

### International Medical Tourism

When people who live in one country travel to another country to receive medical, dental, and surgical care while at the same time receiving equal to or greater care than they would have in their own country, and are travelling for medical care because of affordability, better access to care or a higher level of quality of care is called International Medical Tourism.

International Medical Tourism can be further divided into two types:

- Inbound Medical Tourism
- Outbound Medical Tourism

**Inbound Medical Tourism** – Inbound Medical Tourism refers to tourists of outside origin entering a particular country. When people travel outside their host/native country to another country for medical purposes, then it is called inbound medical tourism for that country.

**Outbound Medical Tourism**– Outbound Medical Tourism refers to tourists travelling from the country of their origin to another country. When medical tourists travel to a foreign region then it is outbound tourism for his/her own country.

### Domestic Medical Tourism

Domestic Medical Tourism is where people who live in one country travel to another city, region, or state to receive medical, dental, and surgical care while at the same time receiving equal to or greater care than they would have in their home city, and are travelling for medical care because of affordability, better access to care or a higher level of quality of care.

## Introductory Case Study: Planning Tourism Development in the Andaman & Nicobar Islands

### Background of the Sector

The Andaman & Nicobar Islands are known for pristine beaches, coral reefs, and biodiversity. Recognising their tourism potential, the Government of India identified the islands as a priority destination for tourism development. However, the region is ecologically fragile and culturally sensitive due to indigenous tribal communities.

### Contextual Trigger

Unregulated tourism growth in the early 2000s raised concerns about coral damage, waste disposal, and pressure on local resources. Policymakers realised that tourism development without scientific planning could permanently harm the environment and local communities.

Thus, structured tourism planning was introduced focusing on carrying capacity, zoning regulations, and eco-friendly infrastructure.

### Stakeholders

- Ministry of Tourism, Government of India
- Union Territory Administration
- Local communities and tribal groups
- Tour operators and investors
- Environmental agencies

### Managerial and Behavioural Issues

- Balancing development and conservation
- Infrastructure planning in remote areas
- Regulating tourist flow
- Protecting indigenous communities

### Why This Case is Important for the Lesson

This case illustrates why tourism planning is essential for sustainable development and why policy intervention is necessary.

### Explicit Linkage to Lesson Concepts

Directly connects to:

- Tourism planning significance
- Planning levels and processes
- Tourism impacts
- National tourism policy framework

### 5 Importance and Benefits of Medical Tourism

Medical Tourism is a unique concept in the travel and tourism industry. It plays an important role in the tourism sector. A large number of people travel for treatment every year. Medical tourism helps in the development of the economy and living standards of human civilization. The importance and benefits of medical tourism are following as:

- Hugely beneficial for economic development.
- Creates more healthcare jobs.
- Creates more healthcare facilities.
- Give access to the latest technology in the medical sector.
- Improve the quality of life for everybody involved.
- Participating in Global Healthcare.
- Increase Better Global Healthcare Standards.
- Better Knowledge Exchange.
- Generate Foreign Revenues.
- Social Benefits.
- Political Benefits.
- Economic Benefits.
- Reasons to Choose Medical Care Abroad

There are many reasons due to people travel abroad to seek medical treatment. The most common reasons for medical tourism are:

- Disappointment with medical treatment at home.
- Lack of access to health care at a reasonable cost, time.
- Inadequate insurance and income to pay for local healthcare.
- The rise of high-quality medical care in developing countries.
- Greater mobility.
- A wish to get medical services away from the common environment (escapism).
- The growing popularity of getting medical services abroad.
- No wait-list.
- Access to the latest technology.
- Medical Tourism Issues and Challenges

Medical tourism is a market combination of the healthcare and tourism sector. Medical tourism is growing day by day internationally as well as domestically. People travel to a foreign region to get medical treatment then many issues and challenges arise. Due to

this medical tourism is facing many problems and challenges, these are technological, language barriers, etc.

Medical tourism also creates problems for the host country and destination population. There are many advantages of medical tourism as well as drawbacks. Medical tourism is an emerging concept for the travel and tourism industry.

In ancient times people travel from one country to another, from one destination to another for getting medical treatment like a hot spring bath, medical therapies, etc. But the current scenario changed, today people, travel due to many reasons like as to get affordable best medical treatment in the developing country, no waiting list, etc.

#### Issues and Challenges of Medical Tourism

- Language Barrier Cultural and language barriers are major issues in front of medical tourism. If the medical staff does not understand the language of the patients then the whole process becomes difficult for the patient.
- Lack of Infrastructure People is travelling from a developing country to a developing country for medical treatment. These developing countries do have not a well-established world-class infrastructure. There are many problems like proper water and power supply, poor quality food, and poor hygiene in hospitals.
- Lack of Professionalism The medical staff in the most developing country lacks professionalism and behavioral aspect. The soft skills of the medical workforce like warmth, concern, and friendliness are still underdeveloped.
- Difficulties in Promotion the developing countries are suffering from the problems of promotion of medical tourism. There is a lack of quality accreditation and regulation in hospitals and other medical service provides. There is no uniform pricing and standardization of services that cause a barrier in building customers' trust in the services offered.
- Rule and Regulation One of the serious concerns in medical tourism is related to differences in law in different countries. There is no standard law in medical tourism all over the world. There is an unrealistic and weak law in medical tourism. This is a major challenge faced by medical tourism.
- Organs Trafficking Most of the world banned transplant tourism because organs often come from vulnerable people. However, organs can still be purchased on the black market.

## Student Learning Activities

### Activity 1: Planning Observation Task

**Task:**

Identify a tourist destination you have visited. List visible planning elements (roads, signage, facilities, zoning).

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**Expected Learning Outcome:**

Learner recognises practical aspects of tourism planning.

### Activity 2: Policy Awareness Exercise

**Task:**

Visit the Ministry of Tourism website and list two objectives of India's tourism policy.

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**Expected Learning Outcome:**

Learner becomes aware of policy-level planning.

### Activity 3: Impact Analysis

**Task:**

Write 300 words on positive and negative tourism impacts in a popular destination.

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**Expected Learning Outcome:**

Learner links planning with impact management.

**5 Services Provided by Medical Tourism Facilitators**

Medical tourism facilitators play a key role in the medical tourism sector. Medical tourism facilitators also play a major role in making your medical travel easy and comfortable. A good medical tourism facilitator provides the following services:

- Customizes Treatment Packages
- 24\*7 Support & Guidance
- Assistance for Medical Visa Letter
- Prompt Doctor Appointments
- Hassle-Free In-Patient Admissions
- Precise Money Exchange
- Safe accommodation as per Patients Budget
- Provision for Local SIM Cards
- Eminent Interpreters
- Guidance for End-to-End Transportation
- Appeasing Tourist Packages
- Post Treatment Follow-Ups

**6.2 Sports Tourism**

<sup>65</sup> Sports tourism refers to travel that involves either observing or participating in a sporting event, staying apart from one's usual environment. <sup>21</sup> The term 'Sports Tourism' basically means tourism that is based on the theme of sports. It refers to a specific journey outside the usual environment for either passive or active involvement in competitive sport. Sport is the primary reason for travel, whereas the leisure element may reinforce the overall experience. Another school of thought explains it as a combination of sports activities and travel, wherein it consists of two broad categories.

1. **Active Sports Tourism**, i.e. Travel to participate in a sport, leisure, or recreational activity.

2. **Passive Sports Tourism**, i.e. Travel to visit a sport, leisure, or recreational activity or an event. <sup>40</sup>

Sports tourism is a pretty popular phenomenon in areas such as North America, Australia, and Europe. Sports tourism is a fast-growing sector of the global travel industry

and equates to \$600 Billion a year. It has been given sub sectored into notable products such as Golf Tourism, Polo Tourism, and Adventure Tourism through various activities.

21

### General Benefits of Sport Tourism

Sports are an investment in the tourism industry.

- Creates economic growth through filled hotels, restaurants, and retail establishments.
- Creates exposure and enhances a positive image for your community.
- Creates a new product, a new tourism destination.
- Maximizes facility use in your community.
- Builds community relationships and strengthens corporate support.
- Creates youth opportunity/entertainment.
- Attract high-yield visitors, especially repeaters.
- Generate a favorable image for the destination.
- Develop a new infrastructure.
- Use the media to extend the normal communications reach.
- Generate an increased rate of tourism growth or a higher demand plateau.
- Improve the organizational, marketing, and bidding capability of the community.
- Secure a financial legacy for the management of new sports facilities.
- Increase community support for sport and sport-events.

### Types of Sports Tourism

- <sup>84</sup> Hard sports tourism refers to a large number of people participating in competitive sports events. Normally these kinds of events are the motivation that attracts the number of visitors to the events. Examples of Hard Sports are- Olympic Games, FIFA World Cup, Formula Car Races, Bike Races.
- <sup>47</sup> Soft sports tourism is when the tourist travels to participate in recreational sports or signing up for leisure interests. These soft sports play individually. Examples of Soft sports –Hiking, Running, Skiing, Golf, etc.

### Role of Sports Tour Guide

- A sports tour Guide is a person, he has to show the sports tourism places or Venues.
- He has to provide a sporting event and its significance.
- He has to know customer interests and explaining the adventure sports and what are safety and security measurements taken at the adventure place.
- He has to lead the group simply.

- Warn the Tourist – Bad weather, clothing, doesn't have special skills, lack of idea about the sport, etc.
- Brief the Tourists in Health conditions, Documents, Punctual.
- Explain the Price Details also.

### Sports Tourism in India

Currently, Sports Tourism is growing at a rapid rate of around 12% as declared by the Ministry of Tourism. This multi-trillion industry will witness a huge bounce in the upcoming years as per the predictions by the sports trade analysts. In India, credit goes to the Indian Premier League (IPL) to break the plateau, from where Sports Tourism in India kick-started. The Commonwealth Games 2010 New Delhi also proved a game-changer for the industry and made India ready to stage the biggest sporting events. Also, Cricket World Cup 2011 cannot be underestimated, as it witnessed a huge attendance of foreigners in the stadiums as well.

Subsequently, India is frequently winning bids to conduct mega sporting events like this year's Men's Hockey World Cup, AIBA, and more, which will boost the economic growth of the hosting state as well as the nation.

Pro Kabaddi League and the Indian Super League are also winning the hearts. Aggressive marketing and advertising have done their job very well and are luring huge crowds to the stadiums. Social media is a game-changer in the success of these kinds of sporting events and directly influences the general public. With improved infrastructure and disposable incomes, people are ready to spend their weekends cheering for their favorite players playing in front of them. Sports enthusiasts are now reaching farther than ever before, even to different countries, which was not at all common some years back.

Some of the upcoming international tournaments like the Badminton World Federation (BWF) Tour Lucknow and the ICC Champions Trophy 2021 are supposed to witness a fascinating response from abroad as well. The potential major sporting events are the key to attracting foreign crowds that can boost the inbound tourism market. With more focus on sports infrastructure and campaigns like KHELO INDIA, our country has shown a strong will to boost sports culture. And according to predictions, very soon India is going to be in the top ten medal-winning countries. The better the sports structure, the better it would be sports tourism. India lags way behind in terms of Sports Tourism, but things have started changing. Our country has a lot to learn from the experiences of the biggest fish in the market like European countries, America, and China. India is strongly looking forward to winning over the bids of Youth Olympics 2026, Asian Games 2030 & Summer Olympics 2032, which is a

good signal for the future of Sports Tourism in India. To conclude on a positive note, the World would be witnessing a major sporting destination very soon.

### 6.3 Shopping Tourism

Shopping tourism is an industry in which it centers the relationship between customers who browse available goods or services and purchase a suitable choice of them (mainly for recreational, leisure, or business purposes) and retailers who present all these.

According to UNWTO, Shopping Tourism is becoming an increasingly relevant component of the tourism value chain. Shopping has become a determinant factor affecting destination choice, an important component of the overall travel experience, and, in some cases, the prime travel motivation. Destinations thus have an immense opportunity to leverage this new market trend by developing authentic and unique shopping experiences that add value to their touristic offer while reinforcing, and even defining, their tourism brand and positioning.

More importantly, shopping is one of the major categories of tourists' expenditure, representing a significant source of income for national economies both directly and through the many linkages to other sectors in the economy. Global Journey Consulting applied its methodology to correctly define Shopping Tourism from two sides:

**1) Shopping Tourism of Transnational Products:** - It focused on the offer of known brands on both an international and a national level. These brands are mainly localized in commercial centers and emblematic streets of some cities.

**2) Shopping Tourism of Products with Cultural Identity:** - Constituted by industries, creative industries, retailers, craft shops, and establishments related to the Orange Economy and propose a vision that integrates the local industries of a territorial space under the concept of Shopping Tourism.

This type of tourism allows offering the traveller a unique and different experience to get to know and acquire products elaborated exclusively in said tourist destination whose cultural identity is characteristic of that territory.

It's important to clarify that while Shopping Tourism of transnational products is related to select urban destinations and usually associated with the shopping of products of international brands, many tourists bet on the local products, elaborated in a certain space of the visited territory, due to them standing out for the techniques and ancestral materials typical of their society. Global Journey Consulting has developed distinct methodological applications for each type of Shopping Tourism, whether it's of Transnational Products and/or Products of Cultural Identity.

Shopping Tourism is a fundamental catalyst for the evolution of the tourist model due to the following factors:

- The high Shopping capacity of the tourist.
- The unseasonal effect of the demand.
- The differentiation of the destination.
- The unique travel experience for the consumers of each destination.
- The promotion of the cultural identity of the territory.
- The capacity for globalizing the local retailers.
- The design, development, and promotion of a tourist offer of quality.
- The differentiating tourist offer.
- The training of the staff.
- The loyalty of the tourists.
- The increase of benefit of the tourist industry.
- The balance of social benefits.
- The increase in tourist flow and spending.

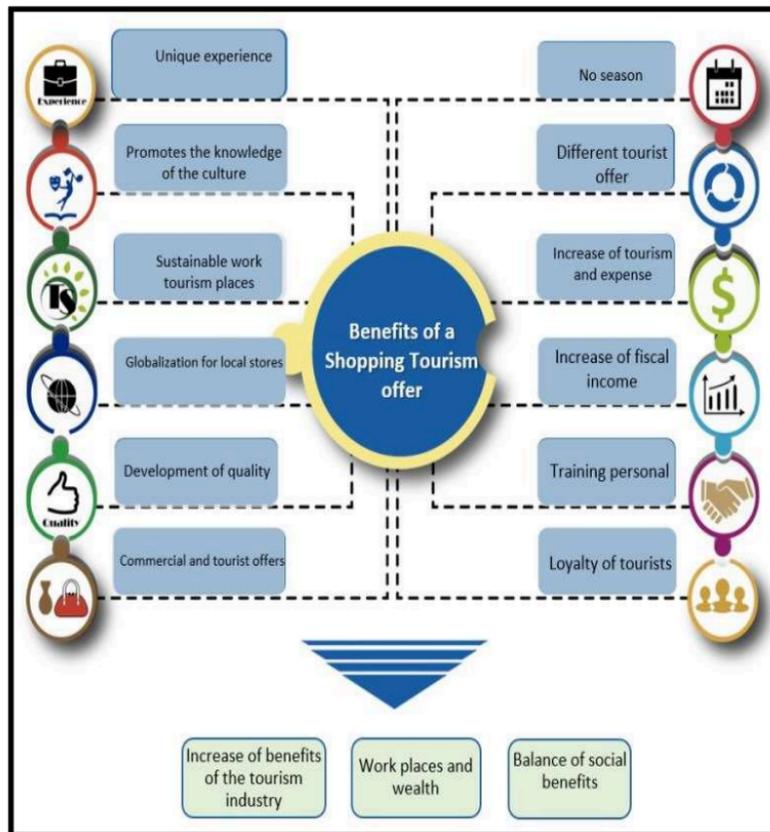


Fig 6.2 Benefits of Shopping Tourism

## 2 Shopping Malls

Shopping Mall, in which one or more floors form a complex of shops representing merchandisers with interconnecting walkways that enable customers to walk from one unit to another unit and to purchase the Items.

Shopping is the Major motivation for a travel trip. Some destinations provide special tourist shopping activities for tourists to shop for goods. For many tourists, shopping is one priority when they travel to Destinations. Shopping is to experience local culture through an engagement with local products, local crafts, local Cuisine. India is one the largest shopping

destination globally; India is packed with beautiful things to buy, shop for traditional handicrafts. Shopping malls are also to attract Tourists to purchasing Locally made products.

### **Duty-Free Shops**

Duty-free shops are retail outlets that are exempt from the payment of certain local or national taxes and duties, on the requirement that the goods sold to travellers who will take them out of the country. Which products can be sold duty-free vary by jurisdiction, as well as how they can be sold, and the process of calculating the duty or refunding the duty component. Duty-free shops are often found in the international zone of international airports and seaports

Indian Tourism Development Corporation ITDC is the pioneer of Duty-Free Business in India, with the changing times we have also changed our Business focusing from operating Duty-Free Shops at the International Airports to diversifying into other locations such as Seaports, etc.

ITDC is operating Duty-Free Shop at Chennai, Haldia, Kolkata, Goa, Paradip, Vishakhapatnam, New Mangalore, Mumbai, Kakinada, Krishnapatnam, and Cochin Seaports. These shops have the World's best-known brands of spirits, wines, and top-selling brands of cigarettes and made-in-India products like handicrafts, etc. as well as a large assortment of teas at most competitive prices. As a part of the overall strategy of making shopping at our shops an incredible experience, we have modeled our shops on the latest designs and from time to time bring out product promotions or price off promotions, etc.

### **Available Products in Duty-free Shops in India**

#### **1. Liquor Items**

- a) Premium Scotch whisky
- b) Regular Scotch whisky
- c) Malt Whisky
- d) Cognac
- e) Gin
- f) Rum, Vodka, Beer
- g) Wines

#### **2. Cigarettes**

#### **3. Indian Goods**

- a) Cosmetics
- b) Perfumes

- c) Chocolates
- d) Gift Items
- e) Indian Souvenirs
- f) Ayurvedic Products etc.

4. Handicrafts

5. India Tea

#### **Shopping Tourism destinations in India**

1. Sarojini Market, Delhi
2. Hawa Mahal Market, Jaipur
3. Colaba Causeway Market, Mumbai
4. Sadar Bazaar, Lucknow
5. Commercial Street, Bangalore
6. Pandy Bazaar, Chennai
7. M.G Road, Pune
8. Charminar Bazaar, Hyderabad
9. Anjuna Flea Market, Goa
10. Law Garden Market, Ahmedabad

## **Case Study for Self-Assessment**

### **Char Dham Yatra and Tourism Planning Challenges**

#### **Background**

Char Dham Yatra in Uttarakhand attracts millions of pilgrims annually. Improved road access and promotion increased visitor numbers significantly.

#### **Problem Situation**

Heavy inflow led to traffic congestion, waste generation, and environmental degradation in fragile Himalayan zones. Natural disasters further highlighted planning weaknesses.

#### **Stakeholders**

- State tourism authorities
- Pilgrims and tour operators
- Local residents
- Environmental experts

### Managerial Issues

- Managing carrying capacity
- Disaster preparedness
- Infrastructure pressure
- Environmental conservation

### Relevance to Lesson

Demonstrates need for structured tourism planning and policy regulation.

#### 6.4 Keywords.

- **Medical Tourism** – It is to travel for the purpose of obtaining medical treatment in that country.
- **Sports Tourism** – It is to travel which involves either observing or participating in a sporting event staying apart from their usual environment.
- **Shopping Tourism** – It is to travel which involves purchasing local products, handmade or culture-based products.

#### 6.5 Self-Assessment question

1. Define Medical Tourism? Briefly explain the concept of Medical Tourism.
2. Explain the concept of Sports Tourism and its destinations.
3. Briefly explain the concept of Shopping Tourism and Shopping tourism destinations in India and the world.

## References and Suggested Readings

### Text Books

1. Inskip, E., *Tourism Planning: An Integrated and Sustainable Development Approach*, Van Nostrand Reinhold, New York, 1991.
2. Page, S. J., *Tourism Management: An Introduction*, Routledge, London, 2014.
3. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S., *Tourism: Principles and Practice*, Pearson Education, Harlow, 2019.
4. Gunn, C. A., & Var, T., *Tourism Planning: Basics, Concepts, Cases*, Routledge, New York, 2002.
5. Goeldner, C. R., & Ritchie, J. R. B., *Tourism: Principles, Practices, Philosophies*, Wiley, New Jersey, 2012.

## Other References

- <sup>24</sup>Ministry of Tourism, Government of India policy documents
- UNWTO Tourism Planning Guidelines
- World Bank Sustainable Tourism reports

### A. Short-Answer Questions (with answers)

1. **Define tourism planning.**  
*Answer:* A systematic process of developing tourism to achieve sustainable goals.
2. **Name one level of tourism planning.**  
*Answer:* National level.
3. **What is carrying capacity?**  
*Answer:* Maximum number of visitors a destination can sustain without damage.
4. **State one positive tourism impact.**  
*Answer:* Employment generation.
5. **Who formulates national tourism policy in India?**  
*Answer:* Ministry of Tourism, Government of India. <sup>19</sup>

### B. Essay-Type Questions (with hints)

1. **Explain the importance of tourism planning.**  
*Hints:* Sustainability, infrastructure, impact control.
2. **Discuss levels of tourism planning.**  
*Hints:* International, national, regional, local.
3. **Evaluate tourism impacts.**  
*Hints:* Economic, social, environmental.

### C. Analytical MCQs

1. Tourism planning mainly ensures:  
A Random growth  
B Sustainable development  
C Higher pricing  
D Seasonal tourism  
 **Correct Answer: B**
2. Carrying capacity relates to:  
A Transport cost  
B Visitor limits  
C Hotel prices  
D Marketing  
 **Correct Answer: B**
3. National tourism policy is framed to:  
A Restrict tourism  
B Guide tourism development  
C Increase taxes

D Limit travel

**Correct Answer: B**

4. Tourism planning helps reduce:

A Revenue

B Impacts

C Demand

D Culture

**Correct Answer: B**

#### 6.6 Further Readings

- Medical Tourism in India by Sneha Pathak and Ritesh Mishra | 21 October 2019
- Medical Tourism in Developing Countries by M. Bookman | 14 January 2014
- Sport Tourism Hardcover –by Joy Standeven | 31 October 1998
- Sports and Recreation Tourism by K S Chauhan | 1 January 2001
- Shopping Tourism, Retailing and Leisure (Aspects of Tourism Book 23) by Dr. Dallen J. Timothy (Author)

#### Text Books

1. Inskip, E., *Tourism Planning: An Integrated and Sustainable Development Approach*, Van Nostrand Reinhold, New York, 1991.
2. Page, S. J., *Tourism Management: An Introduction*, Routledge, London, 2014.
3. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S., *Tourism: Principles and Practice*, Pearson Education, Harlow, 2019.
4. Gunn, C. A., & Var, T., *Tourism Planning: Basics, Concepts, Cases*, Routledge, New York, 2002.
5. Goeldner, C. R., & Ritchie, J. R. B., *Tourism: Principles, Practices, Philosophies*, Wiley, New Jersey, 2012.

#### Other References

- <sup>24</sup>Ministry of Tourism, Government of India policy documents
- UNWTO Tourism Planning Guidelines
- World Bank Sustainable Tourism reports

## LESSON – 7

# CULINARY TOURISM & SPECIAL TOURISM FESTIVALS

### 7.0 Objectives

After studying this lesson, you should be able:

- To provide the basic knowledge about Indian Cuisines
- To know the importance of different Regional Cuisines in India
- To create awareness about the role of beverages in our daily life.
- To learn about the various special tourism festivals celebrated in India

### Objectives of the lesson

After studying this lesson, the learner will be able to:

- Explain the roles and functions of the Ministry of Tourism
- Distinguish the operational scope of ITDC and IRCTC in tourism
- Analyse the heritage conservation role of the Archaeological Survey of India (ASI)
- Evaluate the contribution of public sector institutions to tourism development
- Apply institutional knowledge to tourism management contexts

#### Structure:

- 7.1 Introduction
- 7.2 Culinary Tourism
- 7.3 Activities of Culinary Tourism
- 7.4 World Food Travel Day
- 7.5 Role of Beverages for Promoting Tourism in India
- 7.6 Special tourism Festivals celebrated in India
- 7.7 Keywords
- 7.8 Self-Assessment Questions
- 7.9 Further Readings

#### 7.1 Introduction

According to Abraham Maslow's theory, food and beverages are the basic needs of people of any race, tribe, or nationality. Food and beverages play a vital role in attracting

tourists to a particular destination because of reflections of local culture and lifestyle. Cuisines always had a great impact on travellers' decisions when choosing their tourist destinations to enjoy their holidays, being away from their homes. In India, a wide variety of regional and native traditional cuisine is always made available to welcome and provide the best hospitality to the world tourists using locally available spices, vegetables, herbs, fruits including meat of different birds, animals, and also marine food. No doubt that traditional cuisine could be an excellent tourist attraction in rural villages and also claimed that eating local cuisine might be an integral part of the travel experience because food services have both entertainment and a very good cultural activity to entertain both guests and friends. Indian Star Hotels and Restaurants are playing an important role in promoting Indian cuisine worldwide by conducting Food Festivals regionally and globally. Indian culinary has been known globally but unfortunately, it is not given good advertisement and promotional activity.

## 7.2 Culinary Tourism

India's culinary terrain – with its especially impressive Vegetarian & Non-vegetarian and non-vegetarian cuisines – is a feast for all the senses, not just the sense of taste. Local cooks make full use of the fresh local ingredients available, be they fragrant spices or desert vegetables, and you can delight in everything from sensational street food to work-of-art thalis, from creative contemporary masterpieces to family-run stalls that have served up one speciality for over decades & centuries together. Indeed, it's the sheer diversity of what's on offer that makes eating your way through India deliciously rewarding for all the travellers & Present Tourists. India's culinary story is an ancient one, and the food travellers today reflect millennia of regional and global influences. Food habits are greatly influenced by the geographical location of the dwelling state of individuals. As you move from one part of India to another, you will notice that the types of spices and herbs that are used for cooking vary greatly.

Indian food will have 6 tastes. They are Astringent, sweet, bitter, salty, spicy, and sour. The spices and herbs that are used for preparing food in India may serve as any one or more than one of the following. These spices and herbs may be used for imparting Colours, help in digestion, have medicinal value, or simply add flavor.

# Introductory Case Study: Government Institutions and the Development of Heritage Tourism in India

## Background of the Sector

India's tourism sector is deeply connected to its <sup>101</sup> cultural and historical heritage. Monuments such as forts, temples, palaces, and archaeological sites attract millions of domestic and international visitors annually. However, heritage tourism requires coordinated efforts in conservation, visitor management, infrastructure, and promotion.

To manage these responsibilities, several government institutions play specialised roles. The Ministry of Tourism formulates policies and promotes India globally; the Archaeological Survey of India protects monuments; ITDC develops hospitality infrastructure; and IRCTC facilitates tourist mobility and packages.

## Contextual Trigger

In the early 2000s, increasing tourist footfall at heritage sites like the Taj Mahal, Hampi, and Qutub Minar raised concerns about overcrowding, conservation stress, and visitor management. Reports indicated that without coordinated institutional intervention, heritage degradation could occur.

As a result, integrated action among tourism and heritage bodies became essential.

## Stakeholders

- Ministry of Tourism
- ASI conservation authorities
- ITDC hospitality managers
- IRCTC tourism and rail services
- Tour operators and tourists
- Local communities

## Managerial and Behavioural Issues

- Balancing conservation and tourism revenue
- Inter-agency coordination
- Quality infrastructure development
- Tourist behaviour at heritage sites

## Why This Case is Important for the Lesson

It shows that tourism development is not market-driven alone; it depends heavily on institutional frameworks and governance.

## Explicit Linkage to Lesson Concepts

This case connects to:

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- Functions of the Ministry of Tourism
- Role of ITDC in infrastructure
- IRCTC in tourism facilitation
- ASI in heritage conservation

Many tourists have preferred culinary tourism to converge into five factors, namely

1. Taste and Quality of Food,
2. Food Preparation,
3. Localization of Food and Dining Etiquettes,
4. Tradition and Nutrition of Food
5. Food Aroma and Cleanliness.

In Culinary tourism, tourist destinations have preferred by the tourists where the local food and beverages are the main motivating factors. The International Culinary Tourism Association defines Culinary Tourism as, "the pursuit of unique and memorable eating and drinking experiences". Culinary tourism occurs when visitors seek to experience Local cuisine and Local culture & Tradition together.

#### Significance of Culinary tourism

- One of the main implicit factors that tourists consider in choosing a specific Tourist destination is to taste and enjoy the choicest locally available food.
- Most Indian Traditional food is just not rich in taste but certainly healthy food.
- Nearly 100% of tourists dine outside during travelling from one place to another place.
- Eating is consistently one of the top 3 favorite tourist activities. (Sightseeing, Eating, shopping)
- Local cuisine is the motivating factor in choosing a destination.

#### Role of Culinary Tourism

- Food has always been a component of tourism but it is only recently that it has been truly recognized for the significant part it plays in the overall experience of a Tourist destination. Today's tourist is better informed, more cultured, well-travelled, and looking for new experiences. Food offers a gateway into other cultures, through taste, through food preparation, and the whole eating environment. Food and drink provide

lasting memories that define a holiday or travel experience and also pulls our mind & body to taste it again with family & friends to enjoy during travel.

- Culinary tourism could be commercial or domestic, festive or ordinary, involving restaurants, festivals, cookbooks, specialty food stores, food events, cookery classes, films, brochures, food, and wine tours, and other similar ways of physically experiencing the product. But there are also the tangible aspects of food and drink that provide a knowledge base into the religion, traditions, customs, and history of other places and people's habits.
- Food plays an important role in the attraction of tourists and the overall experience. Destinations now realize that there is great potential for culinary tourism to offer a sustainable tourism product. Travel exhibitions now provide ideal platforms for “International food festivals” as exposure to all the tourists to experience a new taste of food, be that as part of a country or region exhibit or as a stand-alone attraction such a specific food event or location. Tasting culinary items during tourism activity are therefore what it is all about and ensuring that this is covered and promoted as part of the marketing initiative for all tourism destinations.
- Food plays a major role in the travel plans of Indian tourists. They like to experience local culture through its authentic cuisine and also interaction with locals adds an authentic touch to culinary experiences. Indian travellers like to combine culinary tourism with other activities, like adventurous excursions.
- Food quality with genuine preparation avoids food poison is a very important responsibility of hoteliers, vendors to assure the health of the tourists at every destination with a traditional belief that “Atidi Devo Bhava” (Guest is God)
- Indian culture – Indian culinary concepts are inseparable so to protect, preserve, and promote the Indian culinary items to future generations is the primary responsibility of our society with good gestures. If this program is taken up at the national level in a systematic manner, it will certainly motivate the Hospitality Industry and the culinary professionals seriously involved in this massive program. To fulfill this scheme highly developed marketing professionals are to be pressed into action to promote culinary tourism “keep Active” at the global level. It is high time to realize the global competitive market with appropriate advertisements for Indian culinary tourism promotional activities.

- ATITHI DEVO <sup>30</sup> BHAVA” which signifies the true essence of “INCREDIBLE INDIA”. A land which always gives immense and profound respect even to the strangers not only with a glass of water but also makes them delighted with the sumptuous meal which carves its stepping stone to the culinary activities.

### 7.3 Activities of Culinary Tourism

1. **Cooking Class** - In the 21<sup>st</sup> Century, foreign tourists are very much interested to attend the cooking class, for learning the making process of special local food items. <sup>16</sup> Some cooking classes are held in local people's homes, allowing foreign tourists to catch a glimpse of what daily life and cuisine look like for those in the country they're visiting. Both the local hosts and foreign guests benefit from the cross-cultural experience. Special interest tourists on observation of the traditional local food, collect the recipe particulars, record if and also experiment on return home to inform about a new food item, which they have tasted at the tourist destinations.
2. **Food tours** – Nowadays Most Travel agents are conducting food tours throughout the world for food lovers by tasting the different food traditional and modern food items. Tours are primarily focused on food & beverage items. The tour format varies from one travel agency to another travel agency, but will most travel agencies are generally included on their itinerary <sup>16</sup> visits to food markets, bars, and cafés. The tour <sup>16</sup> guides talk only about food, often pointing those on the tour to shops they use. They may discuss how the sort of food they and their families eat differs from the food generally offered to tourists.
3. **The cooking of Food Items** – Some of the Pilgrimage tourists has prepared specific food items based on his religious belief. Some of the tourists have a special interest in making food items. <sup>32</sup>
4. **Taste the Food** – <sup>32</sup> Eating in local restaurants that offer local food items from a specific region.
5. **Carving the Food Items** – to attract tourists and also exhibit the skills of local people.
6. **Shopping**- when foodies are excellent we taste, buy, and carry home to share with the members of the family & friends, particularly please children. <sup>32</sup> Visiting local markets is an excellent opportunity to help travellers to experience local ingredients and learn more about local biodiversity, as well as to promote interaction with local persons.

7. <sup>32</sup> **Gastronomic Events and Cultural Festivals** – Nowadays, many cities have some festivals with typical food stalls. In addition to specific events of gastronomy, when a cultural festival offers a good offer of food and beverages to value and demonstrate some region or type of food is also considered food tourism.

## Student Learning Activities

### Activity 1: Institutional Mapping Task

**Task:**

List four tourism-related government institutions in India and briefly note their roles.

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**Expected Learning Outcome:**

Learner understands institutional structure in tourism.

### Activity 2: Heritage Site Observation

**Task:**

If you visit a heritage site, observe facilities, ticketing systems, and information boards. Identify which institution may be responsible.

.....

.....

.....

.....

**Expected Learning Outcome:**

Learner links theory with real institutional roles.

### Activity 3: Policy Awareness Reflection

**Task:**

Write 300 words on how government bodies influence tourism growth in your state.

**Expected Learning Outcome:**

Learner appreciates governance in tourism.

**India a Land of Variety Food region wise:-**

Black pepper of Kerala's Malabar Coast<sup>15</sup> the region still grows the finest quality of the world's favorite spice and it's integral to most savory Indian dishes. Turmeric is the essence of the majority of Indian Curries, but coriander seeds are the most widely used spice and add flavor and body to just about every dish. Indian 'wet dishes' – commonly known as curries in the west- usually begin with a crackle of cumin seeds in hot oil. Tamarind is sometimes known as the Indian date and is a popular souring agent in entire South India. The green cardamom of Kerala's the Western Ghats is regarded as the world's best.<sup>26</sup> Saffron, the dried stigmas of crocus flowers grown in Kashmir, is so light it takes more than 1500 hand-plucked flowers to yield just one gram. Rice is a staple, especially in south India. Long-grain white rice varieties are the most popular, served hot.<sup>15</sup> **While Rice is paramount in the South, Wheat is a mainstay in the North.** Roti, the generic term for Indian-style bread, is a name used interchangeably with chapatti. The whole of India is united in its love for dhal (curried lentils or pulses). You may encounter up to 60 different pluses. The most common are channa, mung beans, red lentils, yellow lentils, Kidney beans, black lentils, etc.

Marine food – India has around 7500km of coastline, so it's no surprise that seafood is an important ingredient, especially on the west coast, from Mumbai down to Kerala. Kerala is the biggest fishing state, while Goa boasts particularly succulent prawns and fiery fish curries. Fish is the king of Seafood items.

<sup>15</sup> Paan - meals are often rounded off with Paan, a fragrant mixture of betel nut, lime paste, spices, and condiments wrapped in an edible, silky Paan leaf. Paan is taken generally after the feast. Bangla pan is a common habit in North, East India, and North-East Indian people for both genders.

<sup>15</sup> India's Fruit basket is also bountiful. Along with the Sothem, coast are super-luscious tropical fruits such as pineapples and papayas. Mangoes abound during summer with India offering more than 500 varieties. A special variety of Mangoes by the name "Banginapalli

Mamidi” in south India is considered to be king of all fruits. No doubt that the Banana, an affordable fruit to all sections of the society is also used extensively in all festivals and hence called “Religious fruit” in India. <sup>26</sup> Himachal Pradesh produces crisp apples in autumn, while plump strawberries are especially good in Kashmir during summer.

Indian vegetarian food items are very popular both in India and abroad because of the traditional culinary process in preparing and serving to all the members of the family including guests to suit all the occasions of feasts and festivals. The term pure vegetarian meals without eggs, without meat. Pickles, Chutneys, and relishes are accompaniments that add zing to meals. Chutneys <sup>15</sup> can be made from many vegetables, herbs, and spices.

Sweets- India has a colourful kaleidoscope of, often sticky and squishy, Mithai (Indian sweets). These sweets are made from milk products, vegetables, cereals, lentils, nuts or fruit, Rice, and wheat. <sup>26</sup> Each year, an estimated 14 tonnes of pure silver is converted into the edible foil that decorates many Indian sweets, especially during the Diwali festival.

<sup>15</sup> Street food- whatever the time of the day, street food vendors are frying, boiling, roasting, simmering, mixing, juicing, and baking different types of food and drink items. Fabulous cavalcades of taste include chole bhature in North India, Idli sambar in South India.

#### 7.4 World Food Travel Day

<sup>16</sup> The World Food Travel Association introduced World Food Travel Day on April 18, 2019, as a way to put the spotlight on how and why we travel to experience the world's culinary cultures. It is designed to bring awareness to both consumers and trade, and support the Association's mission - to preserve and promote culinary cultures through hospitality and tourism. <sup>55</sup> Every year on April 18th we celebrate World Food Travel Day. WFTA has to invite food-loving travellers, as well as the world's travel and hospitality industries, to join in and celebrate World Food Travel Day together. World Food Travel Day celebrates the reason to travel to experience our world's culinary cultures.

#### 7.5 Role of Beverages for Promoting Tourism in India

Indian beverages <sup>102</sup> are a popular part of Indian cuisine and have an array of drinks that are both unique and refreshing. Indian beverages are not only tasty but also healthy.

**Tea** – Tea is the most famous and flavoured beverage <sup>54</sup> in India, India is the second-largest producer of tea in the world after China, including the famous Assam tea and Darjeeling tea. Tea is the 'State Drink' of Assam. Tea is an aromatic beverage commonly prepared by

pouring hot or boiling water over cured or fresh leaves of the *Camellia sinensis*, an evergreen shrub native to East Asia. After water, it is the most widely consumed drink in the world.

The Planning Commission (renamed Niti Aayog) Deputy Chairman, Montek Singh Ahluwalia had plans to officially recognize tea as the Indian "National Drink" in 2013. India is very famous for herbal teas, these teas give a lot of medicinal benefits. The spices used in herbal teas such as basil (Tulsi), cardamom (Elaichi), pepper (Kali Mirch), liquorice (Mulethi), Mint (Pudina), etc., and traditionally, teas made with these plant leaves or spices have been in use for centuries for maladies ranging from the serious to the trifling. Tea is also mixed with these traditional herbs. International Tea Day is observed annually on May 21, according to the United Nations. The International Tea Day aims to raise awareness of the long history and the deep cultural and economic significance of tea around the world. The goal of the day is to promote and foster collective actions to implement activities in favour of the sustainable production and consumption of tea and raise awareness of its importance in fighting hunger and poverty. An International Tea Day has been celebrated on December 15, since 2005, in tea-producing countries like India, Sri Lanka, Nepal, Vietnam, Indonesia, Bangladesh, Kenya, Malawi, Malaysia, Uganda, and Tanzania.

#### Advantages of Tea

- Tea revs up your metabolism.
- Tea is anti-inflammatory.
- Tea reduces the risk of dying from certain chronic diseases.
- Tea can improve insulin sensitivity
- Tea may help prevent cancer.
- Tea may boost fertility.

#### Coffee

Coffee is the 2<sup>nd</sup> most famous and flavored beverage in India. India is one of the largest producers of coffee in the world, representing about 3.5% percent of world coffee production. Coffee is a brewed drink prepared from roasted coffee beans. Coffee production in India is dominated in the hill tracts of South Indian states, with Karnataka accounting for 71%, followed by Kerala with 21% and Tamil Nadu. Indian coffee is the most extraordinary of beverages, offering intriguing subtlety and stimulating intensity.

International Coffee Day is celebrated on 1<sup>st</sup> October, it is an occasion that is used to promote and celebrate coffee as a beverage, with events now occurring in places across the

world. The first official date was 1 October 2015, as agreed by the International Coffee Organization, and was launched in Milan. This day is also used to promote fair trade coffee and to raise awareness for the plight of the coffee growers

#### Advantages of Coffee

- Coffee Could Help Reduce Your Risk of Alzheimer's
- Coffee Could Help Protect Against Dementia
- Coffee Can Give Your Memory a Boost
- Coffee Could Help Make You Smarter
- Coffee Can Help Reduce Depression
- Coffee Can Help Boost Your Mood
- Coffee Could Reduce Your Risk of Parkinson's Disease
- Coffee Could Decrease Your Risk of Multiple Sclerosis
- Coffee Could Help Get Rid of Headaches
- Coffee Could Help Reduce Your Risk of Heart Disease

#### 7.6 Special Tourism Festivals Celebrated in India

Tourism festivals are celebrated in India to promote tourism and attract both domestic and foreign tourists. International Kite Festival, Tea Festival, Desert Festival, Elephant Festival, and International Mango Festivals are some of the examples of Tourism festivals celebrated in India.

##### International Kite Festival

- Since 1989, the city of Ahmadabad has hosted the International Kite Festival as part of the official celebration of Uttarayana, which is known as Makar Sankranti.
- It is one of the most important Cultural festivals in Gujarat state. This festival is organized by the Gujarat Tourism Department.
- Kite Festival is a Traditional annual festival held in January every year in Ahmadabad.
- On this occasion, the International Kite Makers will prepare the different kites (i.e. Diamonds, Deltas, Box kites, High-speed sport kites, Windsocks, Dragon kites, Snake kites, Star Kites, Hand Printed Kites, etc.) and will fly Kites in the sky. The organizing committee has arranged Master kite makers and flyers from all over the world.



Fig 7.1 International Kite Festival

### Tea Festival

- The tea festival's main aim is to popularise the Nilgiris tea. Tea is an important part of the present human being's lifestyle.
- Tea is very useful for health and the freshness of minds. It is very helpful for psychological health.
- Every year, a Tea Festival is conducted at Ooty. The Tea Festival is organized by the Tamil Nadu Tourism Department, Government of Tamilnadu and the Ministry of Tourism.
- It has been organized for two decades. Earlier, the festivities were limited to the tea growers and workers. The annual Tea Festival is celebrated during the months of January and February in the Nilgiris. The festival is held for 3 days.
- In this festival, the Varieties of Teas Visitors can also taste and select from the wide varieties of tea available. I.e. Black Tea, Green Tea, Oolong Tea, White Tea, Cardamom Tea, Ginger Tea Etc. Now, this festival has to attract a huge number of Domestic & Foreign Tourists.



**Fig 7.2 Tea Festival****Desert Festival**

- The Desert Festival is a Traditional annual festival held in February every year in Jaisalmer. It is held in the Hindu month of Magh (February), three days prior to the full moon.
- The Rajasthan State Tourism Corporation sponsors this festival; this festival is a joyful celebration of the traditional performing arts and creative crafts of Rajasthan.
- Tourists will get to see the Cultural events, the camel polo, the camel dance, and camel races, etc. The sands around Jaisalmer come alive with the brilliant colours, music, and laughter of the Desert Festival.
- The desert festival in Jaisalmer has to attract a number of foreign tourists to Rajasthan. Camels play a Pivotal role in this festival.

**Fig 7.3 Desert Festival****Elephant Festival**

- The Elephant Festival is considered one of the most popular festivals and celebrated events in the pink city, Jaipur.
- The Elephant festival has to attract a number of tourists to this event. Elephants symbolise royalty according to the traditions of Rajasthan. The Elephant is also believed to be associated with Buddhism and Jainism.
- The festival features Elephant polo and Elephant Dance. The festival is primarily based on elephants; other animals, such as camels and horses, participate in the elephant festival.

- Every year, this festival is organized on the full moon day of Phalgun Purnima, which falls in the month of March.
- This festival is enjoyed by a huge number of people, including visitors from different parts of India as well as abroad. This festival is organized by Rajasthan Tourism Development Corporation.



Fig 7.4 Elephant Festival

#### **International Mango Festival**

- International Mango Festival is organized by the Delhi Tourism and Transportation Development Corporation (DTTDC) in collaboration with the Agricultural and Processed Food Products Export Development Authority, the National Horticultural Board and the New Delhi Municipal Council every Year in Delhi. It displays the variety of mangoes and reveals the specialties of mangoes from the different states of India.
- This festival is a brilliant opportunity to taste 1,100+ varieties of mangoes for free and relish the delicious experience.
- The Kings of Fruits festival has to display the traditional mangoes like Benishan mangoes (Banginapalli Mangoes), Langda Mango, Dussehri Mango, Alphonso Mango, Fasli Mango, Bombay Green Mango, Sindheri Mango, Chausa Mango, Himsagar, along with the new hybrid discoveries of the fruit.
- The Mango Festival sells processed mango items such as jam, chutney, mango pulp, mango juice, jelly, etc.
- The International Mango Festival is generally organized in the month of July every year.

- This festival is more attractive and conducts different competitions that are also held among mango growers. Mango eating competitions, mango quiz will be conducted. Generally, people feel like this festival is like mango heaven.
- The International mango festival is celebrated in Delhi since 1987, and every year, this festival is celebrated as a major cultural event.



Fig 7.5 International Mango Festival

## Case Study for Self-Assessment

### Heritage Site Management at Hampi

#### Background

Hampi, a UNESCO-recognised heritage site in Karnataka, attracts large tourist volumes. The site is protected by ASI and promoted by tourism authorities.

#### Problem Situation

Heavy visitor flows led to structural stress on monuments, littering, and pressure on local infrastructure. Conflicts emerged between conservation needs and tourism revenue generation.

#### Stakeholders

- ASI
- Ministry of Tourism
- State tourism department

- Local community
- Tourists

### Managerial Issues

- Conservation vs access
- Visitor management
- Infrastructure regulation
- Community participation

### Relevance to Lesson

Demonstrates institutional roles in tourism governance.

### 7.7 Keywords

- **Cuisine** – Cuisine is a style of cooking characterised by distinctive ingredients, techniques, and dishes, and usually associated with a specific culture or geographic region. Regional food preparation traditions, customs, and ingredients often combine to create dishes unique to a particular region.
- **Tea** – A hot drink made by infusing the dried, crushed leaves of the tea plant in boiling water.
- **Coffee** – A hot drink made from roasted and ground Coffee seeds in boiling water.
- **Tourism Festivals** – Organised events that attract visitors and promote a place's culture, heritage, or attractions.

### 7.8 Self-Assessment Questions

- Explain the role of Culinary Tourism in promoting Indian Tourism?
- Explain the activities in Culinary Tourism?
- What is the role of Beverages in promoting tourism in India?
- Explain the significance of Special tourism festivals celebrated in India.

### . Short-Answer Questions (with answers)

1. **What is the role of the Ministry of Tourism?**  
*Answer:* Policy formulation and tourism promotion.
2. **Expand ITDC.**  
*Answer:* India Tourism Development Corporation.
3. **What is IRCTC known for?**  
*Answer:* Rail-based tourism services and online ticketing.
4. **What is the main role of ASI?**  
*Answer:* Conservation of monuments and archaeological sites.

5. Name one ITDC function.

*Answer:* Managing hotels and tourism services.

## B. Essay-Type Questions (with hints)

1. Explain the role of the Ministry of Tourism in India.

*Hints:* Policy, promotion, coordination.

2. Discuss the contribution of ITDC to tourism.

*Hints:* Hotels, infrastructure, services.

3. Evaluate ASI's role in heritage tourism.

*Hints:* Conservation, visitor regulation.

## C. Analytical MCQs

1. ASI is primarily responsible for:

- A Hotel management
- B Rail tourism
- C Monument conservation
- D Airline services

Correct Answer: C

2. IRCTC mainly supports tourism through:

- A Monument care
- B Rail tourism packages
- C Museum management
- D Visa services

Correct Answer: B

3. ITDC focuses on:

- A Agriculture
- B Hospitality infrastructure
- C Mining
- D Education

Correct Answer: B

4. Ministry of Tourism is responsible for:

- A Private tour operations
- B National tourism policy
- C Hotel pricing
- D Airline schedules

Correct Answer: B

### 7.9 Further Readings

- Culinary Tourism Book – Lucy M. Long, Published in 1998
- Culinary Tourism – Michael Mirror, Published in 2011, ISBN 978-3704663016

- Food and Drink Tourism: Principles and Practice - Sally Emmett, Published in 2010, ISBN 978-0813129853

### **Text Books**

1. Page, S. J., *Tourism Management: An Introduction*, Routledge, London, 2014.
2. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S., *Tourism: Principles and Practice*, Pearson Education, Harlow, 2019.
3. Holloway, J. C., Humphreys, C., & Davidson, R., *The Business of Tourism*, Pearson, London, 2019.
4. Goeldner, C. R., & Ritchie, J. R. B., *Tourism: Principles, Practices, Philosophies*, Wiley, New Jersey, 2012.
5. Gunn, C. A., *Tourism Planning*, Routledge, New York, 2002.

### **Other References**

- Ministry of Tourism, Government of India reports
- Archaeological Survey of India publications
- UNWTO governance and heritage tourism reports

## LESSON -8

# TOURISM PLANNING & NATIONAL TOURISM POLICY

### 8.0 Objectives

After studying this lesson, you should be able:

- To give the basic knowledge about Tourism Planning
- To provide basic knowledge about Approaches to tourism planning
- To give detailed information about different Tourism Destinations.
- To understand the significance of the National Tourism Policy.

### Objectives of the lesson

After studying this lesson, the learner will be able to:

- Explain the mandate and functions of TFCI in tourism financing
- Describe the role of ICPB in promoting India as a MICE destination
- Analyse the functions and ethical framework of IATO
- Evaluate the contribution of APTDC to state tourism development
- Assess the planning and regulatory role of APTA

#### Structure:

- 8.1 Tourism Planning
- 8.2 Approaches of Tourism Planning
- 8.3 Levels of Tourism Planning
- 8.4 Types of Tourism Planning
- 8.5 Benefits of Tourism Planning
- 8.6 The Planning Process
- 8.7 Tourism Master Plan
- 8.8 National Tourism Policy
- 8.9 Keywords
- 8.10 Self-Assessment Questions
- 8.11 Further Readings

### 8.1 Tourism Planning

The tourism industry provides a major economic development opportunity for many countries to improve the livelihoods of their local residents. Both the public and private sectors involved in tourism depend on planning to achieve sustainable tourism development that respects the local community, creates appropriate employment, maintains the natural environment, and delivers a quality visitor experience.

- Planning is the blueprint of success in all operations. Planning is a set of activities to be carried out at the macro and micro levels in the tourism industry to frame the objectives.
- Planning determines how those objectives can be achieved. Planning is a future course of action.
- As far as a business organization is concerned, the achievement of objectives depends on the efficiency in utilizing various resources, like human, financial, and material.
- Proper and effective planning results in the optimization of resource utilization. An efficient plan would give answers to the most vital questions concerning an organization—what to do, when to do it, where to do, how to do, who will do the various activities, and how the results are to be evaluated.

According to Getz (1987) - The theory of Planning- defines tourism planning as “a process, based on research and evaluation, which seeks to optimize the potential contribution of tourism to human welfare and environmental quality”.

According to Faludi (1973)- Approaches to tourism planning- “Planning is a very important part of the process by which tourism is managed by governments at the national, local and organizational levels”.

A well-developed tourism plan can provide guidelines for the successful development of tourism in the country or a particular region. Tourism planning helps to reduce the negative impacts of tourism, like pollution, cultural degradation, social problems, etc. Tourism planning is very important for conserving tourism resources, both natural and cultural. Tourism planning is inevitable for ensuring sustainable development at tourist destinations. Tourism planning also helps in the development of new tourism products and also helps to diversify the existing products. This will help to get maximum benefits from tourism in a sustainable way. The promotion and marketing of tourism products can be effectively done using tourism planning. Thus Tourism planning provides an opportunity for tourism

development and these are important for both the public and private sectors, who are involved in the tourism industry.

## 8.2 Approaches to tourism planning

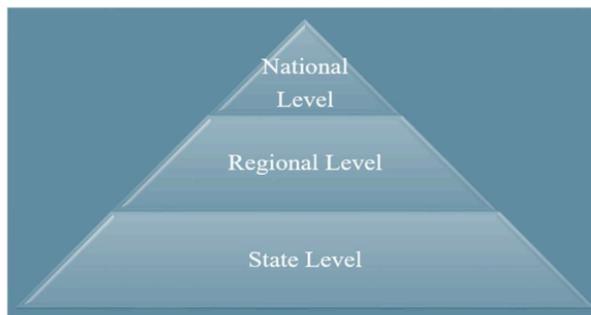
### 1. Planning tourism as an integrated System

- This is an important concept in tourism planning where the tourism industry is viewed as an interrelated system of demand and supply factors.
- The demand factors are international and domestic tourist markets and the local resident community who use the tourist facilities and services.
- The supply-side factors consist of the tourist attractions and activities (including natural and manmade attractions like waterfalls, forests, beaches, monuments, zoos, etc.)

### 2. Planning for Sustainable Development

- The sustainable development approach to tourism implies that the natural, cultural and other resources of tourism are conserved for continuous use in the future, while still bringing benefits to the present society.
- This concept has received momentum internationally since the early 1980s. This approach to tourism development is extremely important because tourism development depends on the natural resources at the destination.
- The important techniques used for sustainable tourism development include the following.
  - Environmental planning
  - Community-based tourism
  - Quality tourism (GOOD VALUE FOR MONEY)

### 8.3 Levels of Tourism Planning

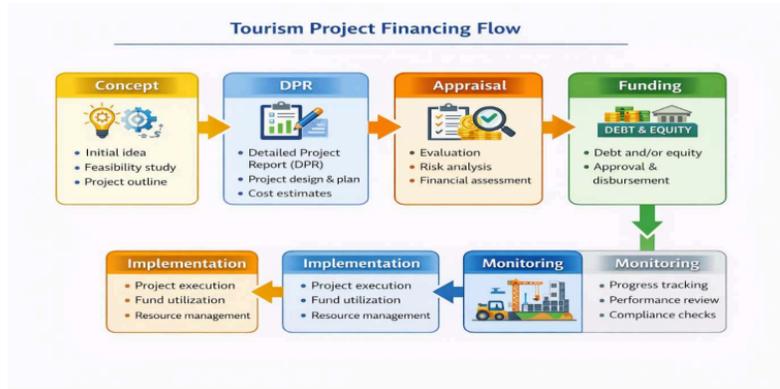


**Fig 8.1 Levels of Tourism planning**

India will have 28 states and 8 union territories. In India, tourism planning is done at 3 levels.

**State Level Tourism Planning** – All the State governments and Union territories of India are responsible for developing tourism resources.

- Each state's tourism department has to promote tourism in the state. The state tourism department is responsible for identifying both potential and offbeat tourism destinations in the state. Provide the Basic Needs to the Tourists.
- They develop tourism policies and implement them effectively. The state government is also responsible for maintaining tourist attractions and providing funding. Licences and permissions have al



so been provided by the state tourism department.

## Introductory Case Study: Financing and Coordinating a Convention-Led Tourism Push

### Background of the Sector

India's push to become a global MICE (Meetings, Incentives, Conferences, Exhibitions) destination requires large investments in convention centres, hotels, connectivity, and destination services. Financing such infrastructure and coordinating private operators are critical for competitiveness.

### Contextual Trigger

A tier-2 Indian city sought to bid for international conventions but lacked adequate convention facilities and branded hotels. Project viability depended on long-term finance, destination promotion, and credible tour operator networks.

### Stakeholders

- Tourism Finance Corporation of India (TFCI)
- India Convention Promotion Bureau (ICPB)
- Indian Association of Tour Operators (IATO)
- State tourism bodies (APTDC/APTA)
- Private investors and hoteliers

### Managerial and Behavioural Issues

- Project appraisal and risk in tourism infrastructure
- Destination branding for conventions
- Ethical standards in tour operations
- Inter-agency coordination

### Why This Case is Important for the Lesson

It demonstrates how finance, promotion, industry associations, and state bodies collectively enable tourism growth.

### Explicit Linkage to Lesson Concepts

- TFCI as a catalyst for infrastructure finance
- ICPB's role in convention promotion
- IATO's standards and coordination
- APTDC/APTA's state-level execution and planning

- They collaborated with **more than** two states on this tourism planning effort. Because no single state can afford to spend a large portion of its budget on tourism projects.
- There are implications for both union territories and states. Infrastructures are built in collaboration with state governments and US territories - Roads, rail links, airstrips, water, electricity, etc.
- But sometimes, private firms contribute to planning and investment funds as well. – Build Hotels, Motels, Restaurants, Bars, Theme Parks, Shopping Centres, etc.

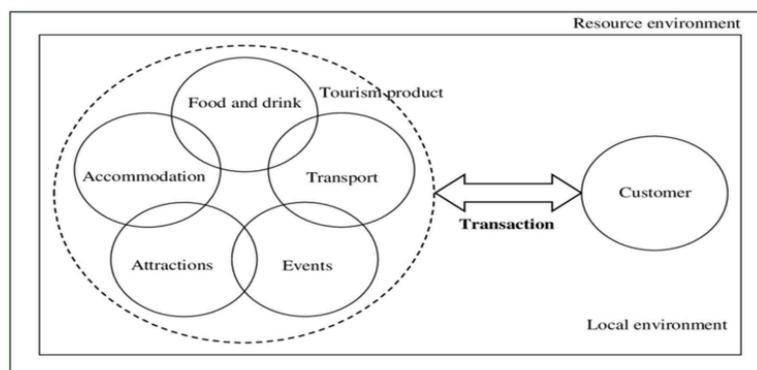
#### Tourism Planning at the National Level

- The Ministry of Tourism and Central Govt. organizations have play the important role in **Tourism planning at the national level**.
- The Ministry of Tourism is responsible for the formulation and administration of the rules, regulations, and laws relating to the development and promotion of tourism in India.
- The Ministry of Tourism has introduced **various schemes such as** PRASHAD, Swadesh Darshan, Adopt A Heritage Project, Dekho Apna Desh, and E-Visa. They grant hotel approvals and licenses.
- They provide finance to the tourist destinations and also develop the nation's tourism policy.
- They create tourism plans for tourist destinations at a national level.
- The union government's efficient tourism planning also resulted in the establishment of tiger reserves, bird sanctuaries, wildlife sanctuaries, and biodiversity zones.
- **Large amounts of money are needed to plan and execute such projects.**

#### 8.4 Types of Tourism Planning

- **Spatial Tourism Planning** – In this type of tourism planning, the space and environment of **the tourist** destination are analyzed in order to create a high-quality infrastructure that is also sustainable. Ex-National Parks.
- **Sectorial Tourism Planning** – In this type of planning, the region to be developed is divided into different sections called sectors, and then the socio-cultural, economic, and environmental needs are assessed. Accordingly, tourism resources were allocated. The resources of each sector were preserved and protected. Then the tourism development objectives were achieved by the coordinated work of each sector in the region.

- **Integrated Tourism planning** – In this type of planning the different sectors or parts of the tourism industry work together as an integrated system to realize the objectives of the industry. Thus this type of plan helps in the promotion of the whole region as a major tourist spot.



**Fig 8.2 Integrated Tourism planning**

- **Complex Tourism planning** – When tourism planning involves the inclusion of several regions, it is called complex Tourism planning. These regions may be located far away from one another, but in order to develop international tourism, these regions have to be developed in a comprehensive way. For example, The Chara Dham Yatra include Dwaraka, Badrinath, Puri, and Rameswaram. These four places are located in four different regions of India. Complex tourism planning is the best way to develop these kinds of destinations.
- **Centralized Tourism planning** - This is done by a single authority, usually the central or state government. The Main decisions of tourism development, like the framing of tourism policy, establishing service standards, etc., are usually made by the central or state government. Other players (Private) are not involved.
- **Decentralized Tourism planning** – In this, tourism planning involves the parties, who are keen to develop a tourist spot, plan the execution of the activities of that spot. They take the assistance of the government as well as finance from the local, regional or national banks to do so. The government gives support and money to such firms. Ex:- Cochin airport is the first in India to be built in a public-private partnership and is owned by a public limited company called Cochin International Airport Limited, better known as CIAL, on March 30, 1994. However, now the centralized planning

8 seems to be ineffective, and the government is promoting decentralization by way of privatization.

## Student Learning Activities

### Activity 1: Project Feasibility Snapshot

**Task:** Identify a tourism project (hotel/resort/convention centre) in your region and list likely funding sources (equity, term loans, government support).

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**Expected Learning Outcome:** Understand financing channels in tourism.

### Activity 2: Association Value Mapping

**Task:** List three benefits a tour operator gains by being a member of a professional association.

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**Expected Learning Outcome:** Recognise the role of associations in standards and advocacy.

### Activity 3: State Tourism Audit

**Task:** Review your state tourism portal and identify two initiatives in infrastructure and two in promotion.

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**Expected Learning Outcome:** Connect state policy with on-ground development.

### 17 8.5 Benefits of Tourism Planning

- There are several important specific benefits of undertaking national and regional tourism planning. These advantages include:
- Establishing the overall tourism development objectives and policies - what is tourism aiming to accomplish, and how can these aims be achieved. Developing tourism so that its natural and cultural resources are indefinitely maintained and conserved for future, as well as present, use.
- Integrating tourism into the overall development policies and patterns of the country or region, and establishing close linkages between tourism and other economic sectors
- Providing a rational basis for decision-making by both the public and private sectors on tourism development.
- Making possible the coordinated development of all the many elements of the tourism sector. This includes inter-relating the tourist attractions, activities, facilities, and services with the various and increasingly fragmented tourist markets.
- Optimizing and balancing the economic, environmental, and social benefits of tourism, with equitable distribution of these benefits to society, while minimising possible problems of tourism.
- Providing a physical structure that guides the location, types, and extent of tourism development of attractions, facilities, services, and infrastructure.
- Establishing the guidelines and standards for preparing detailed plans of specific tourism development areas that are consistent with, and reinforce, one another, and for the appropriate design of tourist facilities.
- Laying the foundation for effective implementation of the tourism development policy and plan and continuous management of the tourism sector, by providing the necessary organizational and other Institutional frameworks.
- Providing the framework for effective coordination of the public and private sector efforts and investment in developing tourism.
- Offering a baseline for the continuous monitoring of the progress of tourism development and keeping it on track.

## 8.6 The Planning Process

The process of planning is very important for the growth and development of the tourism industry. It is very essential for us that we should make a kind of system and strategy by which the planning should be done according to the needs and wants of the people.

- **Definition of the System:** The planning for the tourism industry is a very important process. The planning process can be able to give a different kind of condition in our results and, growth of the company. It is very essential for us that we should work to make our system to be perfect. The system definition is very important for the people which are related to that industry.
- **Objective Formulation:** Objectives of the organization should create awareness in the mind of the people who are involved in the process of the planning. It is essential for us that we should make a kind of planning and development process by which the planning should be done according to the requirement of the people.
- **Information Search:** The planning process in the tourism industry is a kind of process in which we work for the growth and development of the industry. It is essential for us that we should work to search out the relevant information for the growth and development of the industry. The planning is essential for the development of the idea for the future requirement.
- **Investigation of Data:** The data which is collected from the various resources is essential in the decision-making process. With the help of the proper data, we can be able to give a high amount of satisfaction to the people.
- **First Level Planning:** The planning is very much essential that the planning should start in step by step process. The planning can be able to create a difference in the growth and development of the industry for future growth and requirement. The first level of planning is to work in a manner by which can be able to generate the maximum output for the growth of the country.
- **Authorization of Plan:** The authorization is like taking permission from the superior authority. It is essential in the planning process that we should take the proper permission from the authority which is involved in the tourism development process. We can take the example of any destination like in Delhi before starting any kind of development process, we are required to obtain permission from various departments, which is very essential in the planning process.

- Selection of Best Plan: When we have various plans in our hands, we need to work according to the development of the resources, according to the requirements, needs and wants of the people. It is essential for us that we should choose the best alternative from all.
- Activation of the Plan: In the last and final step, we work to implement our plan in the market. The market situation is very worst and cannot, be able to work for the growth and development of the industry. It is essential for us that we should make a system in which the starting of the plans should be done in an effective manner.

### 8.7 Tourism Master Plan

Strategic planning is an essential component of the tourism development cycle. A tourism master plan or any other tourism development concept is a strategic approach for successful and sustainable tourism development of a defined area that shall stimulate positive impacts such as employment, local income, investments, infrastructure, and general welfare. Based on our experience, we identify opportunities for development and marketing, which form the foundation of the tourism development strategy or tourism master plan. ITO offers strategic planning assistance in the following areas:

- Tourism potential analyses
- Competitive surveys
- Marketing and distribution
- Tourism organization
- Strategy development in the fields of tourism product development, marketing and distribution, human resources, institutional framework, and investment.
- Policy development

ITO provides specialist services in tourism and hospitality market research. We assist destination areas with studies of market segments, market trends and characteristics, product development and marketing priorities, and strategies for partnerships and revenue generation. Our surveys are consumer as well as business-to-business oriented.

- Travel trade surveys
- Visitor surveys
- Focus group discussion
- Desk research (EDP and non-EDP)

Marketing strategies for the tourism sector must be based on sound market research. Our extensive knowledge of the tourism industry, together with our market-driven approach to

projects, provides us with a strong foundation in this area. ITO develops marketing strategies, guidelines, and plans for tourism destinations on a regional, national and international level. Based on qualitative/quantitative tourism research and in combination with highly creative and innovative input, we create competitive strategies and measures for future marketing activities for our clients.

Tourism has a variety of economic impacts. Tourists contribute to sales, profits, jobs, taxes, revenues, and income in an area. The most direct effects occur within the primary tourism sectors – lodging, restaurants, transportation, amusements, and retail trade. Through secondary effects, tourism affects most sectors of the economy.

Measurements of economic impacts are essential to planning, management, and development decisions. By documenting the travel industry's economic contributions and tracking associated tourism spending trends, economic impact studies assist decision-makers when allocating funds. Based on an in-depth analysis we generate a SWOT analysis for your country/ region/ destination. All important aspects will be considered and combined to our recommendation scenario which is underpinned with our experience and know-how of comparable projects. And even in implementing the tourism master plan, ITO is a competent partner for the tourism industry.

#### 8.8 National Tourism Policy

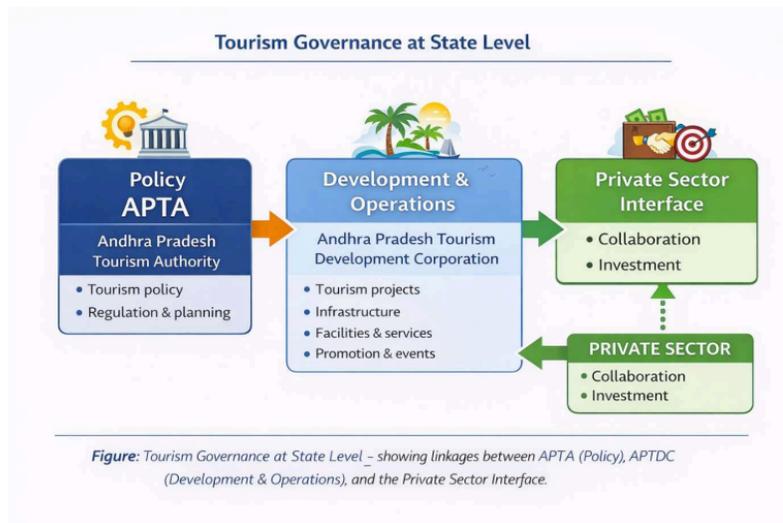
<sup>112</sup> National Tourism Policy with the objective of positioning tourism as a major engine of economic growth, which creates huge employment opportunities <sup>97</sup> and poverty eradication in an environmentally sustainable manner. <sup>39</sup> The policy is based on ten strategic pillars.

- (i) Welcoming the Visitor,
- (ii) Seamless Connectivity and Transport Infrastructure,
- (iii) Destination Planning, Development and Management,
- (iv) Business Development and Investment Promotion,
- (v) Develop and Diversify Tourism Products,
- (vi) Skill Development,
- (vii) Market India,
- (viii) Quality Assurance and Standardisation,
- (ix) Market Intelligence and Research
- (x) Institutional Capacity and Stakeholder Engagement.

**39 Vision** – “To transform our tourist destinations to provide world-class visitor experience, making India one of the topmost destinations for sustainable and responsible tourism”.

**Mission** – With a broad vision of responsible and sustainable tourism, the Policy aims to achieve the following missions:

- **28** To position India as a welcoming, safe, clean, hygienic and accessible destination
- To provide seamless connectivity and transport infrastructure
- To plan, develop and manage tourist destinations and circuits
- To promote Startups, MSMEs and Investment in the tourism sector,
- To improve the ease of doing business and India’s rank in WTTI
- To develop and diversify tourism products and experiences
- To facilitate the availability of skilled manpower for the tourism sector
- To market India aggressively in overseas and domestic markets
- To promote standardisation and quality assurance in the tourism sector
- To strengthen the use of market intelligence and research
- To build institutional capacity and enhance institutional linkages



### National Tourism Policy History

In the year 1982 First National Tourism Policy focused on the "7-S" mantra: Swaagat (welcome), Soochanaa (info), Suvidhaa (facilitation), Surakshaa (security), Sahyog (cooperation), Sanrachnaa (infrastructure), and Safaai (cleanliness).

1992: Action Plan introduced to increase private sector participation.

2002: The current active policy, which launched the successful "Incredible India" campaign.

### National Tourism Policy – 2024

The Ministry of Tourism has prepared a draft of the National Tourism Policy incorporating suggestions received from Central Ministries, State Governments/UT Administrations and Industry Stakeholders. The Ministry of Tourism drafted a National Tourism Policy based on various recent developments. The Policy aims at improving framework conditions for tourism development in the country, supporting tourism industries, strengthening tourism support functions and developing tourism sub-sectors.

**Strategic Objectives (Draft Policy)** The new policy provides a holistic framework focused on the following pillars:

- Economic Growth: Enhancing tourism's contribution to the GDP by increasing visitor stay and spending.
- Job Creation: Developing entrepreneurial opportunities and ensuring a supply of skilled labour through vocational training.
- Competitiveness: Attracting private sector investment by granting "Industry Status" to the tourism sector and "Infrastructure Status" to hotels. Enhancing the competitiveness of the tourism sector and attracting private sector investment.
- Sustainability: Focusing on Green Tourism and the preservation of cultural and natural resources to ensure ethical and inclusive development.
- Digitalisation: Leveraging technology to improve the tourist experience and support MSMEs in the hospitality sector.
- Preserving and enhancing the country's cultural and natural resources.
- Ensuring sustainable, responsible, and inclusive development of tourism across the country.

Ministry of Tourism has revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD 2.0) with the objective to develop sustainable and responsible tourism destinations, following a destination & tourist-centric approach.

The central financial assistance is being extended according to guidelines and based on proposals/detailed project reports received from the States and UT Governments.

The Ministry of Tourism has formulated National Strategies for Sustainable Tourism, Rural Tourism, Rural Homestays, MICE, Adventure Tourism and Eco-Tourism for focused promotion and development of these areas.

- Overall **Tourism** Ranking (WEF): **India** is ranked 39th globally on the World Economic Forum's Travel and Tourism Development Index, highlighting its progress in infrastructure and policy.
- Most Beautiful Countries List: India secured the 6th spot in a prominent 2026 global ranking for its diverse landscapes, ranging from the Himalayas to the backwaters of Kerala.
- Tourism Economics (WTTC): India is recognised **among the top 10 largest tourism economies in the world**, with a significant GDP contribution.
- Medical Tourism: As of 2025-2026, India ranks 10th in the global Medical Tourism Index.
- Arrivals & Recovery: International tourist arrivals reached 20.57 million in 2024, showing a robust recovery.

**Government actions are focusing on:** improving access to institutional finance, providing interest-free loans for large projects, and piloting tax measures to reduce travel costs. Continued stakeholder consultations aim to harmonise regulations and incentives.

- New credit windows for tourism MSMEs
- Exploring GST rationalisation on bundled travel services

## Case Study for Self-Assessment

### Building a Convention Destination in Visakhapatnam

#### Background

A coastal city aims to position itself as a MICE hub. It plans a convention centre, hotel inventory expansion, and destination marketing.

#### Problem Situation

Funding gaps delay construction. International event bids require coordinated marketing and credible DMCs. Regulatory approvals and infrastructure timelines pose risks.

### Stakeholders

- TFCI (project finance/advisory)
- ICPB (bidding and promotion)
- IATO members (DMCs/tour operators)
- APTDC/APTA (state facilitation and policy)
- Private developers

### Managerial Issues

- Financial structuring and risk
- Destination readiness and branding
- Service standards and coordination
- Policy alignment and approvals

### Relevance to Lesson

Integrates finance, promotion, associations, and state roles in one project ecosystem

### 8.9 Keywords

- <sup>90</sup> Tourism Planning – Tourism planning refers to the overall process of deploying the development goals and the implementation of a comprehensive tourism system
- <sup>83</sup> Master Plan – A master plan is a dynamic long-term planning document that provides a conceptual layout to guide future growth and development
- National Tourism Policy – <sup>17</sup> A government's official plan and guidelines to develop, manage, and promote tourism in a country.

### 8.10 Self-Assessment Questions

- <sup>17</sup> What is meant by Tourism Planning? Explain the different levels in tourism planning in India?
- <sup>6</sup> Explain the different types of Tourism plannings?
- Discuss the Role of the master plan in Tourism.
- Write a brief note about the National Tourism Policy implemented in India.

### <sup>1</sup> Short-Answer Questions (with answers)

#### 1. What is TFCI?

*Answer:* A specialised financial institution supporting tourism and hospitality projects through long-term finance and advisory.

#### 2. What does ICPB promote?

*Answer:* India as a global MICE/convention destination.

#### 3. State one function of IATO.

*Answer:* Promoting ethical standards and coordinating tour operators.

4. **Name one service of APTDC.**

*Answer:* Operating tourist facilities and packages.

5. **What is APTA's core role?**

*Answer:* Policy, planning, regulation, and promotion at the state level.

### B. Essay-Type Questions (with hints)

1. **Discuss TFCI's role in tourism development.**

*Hints:* Infrastructure finance, advisory, project appraisal, long-term funding.

2. **Explain how ICPB strengthens India's MICE sector.**

*Hints:* Bidding support, destination branding, partnerships.

3. **Evaluate IATO's contribution to service quality.**

*Hints:* Ethics, training, dispute resolution, representation.

4. **Analyse the complementary roles of APTDC and APTA.**

*Hints:* Policy vs. operations, infrastructure vs. regulation.

### C. Analytical MCQs

1. TFCI primarily addresses:

- A Visa processing
- B Long-term project finance
- C Airline scheduling
- D Ticketing

**Correct Answer:** B

2. ICPB's core domain is:

- A Heritage conservation
- B Convention promotion
- C Rail catering
- D Currency exchange

**Correct Answer:** B

3. IATO emphasises:

- A Mining standards
- B Ethical tour operations
- C Hotel construction
- D Tax collection

**Correct Answer:** B

4. APTA mainly handles:

- A Airline operations
- B Policy and planning
- C Cruise services
- D Immigration

**Correct Answer:** B

### 8.11 Further Readings

- <sup>79</sup> Tourism: Principles and Practices (Oxford Higher Education) Paperback – 24 November 2011 by Sampad Kumar Swain, Jitendra Mohan Mishra

- **Tourism: Concepts, Theory and Practice** Paperback – 1 February 2020 by M.R. Dileep
- **Tourism Development: Principles & Practices** Paperback – 7 February 2020 by A K Bhatia.

## References and Suggested Readings

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1. Bhatia, A. K., *Tourism Development: Principles and Practices*, Sterling Publishers, New Delhi, 2011.
2. Swain, S. K., & Mishra, J. M., *Tourism: Principles and Practices*, Oxford University Press, New Delhi, 2011.
3. Roday, S., Biwal, A., & Joshi, V., *Tourism: Operations and Management*, Oxford University Press, New Delhi, 2009.
4. Page, S. J., *Tourism Management: An Introduction*, Routledge, London, 2014.
5. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S., *Tourism: Principles and Practice*, Pearson, Harlow, 2019.

### Other References

- Annual reports of **Tourism Finance Corporation of India**
- **India Convention Promotion Bureau** publications
- **Indian Association of Tour Operators** guidelines
- **State tourism** policy documents and reports

## LESSON -9

**MINISTRY OF TOURISM, ITDC, IRCTC, & ASI****9.0 Objectives**

After studying this lesson, you should be able:

- To give the basic information about the Ministry of Tourism
- To provide basic knowledge about IRCTC
- To give detailed information about the Archaeological Survey of India (ASI)

**Objectives of the lesson**

After studying this lesson, the learner will be able to:

- **Explain** the importance of transportation in tourism development
- **Distinguish** between rail, road, air, and water transport for tourism
- **Analyse** the advantages and limitations of each transport mode
- **Evaluate** transport choices for different tourism contexts
- **Apply** transport planning concepts to improve tourist accessibility

**Structure:**

- 9.1 Ministry of Tourism
- 9.2 Role and Functions of MOT
- 9.3 ITDC
- 9.4 IRCTC
- 9.5 Archaeological Survey of India
- 9.6 Keywords
- 9.7 Self-Assessment Questions
- 9.8 Further Readings

**9.1 Ministry of Tourism**

The Ministry of Tourism is the apex body. It was established in 1967. MOT is responsible for the development and promotion of tourism in the country by formulating national policies and programs and coordinating the activities of various Central Government Agencies, State Governments/UTs, and the Private Sector.

<sup>6</sup> The activities of this Ministry of Tourism have to promote <sup>3</sup> internal tourism, i.e. both inbound and domestic tourism, in India. The Ministry of Tourism has projected the country as a 365 days' tourist destination, promoting tourism in a sustainable manner by the active participation of all segments of the society, assuring quality standards amongst tourism service providers, etc. Apart from these, the focus is also on the integrated development of tourism infrastructure and facilities through effective partnerships with various stakeholders.

<sup>3</sup> Ministry of Tourism has taken up the initiative of identification, diversification, development, and promotion of niche tourism products of the country like Cruise, Adventure, Medical, Wellness, Golf, Polo, Meetings Incentives Conferences & Exhibitions (MICE), Eco-tourism, Film Tourism, Sustainable Tourism, etc. to overcome 'seasonality' challenge in tourism and to promote India as a 365 days destination. The Ministry of Tourism <sup>3</sup> takes the initiative with the Ministry of Home Affairs and Ministry of External Affairs for achieving the same. As of December 2020, the e-visa facility has been extended to the nationals of 171 Countries under 5 sub-categories i.e 'e-Tourist visa', 'e-Business visa', 'e-medical visa', 'e-Medical Attendant Visa' and 'e-Conference Visa'. The e-Visa <sup>107</sup> is valid for entry through 28 designated Airports and 5 designated seaports.

<sup>24</sup> For tourism infrastructure creation in the country, the Ministry of Tourism has two major schemes, launched during 2014-15, viz. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASHAD- Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive for development of tourism infrastructure in the country including historical places and heritage cities.

<sup>3</sup> Ministry of Tourism had launched the Dekho Apna Desh initiative in January 2020. Dekho Apna Desh is promoted Domestic tourism in India. <sup>3</sup> Under this initiative, Ministry has been organizing webinars, quizzes, pledges, discussions to keep connected with the stakeholders and to encourage citizens to travel within the country.

<sup>36</sup> The Ministry of Tourism provides financial assistance to Central Agencies such as the Archeological Survey of India (ASI), Port Trusts of India, India Tourism Development Corporation (ITDC), and others in order to develop potential destinations within their jurisdictions. In 2020, a total of Rs.39.77 crore has been allocated to several Central Agencies for the development of tourism infrastructure. Ministry has introduced the <sup>77</sup> online system of receiving, processing, and conveying/ granting approvals for hotel projects, Hotel classification / re-classification status to functioning hotels, and project-level approval for the hotel under construction.

<sup>3</sup> The Ministry of Tourism has taken up the GST taxation slabs with the Ministry of Finance, Government of India, from time to time, as a result of which the following changes have been effected in GST rate slabs with respect to tourism products and services. The GST rate on hotel rooms with tariffs of up to Rs 7,500 per night has been cut to 12% from the existing 18%. Similarly, the tax on room tariff of above Rs 7,500 has been slashed to 18% from the existing 28%. There will be no GST on room tariffs of below Rs 1,000 per night.

<sup>3</sup> The Ministry of Tourism has launched the 24x7 Toll-Free Multi-Lingual Tourist Info-Helpline on the toll-free number 1800111363/ short code 1363 in 12 Languages including Hindi and English in February 2016, to facilitate and assist domestic and foreign tourists in terms of information relating to Travel in India and to provide a sense of safety and security. The languages handled by the Tourist Helpline include ten International languages besides English and Hindi, namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian, and Spanish.

Ministry of Tourism has introduced a <sup>3</sup> 24/7 Live Chat Service interface on the website of the Ministry ([www.incredibleindia.org](http://www.incredibleindia.org)) to assist tourists with better planning and quick query resolutions. The live chat service assists both international and domestic tourists with their queries and itinerary planning.

The Ministry also has <sup>24</sup> the following autonomous institutions: (i) Indian Institute of Tourism and Travel Management (IITM). (ii) National Council for Hotel Management and Catering Technology (NCHMCT); and the Institutes of Hotel Management (IHMs). (iii) Indian Culinary Institute (ICI).

The Ministry of Tourism has to maintain the <sup>3</sup> 47 Institutes of Hotel Management (IHMs), (comprising 21 Central IHMs and 26 State IHMs) and 14 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. One (1) Central IHM at Jadhishpur, Uttar Pradesh is under construction, 2 Indian Culinary Institute (ICI).

'Incredible India' <sup>3</sup> mobile application, launched on 27th of September 2018, assists international and domestic tourists to access information about Ministry of Tourism recognized tourism service providers namely approved Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators, Tourist Transport Operators, Travel Agents, Regional Level Guides, Classified Hotels available in respective cities / Tourist centers.

Ministry of Tourism launched the new Incredible India website on 14th June 2018. The main aim of this site is to promote Indian tourism all around the world. <sup>45</sup> The website showcases India as a holistic destination, revolving around major experiences, such as spirituality, heritage, adventure, culture, yoga, wellness, and more. The website follows the

trends and technologies of international standards intending to project India as a “must-visit” destination. The website has many useful features to make it more interactive and to provide a deeper engagement to the travellers visiting the website.

Ministry of Tourism has launched the Incredible India Tourist Facilitator (IITF) Certification Programme, with the objective of providing online training and accreditation of Tourist Facilitators through a centralized e-learning module. This will benefit the Indian economy in general and Indian tourism in specific by enabling the creation of a pool of well-trained and professional Tourist Facilitators and also the creation of additional employment opportunities even in remote areas. Fee-2000/-

On 23 August 2018, the Ministry launched the website [Indiathelandofbuddha.in](http://Indiathelandofbuddha.in). This website aims to promote and showcase the rich Buddhist Heritage in India and highlight the major destinations visited by Buddha personally across the country besides showcasing the Buddhist Heritage left behind by his disciples including the modern monasteries.

Every year on September 27th, the Ministry of Tourism celebrates World Tourism Day by presenting the best tourism awards.

- Best Adventure Tour Operator, Best Domestic Tour Operator, most Innovative Tour Operator, Best Mice Operator, Tourist Transport Operator, best Hotels in the different categories, Best State / Union Territory: Comprehensive Development of Tourism, Best Tourism Promotion Publicity, Tourism Promotional Film, ‘Best Foreign Journalist / Travel Writer/ Blogger/ Photographer for India’, etc.

Every year on January 25th, the Ministry of Tourism celebrates National Tourism Day with a special theme. In order to recognize the efforts of State/ UT Governments to maintain tourist places clean, awards titled “Swachh Paryatan Sthaan”, earlier known as Swachhta Award and ”Best Civic Management of a tourist destination in India Award under category A for a city, B for Town / Urban Local Bodies and C for Village has been instituted by the Ministry.



**What it shows:** Origin → Mode selection → Transit hubs → Destination.

**Placement:** After introducing transportation in tourism.

### 9.2 Role and Functions of the Ministry of Tourism

1) All policy matters, including:

- Development Policies
- Incentives
- External Assistance
- Manpower Development
- Promotion & Marketing
- Investment Facilitation
- Growth Strategies

2) Planning

3) Co-ordination with other Ministries,

- Departments, States/Union Territory
- Administrations.

4) Regulation:

- Standards
- Guidelines

5) Infrastructure & Product Development:

- Central Assistance
- Distribution of Tourism Products

6) Research, Analysis, Monitoring, and Evaluation

7) International Co-operation and External Assistance:

- International Bodies
- Bilateral Agreements
- External Assistance
- Foreign Technical Collaboration

8) Legislation and Parliamentary Work

9) Establishment Matters

10) Overall Review of the Functioning of the Field Offices

11) Vigilance Matters

12) Official Language: Implementation of Official Language Policy

13) VIP References

14) Budget Co-ordination, and Related Matters

15) Plan Co-ordination

16) Overseas Marketing (OM) Work

17) Welfare, Grievances, and Protocol

The Ministry of Tourism promotes India in a holistic manner. As part of its marketing / promotional activities, the Ministry of Tourism runs campaigns in the domestic and overseas market, organizes and extends support to tourism-related events, produces brochures, leaflets, maps, films, CDs, etc. on various themes and destinations, provides financial assistance to tourism service providers for undertaking promotional activities, etc. Every year, the Ministry of Tourism publishes yearly reports on its tourism initiatives and provides statistical data on domestic and international travellers.

### 9.3 ITDC

- Indian Tourism Development Corporation (ITDC) is a Travel and Tourism organization in India, which is responsible for the development and promotion of Indian tourism at the domestic as well as international level.
- ITDC is established in October 1966 and has been the prime mover in the progressive development, promotion, and expansion of tourism & Hospitality industries in the country.
- The Tagline of ITDC - One Stop Solution For All Your Travel, Tourism & Hospitality Needs.
- The ITDC is running hotels, restaurants at various places to attracting tourists.
- The IDTC is engaged in the production, distribution, and sale of tourist publicity literature and organizes duty-free shopping facilities for tourists.
- The Corporation provides the Full-Fledged Money Changer (FFMC) services.
- The Ashok Institute of Hospitality & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality.
- Presently, ITDC has a network of Four Ashok Group of Hotels, such as the Ashok hotel-Delhi, Hotel Samrat-Delhi, Kalinga Ashok-Bhubaneswar, Pondicherry Ashok Hotel- Pondicherry. 5 ATT Units @ Delhi, Chennai, Bangalore, Kolkata, and Hyderabad, 14 Duty-Free Shops at Seaports and all International Airports in India. and Ashok Institute of Hospitality & Tourism Management (AIH&TM) @ Delhi and Sound and Light Show At Purana Quila, Delhi.

**Functions of ITDC**

- To develop, manage, and market tourism products, such as hotels and catering establishments.
- To create and distribute promotional materials for tourists;
- To provide consulting and management services both in India and abroad;
- To promote tourism infrastructure development.
- To the establishment of shopping facilities, such as duty-free shops at International Airports & Sea Ports.
- To Providing facilities for conventions and conferences.
- To provide consulting and training services for tourism-related projects.
- To promote tourism in the country through food festivals, fairs
- To Organize cultural and entertainment programs.
- To plan and execute cultural and entertainment events.

<sup>11</sup> ITDC is a nodal agency in the field of travel and tourism sector in India. Presently, ITDC has the following business groups and operating following operations:

- Ashoka Group of Hotels – Accommodation and Catering Division
- Ashoka Travel and Tours
- Travel Trade Division
- Duty-Free Shops and Tax – Shopping Division

ITDC's in-house travel agency was established in 1983. <sup>20</sup> Ashok Travels & Tours (ATT) is one of the largest travel and tour operators in India, with experience of being in the travel industry for over 40 years. ATT is an IATA-approved agency and is a member of both National and International Travel & Tourism Organizations like TAAI, IATO, and PATA.

ATT caters to various travel needs of the traveller- Air ticketing, Transport, Customized packages, pre, and post-conference tours, off-season discount packages, and city sightseeing tours. ATT has also forayed into the area of cargo handling. ATT operates from important destinations throughout India such as Delhi, Chennai, Bangalore, Kolkata, and Hyderabad.

- <sup>2</sup> ITDC is the pioneer of Duty-Free Business in India, <sup>2</sup> operating Duty-Free Shops at the International Airports to diversifying into other locations such as Seaports, etc.

- 2
- These shops have the World's best-known brands of spirits, wines, and top-selling brands of cigarettes and made-in-India products like handicrafts, etc.

#### 14 Seaports –

- 20
- Duty-Free Shop at Kamarajar Sea Port, Chennai, TN
  - Duty-Free Shop at Cochin Sea Port, Cochin, Kerala
  - Duty-Free Shop at Krishnapatnam Sea Port, Krishnapatnam, AP
  - Duty-Free Shop at Kakinada Sea Port, Kakinada, AP
  - Duty-Free Shop at Mumbai Sea Port, Mumbai, Maharashtra
  - Duty-Free Shop at Jawaharlal Nehru Port, Navi Mumbai, Maharashtra
  - Duty-Free Shop at New Mangalore Sea Port (NMPT), Mangalore, Karnataka
  - Duty-Free Shop at V O Chidambaranar Sea Port, Tuticorin, TN
  - Duty-Free Shop at Paradip Port Sea Port, Paradip, Odisha
  - Duty-Free Shop at Marmugao Sea Port, Goa
  - Duty-Free Shop at Kolkata Sea Port, Kolkata, WB
  - Duty-Free Shop at Haldia Sea Port, Haldia, WB
  - Duty-Free Shop at Vizag Sea Port, Vishakhapatnam, AP
  - Duty-Free Shop at Chennai Sea Port, Chennai, TN

## Introductory Case Study: Air Connectivity and the Rise of a Tourism Destination

### Background of the Sector

A scenic hill destination in India remained under-visited for years despite strong tourism potential due to limited accessibility. Tourists relied on long road journeys from the nearest metro city, resulting in high travel time and fatigue.

### Contextual Trigger

The introduction of a regional airport under a connectivity scheme dramatically reduced travel time. Airlines started regular services, and tour operators bundled air tickets with hotel packages. Within two years, tourist arrivals increased significantly, and local businesses expanded.

### Stakeholders

- Civil aviation authorities
- State tourism department

- Airlines and tour operators
- Local hospitality businesses
- Tourists

### Managerial and Behavioural Issues

- Seasonality of air routes
- Pricing sensitivity of tourists
- Infrastructure readiness at destination
- Environmental concerns

### Why This Case is Important for the Lesson

It shows how transport access can determine destination success.

### Explicit Linkage to Lesson Concepts

- Role of air transport in tourism growth
- Interdependence of transport and destination development
- Mode choice based on time, cost, and comfort

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## 9.4 IRCTC

Indian Railway Catering and Tourism Corporation (IRCTC) is the subsidiary organization of the Indian Railways. IRCTC is established on 27 September 1999 in Delhi. The tagline of IRCTC is "Lifeline of the nation". IRCTC is under the control of the Ministry of Railways. The parent company of IRCTC is Indian Railways. IRCTC has been handling the online ticketing operations of the Indian Railways, Railway catering, and Tourism operations. IRCTC Website is India's busiest; it provides 5 to 6 lakh tickets every day.

It is operated as an extended arm of the Indian Railways to upgrade, professionalize and manage the catering and hospitality services at railway stations, on trains, and other locations. It has been promoting domestic and international tourism through the development of special tour packages, Provide Tourism information and online reservation tickets. Sources of earnings IRCTC are Food Plaza's business on Railway stations, Railneer, Rail Tour Packages, and Online Ticketing.

IRCTC has managing onboard catering services in different trains such as Rajdhani / Shatabdi / Durgam and Mail / express trains. Static catering units are also run across the length and breadth of Indian railways and include refreshment rooms, AVMs, bookstalls, milk stalls, ice cream stalls, etc. The corporation has its headquarters in New Delhi, which is headed by the Managing Director who is being assisted by three Directors: Director (Catering

Services), Director (Tourism and Marketing) and Director (Finance) and nine Group General Managers. It has five zonal offices located in Delhi, Kolkata, Mumbai, Chennai, and Secunderabad.

#### IRCTC Services –

**Online Ticketing** – IRCTC is providing Internet-based rail ticket booking through its website, as well as from mobile phones via GPRS or SMS. Indian Railways and Catering, Tourism Corporation also offer to the customers I-Tickets and E-Tickets. I-Tickets mean Railways are delivering the Train tickets to the customer at his desired address through courier or post. E-ticket means the user has booked the train ticket and it can take a printout of the Electronic Registration Slip (ERS). IRCTC has introduced the Rolling Deposit Scheme (RDS) to make it easier to book e-tickets online. RDS is a hassle-free e-ticket booking scheme allowing passengers to reserve seats against advance money kept by the corporation.

On the IRCTC website, the users are to book the train tickets one day before the departure of the train from the source station under the Tatkal scheme, passengers who plan their journey at short notice can book their tickets on almost all trains through the Indian railway's internet portal. The booking starts at 10:00 AM daily for AC coach reservation and for NON-AC coach reservation time is 11 AM. Passengers are allowed to book the train tickets through the website or mobile app all day except from 11:45 PM to 12:20 AM when IRCTC main server is shut down for 35 minutes for maintenance.

IRCTC is providing SMS facilities to the customers after completion of ticket bookings; The Customers are checking the PNR status and Live Train Status with the help of an Indian Railway portal. IRCTC has launched a loyalty program is called Shubh Yatra for frequent travellers on Railways. In this program, passengers having some discounts on all tickets booked round the year by paying an upfront annual fee.

**Catering** – IRCTC has been providing the catering facility to the customers at railway stations and on the trains also during their journey from origin to destination point. IRCTC has arranged and managed the food plazas 24 hours and 365 days to serve hygienic and quality food items to the customers at a reasonable price. IRCTC has introduced pantry cars, inside long or medium-distance trains to cater to the passengers by serving quality and freshly cooked food items.

**Managing Call Centres** – The concept of call centers has become a trend nowadays and customers get the freedom to obtain information at any point in time. On behalf of Indian Railways, IRCTC manages a call mate for passenger inquiries. A customer can dial 139 from

anywhere in the country and get all information related to railway timings, PNR confirmation, train routes, and other relevant information.

**Quality Control and Complaint Redressal System** – To maintain the quality of services onboard trains, IRCTC has established control rooms at New Delhi, Mumbai, Kolkata, Chennai, and Secunderabad. All the activities are coordinated from the central control room in New Delhi with efficient functioning and monitoring with all the five zonal offices. Moreover, a toll-free number has been launched for swift Redressal of complaints and suggestions conveyed by passengers on phone. In order to facilitate another option of lodging complaint/suggestion by passengers, the facility of receipt of the complaint through SMS on a given number has been initiated and that will enable the travelling passengers to have easy access to the Complaint Redressal system without any charges.

**Food Safety Audit** – Food safety and hygiene audit are undertaken regularly keeping in view the importance of food safety and other related issues on static/mobile catering units.

**Tourism Services** – IRCTC has been undertaking many activities to improve the tourist influx into the country.

- **Buddhist Circuit Special Train**
- 'Bharat Darshan' - Village on Wheels
- Rail Tour Packages
- Educational Tours
- **Tourism Web Portal:** These contain essential details of destinations and attractions. Keeping this in mind, IRCTC manages [www.irctctourism.com](http://www.irctctourism.com), which can meet all the information needs of a tourist. This site also offers online booking of tour packages, hotels, and car rentals across the country.
- **Luxury Tourist Trains** – IRCTC has operated luxury tourist trains and Mountain Trains for promoting Indian Cultural Heritage. [Palace on Wheels](#), [Rajasthan Royals](#), [Maharajas Express](#), [The Deccan Odyssey](#), and [The Golden Chariot](#) are famous tourist trains.

**Types of Mobile Apps used in IRCTC –**

- 1) IRCTC Rail Connect for Rail Saarthi
- 2) IRCTC Air
- 3) IRCTC Tourism
- 4) IRCTC e-catering –Food on Track
- 5) IRCTC Partner Vendor App

- 6) Menu On Rails
- 7) IRCTC Maharajas
- 8) IRCTC i-Mudra

#### Shortcuts used in Train Ticket

Symbol	Description
CAN / MOD	Canceled or Modified Passenger
CNF Confirmed	Confirmed (Coach/Berth number will be available after chart preparation)
RAC	Reservation Against Cancellation
WL #	Waiting List Number
RLWL	Remote Location Wait List
GNWL	General Wait List
PQWL	Pooled Quota Wait List
REGRET/WL	No More Booking Permitted
RELEASED	Ticket Not Cancelled but Alternative Accommodation Provided
R# #	RAC Coach Number Berth Number
WEBCAN	Railway Counter Ticket Passenger canceled through the internet and Refund not collected
WEBCANRF	Railway Counter Ticket Passenger canceled through internet and Refund collected
RQWL	Roadside Quota Waitlist
DPWL	Duty Pass Waitlist
TQWL	Tatkal Quota Waitlist

#### 9.5 Archaeological Survey of India

The Archaeological Survey of India (ASI) is the Government of India's main agency for studying and protecting the country's historical and cultural heritage. It deals with ancient monuments, temples, forts, inscriptions, and archaeological sites. For example, it protects world-famous monuments like the Taj Mahal and Sanchi Stupa. It also documents inscriptions and sculptures to understand India's past.

ASI was founded in 1861 by Alexander Cunningham and works under the Ministry of Culture. Its headquarters are in New Delhi. The organization conducts surveys and

excavations to discover historical remains. For example, it has worked on Harappan civilization sites and early Buddhist sites to uncover historical evidence.

ASI also focuses on the conservation and maintenance of monuments. This includes chemical treatment of wall paintings and structural repair of damaged temples or forts. It runs site museums and a large archaeological library to support research and education.

- ASI works under the Ministry of Culture.
- The primary object of surveying antiquarian remains in this country is their study.
- The headquarters is in New Delhi.

#### The functions of the ASI

- It conducts archaeological exploration and excavation regularly
- Protected monuments and sites, including World Heritage Monuments and antiquities.
- Conducting Research and Training in different areas of Archaeology
- It engages in the chemical protection of monuments and antiquarian remains.
- It conducts architectural surveys of monuments.
- It conducts Epigraphical and numismatic studies.
- It sets up site museums.
- It gives training in archaeology.
- It also conducts archaeological expeditions outside India.
- It engages in horticultural operations in and around archaeological sites. (Ornamental Gardens)
- It regulates the Ancient Monuments and Archaeological Sites and Remains Act (AMASR Act) and the Antiquities and Art Treasures Act, 1972, among others.
- The ASI has specialized wings for its activities, such as excavation branches, building survey projects, epigraphy branches, temple survey projects, science branch and an underwater archaeology wing.
- Underwater archaeology wing: It was established in the Archaeological Survey of India (ASI) in 2001, and it is actively engaged in conducting underwater archaeological studies in the Arabian Sea and Bay of Bengal.
- **Central Archaeological Library:** This was established in the year 1902 in New Delhi, and the collection of books at the library is around 1,00,000, which consists of books and journals. This library houses books and periodicals on various subjects such as History, Archaeology, Anthropology, Architecture, Art, Epigraphy,

Numismatics, Indology, Literature, Geology, etc., along with many rare books, plates, original drawings, etc.

- **Publications:** ASI produces a variety of publications, both annual and special subject matters, ranging from archaeological research in excavations, explorations, and conservation, architectural survey of temples and secular buildings, epigraphy and numismatics.
- Apart from this, the survey brings out popular literature in the form of guidebooks, folders/brochures, and picture postcards on centrally protected monuments and archaeological sites.



#### 9.6 Keywords

- ITDC – India Tourism Development Corporation
- IRCTC – Indian Railway Catering and Tourism Corporation
- ASI – Archaeological Survey of India

#### 9.7 Self-Assessment Questions

- Explain the Role and Functions of the Ministry of Tourism?
- Write a Brief note on ITDC?

- Discuss the **role of the Archaeological Survey of India** in the development of tourism in **India**.

### Short-Answer Questions (with answers)

1. **Why is transportation vital for tourism?**  
*Answer:* It provides access to destinations.
2. **Name two modes of tourist transport.**  
*Answer:* Railways and airways.
3. **Which mode is usually fastest for long distances?**  
*Answer:* Airways.
4. **State one advantage of rail transport.**  
*Answer:* Cost-effectiveness.
5. **What is intermodal transport?**  
*Answer:* Using multiple transport modes in one journey.

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### B. Essay-Type Questions (with hints)

1. **Discuss the role of transportation in tourism development.**  
*Hints:* Accessibility, demand generation, infrastructure.
2. **Compare rail and road transport for tourism.**  
*Hints:* Flexibility vs. capacity, cost, reach.
3. **Evaluate air transport's impact on tourism growth.**  
*Hints:* Speed, connectivity, cost barriers.

### C. Analytical MCQs

1. The most critical component of tourism infrastructure is:  
A Accommodation  
B Transportation  
C Food  
D Marketing  
 **Correct Answer: B**
2. For long-distance travel, tourists often prefer:  
A Road  
B Rail  
C Air  
D Water  
 **Correct Answer: C**
3. Road transport is especially suitable for:  
A Intercontinental travel  
B Short-distance and flexible travel  
C Space travel  
D Cargo only  
 **Correct Answer: B**

4. Water transport is popular for tourism mainly in:
- A Mountains
  - B Deserts
  - C Coastal and river destinations
  - D Forests

**Correct Answer: C**

## Case Study for Self-Assessment

### Rail Tourism and Regional Connectivity

#### Background

A heritage circuit linking multiple cultural cities introduced a special tourist train to improve connectivity. The service offered onboard catering, guided tours, and hotel tie-ups.

#### Problem Situation

Despite initial success, occupancy fluctuated due to pricing and competition from low-cost airlines. Operational costs remained high.

#### Stakeholders

- Rail authorities
- Tourism department
- Tour operators
- Hotels and guides
- Tourists

#### Managerial Issues

- Pricing strategy
- Market segmentation
- Service quality
- Multi-modal competition

#### Relevance to Lesson

Demonstrates practical challenges in rail-based tourism systems

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#### 9.8 Further Readings

- An Introduction to the Business of Tourism Paperback – 1 May 2017 by Venu Vasudevan, Vijayakumar B., Saroop Roy B.R.

- Tourism: Operations and Management Paperback – Illustrated, 25 March 2009 by Sunetra Roday, Archana Biwal, Vandana Joshi
- Tourism: Principles and Practices (Oxford Higher Education) Paperback – 24 November 2011 by Sampad Kumar Swain, Jitendra Mohan Mishra

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4. Holloway, J. C., Humphreys, C., & Davidson, R., *The Business of Tourism*, Pearson, London, 2019.
5. Swain, S. K., & Mishra, J. M., *Tourism: Principles and Practices*, Oxford University Press, New Delhi, 2011.

### Other References

- Ministry of Tourism, Government of India reports
- Civil Aviation and Railways publications
- UNWTO transport and tourism reports

## LESSON-10

**TFCI, ICPB, IATO, APTDC & APTA****10.0 Objectives**

After studying this lesson, you should be able:

- To give basic information about the Tourism Finance Corporation of India (TFCI).
- To explain the role of the India Convention Promotion Bureau (ICPB).
- To describe the functions of the Indian Association of Tour Operators (IATO).

**1 Objectives of the lesson**

After studying this lesson, the learner will be able to:

- Explain the concept and features of luxury tourist trains
- Describe the objectives and criteria of UNESCO World Heritage designation
- Analyse the role of heritage tourism in destination branding
- Evaluate management challenges at heritage sites
- Apply conservation-oriented tourism practices to real contexts

**Structure:**

10.1 Tourism Finance Corporation of India

10.2 India Convention Promotion Bureau

10.3 Indian Association of Tour Operators

10.4 APTDC

10.5 APTA

10.6 AP Tourism Policy (2024–2029)

10.7 Keywords

10.8 Self-Assessment Questions

10.9 Further Readings

**10.1 Tourism Finance Corporation of India (TFCI)**

Tourism Finance Corporation of India (TFCI) is an Indian financial institution set up on 1 February 1989 based on the recommendations of the National Committee on Tourism under the Planning Commission.

- TFCI acts as a catalyst for creating infrastructure in the hospitality and tourism sector.
- It was established as a specialized all-India financial institution to meet the financial needs of the tourism and hotel industry.
- It was promoted by IFCI along with other financial institutions and banks notified as Public Financial Institutions under the Companies Act, 1956.
- It has associations with major hotel brands such as ITC, Taj, Leela, Lalit, Lemon Tree, Hyatt, Marriott, Hilton, Radisson, Holiday Inn, and Ramada.

#### Functions of TFCI

- Acts as a financial advisor to central and state governments and their agencies.
- Provides financial assistance for tourism projects.
- Conducts tourist-flow surveys.
- Supports the development of tourist facilities and services.
- Prepares tourism master plans.
- Assists in planning amusement parks and national parks.
- Advises on large projects like luxury train services.
- Provides information on tourism issues.

#### Vision

- Support the Aatmanirbhar Bharat mission and MSME growth.
- Promote tourism as an engine for economic growth and employment.
- Bridge funding gaps in MSMEs.
- Encourage FDI in tourism infrastructure.
- Provide long-term finance for tourism, healthcare, education, and logistics.

#### Mission

- Be a key financial services player with transparency and ethics.
- Support the hospitality, healthcare, and education sectors.
- Maintain leadership in identified business areas.

#### Forms of Assistance

##### Direct Assistance

- Subscription to shares and debentures
- Equipment financing and leasing
- Guarantees
- Technical Development Fund

##### Indirect Assistance

- Refinancing industrial loans

- Seed capital assistance
- Bridge financing through other institutions

### Projects Financed

Hotels, resorts, restaurants, multiplexes, convention centres, transport, tour agencies, safari parks, and air services.

### 10.2 India Convention Promotion Bureau (ICPB)

The India Convention Promotion Bureau (ICPB) is a national organization that promotes India as a destination for MICE tourism—Meetings, Incentives, Conferences, and Exhibitions. It was established in 1988 with the support of the Government of India and the Ministry of Tourism. ICPB acts as a bridge between the government and the private sector to attract international conferences and conventions to India. Its headquarters are in New Delhi.

ICPB plays a major role in developing India's conference and convention industry. It helps bring global business events to India by marketing the country's facilities, venues, and services. For example, it promotes world-class venues like Vigyan Bhawan in New Delhi and the Hyderabad International Convention Centre. It also highlights India's strong hotel network and travel connectivity, which are essential for large international events.

Another important role of ICPB is providing information and guidance to event organizers. It collects data on venues, hotels, and conference facilities and shares this with its members. It also supports bid proposals when Indian cities compete to host international events. For example, it may guide a city on infrastructure requirements or connect organizers with professional conference planners.

ICPB also works to improve standards in the MICE sector. It encourages professionalism, ethical practices, and quality service among its members. It organizes seminars, workshops, and training programs to upgrade industry skills. This helps India remain competitive in the global meetings and conventions market.

The bureau contributes to economic growth by increasing business travel and tourism revenue. International conferences bring foreign visitors who spend on hotels, transport, food, and local services. For example, a large medical conference can fill thousands of hotel rooms, and a trade exhibition can generate business deals and employment. Because of this impact, ICPB supports the development of new convention centres across India.

In conclusion, ICPB plays a key role in positioning India as a global MICE destination. By promoting venues, supporting event organizers, and improving industry standards, it helps attract international events to the country. This not only strengthens tourism but also supports economic development and global recognition for India.

**Key Roles**

- Promotes India as a global MICE destination.
- Provides guidance and information for organizing international events.
- Encourages development of convention infrastructure.
- Supports employment and revenue generation through conferences.
- **Provides information on tourism and MICE issues.**

**Objectives**

- **To promote India as a credible MICE destination.**
- **To develop and share industry data.**
- To conduct research and marketing.
- To encourage professionalism and ethical standards.
- To advise governments on MICE infrastructure.
- To organise seminars and training programs.

**Major Convention Venues**

Vigyan Bhawan (New Delhi), HICC (Hyderabad), JECC (Jaipur), India Expo Mart (Greater Noida), Bombay Exhibition Centre (Mumbai).

**10.3 Indian Association of Tour Operators**

The Indian Association of Tour Operators (IATO) is the national body representing tour operators in India. It was established in 1982 in New Delhi to promote and develop tourism in the country. IATO works as a link between the government and the travel industry, helping to shape tourism policies and improve industry standards. It represents the interests of tour operators and ensures that their concerns are addressed at the national level.

IATO plays an important role in promoting Indian tourism both domestically and internationally. It supports inbound and domestic tourism by encouraging quality services and professional practices among its members. For example, it helps tour operators design better travel packages and improve customer service. It also works to maintain India's image as a reliable and attractive tourist destination.

Another major function of IATO is setting ethical and professional standards. The association encourages fair business practices and honesty in dealing with tourists. For instance, it discourages overcharging and misleading advertisements. It also promotes cooperation among members so that the industry grows in a healthy and organized way.

IATO is active in tourism education and training. It organizes seminars, workshops, and discussions to improve the knowledge and skills of tourism professionals. For example, it

may conduct training on new tourism trends or digital marketing in travel. This helps members stay competitive in a fast-changing industry.

The association also works for the welfare of its members. It helps resolve disputes among tour operators and protects them from unfair practices by foreign or unregistered operators. In times of national crisis or natural disasters, IATO has supported relief efforts and national causes, showing its social responsibility.

IATO plays a vital role in the growth and development of tourism in India. Promoting ethical practices, supporting education, and representing the industry's interests, it helps strengthen India's tourism sector. Its efforts contribute to better services, higher tourist satisfaction, and increased tourism revenue for the country.

- Promotes ethical standards in tourism.
- Plays a major role in promoting domestic and inbound tourism.
- IATO has 2000+ members from the tourism sector.
- Supports national causes and crisis relief.
- Provides information and guidance on tourism issues.

#### **Aims & Objectives**

- Promote international goodwill and national integration.
- Protect members' interests.
- Set high ethical standards.
- Resolve disputes among members.
- Conduct seminars and training.
- Promote equal tourism opportunities without discrimination.
- Offer scholarships and research support.

#### **Functions**

- Promote tourism education and research.
- Act as an image builder for Indian tourism.
- Protect members from malpractice.
- Facilitate coordination among stakeholders.

## Introductory Case Study: The Palace on Wheels and the Reinvention of Rail Tourism

### Background of the Sector

Luxury trains in India were introduced to transform rail travel into a premium tourism experience. The *Palace on Wheels*, launched by Indian Railways and Rajasthan Tourism, recreated the lifestyle of royal carriages with heritage décor, fine dining, and curated itineraries covering forts, palaces, and wildlife reserves.

### Contextual Trigger

Conventional rail tourism faced stiff competition from airlines and road travel. To attract high-spending international tourists, stakeholders repositioned rail as a luxury tourism product focused on experience rather than transport alone.

### Stakeholders

- Indian Railways and state tourism departments
- Luxury tour operators
- Hospitality staff and guides
- Domestic and international tourists
- Heritage site managers

### Managerial and Behavioural Issues

- High operating costs and premium pricing
- Maintaining consistent service quality
- Coordinating site visits without overcrowding
- Balancing exclusivity with cultural sensitivity

### Why This Case is Important for the Lesson

It shows how transportation can be converted into a high-value tourism product and how it links directly with heritage destinations.

### Explicit Linkage to Lesson Concepts

- Luxury trains as niche tourism products
- Heritage-based itineraries
- Experience-driven tourism demand
- Integration with UNESCO sites

#### 10.4 APTDC

- The Andhra Pradesh Tourism Development Corporation (APTDC) is a state government agency charged with the responsibility of promoting tourism in Andhra Pradesh.
- APTDC was established in 1976.
- The major aim of the corporation is to promote tourism in the state in different ways.
- In Andhra Pradesh, the APTDC offers Religious, Heritage, Rural, Ecotourism, and other tour packages representing the rich historical and natural background of Andhra Pradesh state.
- APTDC has identified some potential tourism places in AP.
- The Motto of APTDC is “Everything's possible”.
- The APTDC Headquarters is Located in Vijayawada City.
- The APTDC has to maintain the Haritha Hotels/ Resorts in major tourist destinations in AP.
- The APTDC has to operate the passenger boat services on the Godavari river, Krishna River @ Papikondalu, Bhavanipuram Island (Vijayawada), Srisailam, Nagarjuna Sagar, etc.
- Every year on the eve of World Tourism Day, September 27th, the APTDC has to present state tourism awards.
- The APTDC is responsible for developing a tourism policy to promote tourism in AP.
- The APTDC has prepared the Different brochures to create awareness about the tourist places.

#### Activity 1: Heritage Listing Task

**Task:** Identify two UNESCO World Heritage Sites in India and state why they attract tourists

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**Expected Learning Outcome:** Awareness of heritage value and attraction factors.

### Activity 2: Luxury vs Mass Tourism Comparison

**Task:** Compare luxury train tourism and regular rail tourism on cost, experience, and target market.

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**Expected Learning Outcome:** Understanding market segmentation.

### Activity 3: Conservation Reflection

**Task:** Write 250–300 words on why heritage conservation is essential for tourism sustainability.

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**Expected Learning Outcome:** Link conservation with long-term tourism value

### 10.5 APTA - Andhra Pradesh Tourism Authority

APTA is a government authority that is responsible for the development and promotion of tourism in Andhra Pradesh. This authority has framed the tourism policy for the development of tourism in AP.

#### Major Functions of the Authority

**(i) General:**

- To develop and promote the State as a major travel and tourist destination;
- To develop and promote the tourism industry in the State of Andhra Pradesh;
- To develop and promote unique tourism experiences in the State of Andhra Pradesh;
- To develop/facilitate the development of new tourism products/experiences at
- To implement tourism marketing and promotion activities at domestic and international level;

- To coordinate marketing and promotion conducted by any agency - Government or non-governmental- at domestic and international level;
- To provide infrastructure for accessing tourism sites and special tourism zones;
- To prepare and implement master plans for lands entrusted to the Authority;
- To register and classify tourism enterprises;
- To ensure safety and security of tourists;
- To conduct annual national/international festivals and events;
- To adopt State-of-the-art tourism technology.

**(ii) Conduct research**

- To carry out studies, scientific and applied research or investigation;
- To systematically collect data useful for formulating policies; and
- To facilitate training of students, teachers, and researchers;

**(iii) Advise Government and issue guidelines:**

- To ensure that relevant information is made available to Government while making policies and laws;
- To advise the Government on matters relating to tourism and hospitality; and
- To provide information and issue guidelines, to the public and to tourism entities.

**(iv) Functions of Authority relating to Special Tourism Zones.-**

- To prepare a sustainable Tourism Development Plan including guidelines to regulate developmental activities in the Special Tourism Zone;
- To implement or coordinate the implementation of the Tourism Development Plan;
- To enforce the regulations issued in respect of the development of Special Tourism Zones;
- To ensure proper and systematic programming by rendering appropriate advice to the local authorities in regard to the formulation of projects and determination of priorities in accordance with the Tourism Development Plan;
- To direct the concerned local authority for taking action against any unauthorized construction or land development or encroachment or such other activities inconsistent with or in violation of the Tourism Development Plan;
- To monitor the regulations prepared by the Authority;

**(v) Tourism promotion and facilities**

- To engage in, assist in, or promote the improvement of facilities and attractions for tourists to the State and the development of the State as a major tourist destination;
- To carry on the business of providing transport facilities for persons visiting tourist attractions in the State;
- To coordinate the activities of persons providing services for visitors to the State;
- To conceptualize and implement tourist-friendly policies and measures;
- To ensure smooth traffic flow in and around tourism areas or special tourism zones in coordination with the police department; and
- To coordinate with all connected Government agencies in providing external infrastructure to tourism areas or special tourism zones;

**(vi) Regulations**

- To require any Government or non-governmental agency to submit information on programs and reports in respect of its tourism promotion and marketing activities;
- To notify rates of fine for littering and/or vandalism and/or indecent behaviour within tourism sites or special tourism zones;
- To maintain health, hygiene, and public decency within and in the vicinity of tourism sites;
- To issue directions and/or regulate the entry of certain persons to certain tourism experiences for reasons such as health, age, skill, and such other requirements;
- To prescribe the standards for avenue plantation and urban design guidelines for access roads to tourism areas or special tourism zones;
- To stipulate, monitor, review, and evaluate all standards, operations, and activities relating to any tourism matter; and
- To facilitate setting up of tourist police units for protection of tourists in tourism areas or special tourism zones in coordination with the police department in order to ensure a safe and secure tourism experience;

**(vii) Financial/property related**

- To grant loans or advances to any person carrying on a tourism enterprise;
- To procure land and immovable property through Right to Fair Compensation Transparency in Land Acquisition Rehabilitation and Resettlement Act, 2000 negotiated settlement, purchase, or by any other means;
- To invest any money of the Authority in any business within or outside the State which will promote or be conducive to the tourism trade in the State;

- To create one or more bodies corporate in connection with the performance of the Commission's functions.

### 10.6 Andhra Pradesh State Tourism Policy: 2024-2029

According to the Andhra Pradesh Tourism Policy 2024-2029, the state tourist department focuses on rethinking tourism development strategies to develop theme-based tourism in the state, including Rural Tourism, Heritage Tourism, Buddhist Tourism, Beach & Water-Based Tourism, Adventure & Recreation Tourism, Religious Tourism, Cuisine Tourism, Wellness Tourism, MICE Tourism, and Medical Tourism.

- To develop high-end luxury resorts in prominent tourist destinations.
- To attract and facilitate private investment and entrepreneurship in the tourism sector.
- To position the State as a preferred tourism destination nationally and globally.
- To create a conducive environment for the co-creation of diverse tourism products and experiences.
- To foster skill development and build institutional capacity for skill development in the tourism sector in the state.

### 10.7 Keywords

- TFCI – Tourism Finance Corporation of India
- ICPB – India Convention Promotion Bureau
- IATO – Indian Association of Tour Operators
- APTDC – Andhra Pradesh Tourism Development Corporation
- APTA – Andhra Pradesh Tourism Authority

### 10.8 Self-Assessment Questions

- Discuss the significance of TFCI as a financial institution for the tourism and hospitality sector.
- Explain the functions and objectives of ICPB in developing India as a convention destination.
- Explain the role and functions of IATO in the promotion of tourism in India.
- Explain the functions and services provided by APTDC for tourists.
- Evaluate the significance of APTDC in promoting state tourism.
- Explain the role and responsibilities of APTA in tourism planning and policy implementation.

## 1 Short-Answer Questions (with answers)

### 1. What is a luxury tourist train?

*Answer:* A premium train offering high-end travel experiences and curated tourism services.

### 2. What is UNESCO?

*Answer:* United Nations Educational, Scientific and Cultural Organization.

### 3. Name one Indian luxury train.

*Answer:* Palace on Wheels.

### 4. What is a World Heritage Site?

*Answer:* A site recognized for outstanding cultural or natural value.

### 5. Why are heritage sites protected?

*Answer:* To preserve cultural and natural significance.

## 1 B. Essay-Type Questions (with hints)

### 1. Discuss the role of luxury trains in tourism.

*Hints:* Niche markets, branding, revenue.

### 2. Explain UNESCO World Heritage designation.

*Hints:* Criteria, global recognition, conservation.

### 3. Evaluate challenges in managing heritage tourism.

*Hints:* Overcrowding, conservation costs.

## C. Analytical MCQs

### 1. Luxury trains mainly target:

- A Budget travellers
- B Mass commuters
- C High-spending tourists
- D Students

**Correct Answer: C**

### 2. UNESCO World Heritage Sites are selected for:

- A Entertainment value
- B Outstanding universal value
- C Commercial use
- D Transport access

**Correct Answer: B**

### 3. Heritage tourism requires strong focus on:

- A Shopping
- B Conservation
- C Speed
- D Advertising

**Correct Answer: B**

### 4. Luxury tourism is characterised by:

- A Low prices
- B Standard services
- C Exclusive experiences

D Public transport use

✓ **Correct Answer: C**

### 10.9 Further Readings

- Tourism Development and Management – S. Kamra & Mohinder Chand
- Dynamics of Tourism – Pushpinder S. Gill
- Publications and reports by Ministry of Tourism, Government of India
- Annual reports of Tourism Finance Corporation of India
- Reports by India Convention Promotion Bureau
- Reports by the Indian Association of Tour Operators
- State tourism policy documents (e.g., Andhra Pradesh Tourism Policy)

## References and Suggested Readings

### Text Books

1. Timothy, D. J., & Boyd, S. W., *Heritage Tourism*, Prentice Hall, Harlow, 2003.
2. Page, S. J., *Tourism Management: An Introduction*, Routledge, London, 2014.
3. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S., *Tourism: Principles and Practice*, Pearson, Harlow, 2019.
4. Holloway, J. C., Humphreys, C., & Davidson, R., *The Business of Tourism*, Pearson, London, 2019.
5. Goday, S., Biwal, A., & Joshi, V., *Tourism: Operations and Management*, Oxford University Press, New Delhi, 2009.

### Other References

- UNESCO World Heritage Centre publications
- Ministry of Tourism, Government of India reports
- ASI conservation guidelines
- UNWTO heritage tourism resources

## LESSON-11

## MODE OF TRANSPORTATION

120  
11.0 Objectives

After studying this lesson, you should be able:

- To explain the different modes of transportation: railways, roadways, airways, and waterways.
- To discuss the advantages and disadvantages of each mode of transportation.
- To compare different transportation modes for tourism and travel purposes.

## Objectives of the lesson

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After studying this lesson, the learner will be able to:

- Explain the role of computers and IT in tourism operations
- Describe the functions of the internet and e-commerce in tourism
- Distinguish search engines, web browsers, and voice assistants
- Analyse the impact of computerised reservation systems in tourism
- Evaluate the benefits and limitations of computer use in tourism services

## Structure:

## 11.1 Mode of Transportation

- A. Railways
- B. Roadways
- C. Airways
- D. Waterways

## 11.2 Keywords

## 11.3 Self-Assessment Questions

## 11.4 Further Readings

## 11.1 Mode of Transportation

The most critical component of the tourism infrastructure is transportation. It is necessary for access to the tourist destination. Transportation is critical to the development of any tourist attraction; without adequate transportation, those tourist destinations can not be

survived. Tourists nowadays use a variety of modes of transportation. Transport in the Republic of India is an important part of the nation's economy.

#### Modes of transportation

- ▶ Railways
- ▶ Roadways
- ▶ Airways
- ▶ Waterways

#### A. Railways

- ▶ The Ministry of Railways operates the Indian Railways. India's railway network is recognized as one of the largest railway systems in the world under single management.
- ▶ The railway is the most cost-effective, convenient, and popular mode of transport in the world, particularly for long-distance travel. In the seventeenth century, Germany invented the railroad with wooden tracks. The first steel rail was developed in the early 1800s in the United States of America.
- ▶ In India, On 16th April 1853, the first passenger train ran between Bori Bunder (Bombay) and Thane, a distance of 34 km.
- ▶ It is the world's fourth-largest railway network in terms of total size. The Indian Railways operates over 200,000 passenger trains per day, on both long-distance and suburban routes, from 7,349 stations throughout the country. Trains are identified by a five-digit numbering system for Reservation purposes.
- ▶ Railways are critical in transporting passengers and freight trains across India's vast territory. Indian railways operate passenger trains, express trains, Super-fast trains, luxurious tourist trains, mountain trains, Rail-bus trains, and goods trains in India.
- ▶ IRCTC is a wholly-owned subsidiary of Indian Railways that provides ticketing, catering, and tourism services to the Indian Railways.

In Indian railways Super-fast trains such as the Rajdhani Express, the Shatabdi Express, Duronto Express, Double Decker Express, Tejas Express.

- ▶ Thus, on 1 March 1969, the first Rajdhani Express left from New Delhi to Howrah, completing 1450 km in a record time of 17 hours 20 minutes. Currently, there are 24 pairs of trains, connecting New Delhi to important cities across the country.

- ▶ <sup>16</sup> The first Shatabdi Express train was introduced on 10 July 1988, by then Railways Minister Madhavrao Scindia to commemorate the birth centenary of Jawaharlal Nehru the first Prime Minister of India, between New Delhi and Gwalior Junction. 23 pairs of Shatabdi Express as of October 2019.
- ▶ Duronto Express began operations in 2009 as India's first step toward high-speed rail travel. The inaugural Duronto service connected Sealdah and New Delhi. Initially, these trains did not have any ticketing stops between the origin and destination but starting in January 2016, tickets can be purchased at those technical stops. At the present, 24 pairs of Duronto Express are in service.
- ▶ <sup>65</sup> The Double Decker Express is a two-story express train that is fully air-conditioned. The Lokmanya Tilak Terminus - Madgaon AC Double Decker Express 11085/11086 was introduced for the first time on 7 December 2015. As of 2015, it operated three times a week.
- ▶ UDAY Express is also a Double-Decker AC chair car train designed by Indian Railways. The first service was launched on June 10, 2018, between Coimbatore Junction and Bangalore. The Second Service was launched on September 26, 2019, between Visakhapatnam and Vijayawada.
- ▶ <sup>91</sup> The Tejas Express is Indian Railways' first semi-high-speed, fully air-conditioned train. At the moment, four trains are operating. The inaugural Tejas Express ran from Mumbai's Chhatrapati Shivaji Maharaj Terminus to Karmali, Goa, on 24 May 2017. Prime Minister Narendra Modi flagged off the country's second Tejas Express between Chennai Egmore and Madurai Junction on 1 March 2019.
- ▶ <sup>91</sup> The Lucknow – New Delhi Tejas Express, which began operations on 4 October 2019, is India's first train operated by private operators, according to the Indian Railway Catering and Tourism Corporation. Each coach is equipped with bio-vacuum toilets, hand dryers, integrated braille displays, an LED television with phone sockets for each passenger, local cuisine, WiFi, tea and coffee vending machines, magazines, and snack tables, as well as CCTV cameras and a fire and smoke detection system.
- ▶ <sup>69</sup> Tejas Express passengers will be greeted on-board by airline-style hostesses and stewards, who have been specially trained in courteous behaviour. Passengers will be served three meals in just an over-six-hour-long journey. Another distinctive feature of the train will be refunded in case the train gets delayed — each passenger will receive Rs 100 if the train is delayed by over an hour, and Rs 250 if it is delayed by

over two hours. The payments will be processed by the IRCTC on its own without passengers needing to file Ticket Deposit Receipts or TDRs.

- ▶ <sup>92</sup> The most common type of train is the mail or express train, which travels at an average speed of 60 kilometers per hour. The majority of premium passenger trains, such as the Rajdhani and Shatabdi Express, operate at a top speed of 140–150 kilometers per hour, with the Gatiman Express between New Delhi and Agra reaching a top speed of 160 kilometers per hour. Additionally, the Indian railways operate an ingenious semi-high-speed train called Vande Bharat between Delhi and Varanasi, with a top track speed of 180 kilometers per hour.
- ▶ Luxury tourist Trains are also operated by the IRCTC with the help of different state tourism departments such as Palace on wheels, Maharajas express, The Deccan Odyssey, and The Golden Chariot, Mahaparinirvan express are famous luxury tourist trains in India.
- ▶ <sup>16</sup> The Mountain Railways of India are the railway lines that were built in the mountains of India. Three of them, the Darjeeling Himalayan Railway, the Nilgiri Mountain Railway, and the Kalka–Shimla Railway have been designated as a UNESCO World Heritage Site collectively as "India's Mountain Railways." UNESCO first recognized the Darjeeling Himalayan Railway in 1999, followed by the Nilgiri Mountain Railway in 2005. The Kalka–Shimla Railway was renamed in 2008.
- ▶ Indian Railways offered Rail Bus services also. The Service was started in Jodhpur, Rajasthan in 1994. In this 15 km long Section of Jodhpur Division, of North Western Railway was Metre Gauge, in the beginning, then Broad Gauge Rail Bus Service was provided for passengers. This bus with a fare of only 10 rupees is always full of passengers. 1 February 2020 this service will be discontinued. 76522/Nelamangala - Yesvantpur Rail Bus was started in Nov 01, 2014.
- ▶ 77271/Kakinada Town - Kotipalli Rail Bus service was started in 2004. This train starts at Kakinada town and ends at Kotipalli. The overall distance covered is 44 km. The average running speed of the train is about 22 km/hour and the average time taken by the train to complete the journey is about 2 hours. As per its time schedule, train 77271 Kakinada town kotipalli railbus departs from Kakinada town at 09:30 hours and reaches Kotipalli station at 11:30.

## Introductory Case Study: Digital Transformation of a Travel Agency <sup>6</sup>

### Background of the Sector

A mid-sized travel agency in South India traditionally relied on walk-in customers and manual booking registers for flights, hotels, and tour packages. Communication with airlines and hotels was handled via phone and fax. Errors in booking dates and delays in confirmations were common, affecting customer satisfaction.

### Contextual Trigger

With the rise of online booking platforms and digitally aware customers, the agency began losing business. Competitors offered instant confirmations, digital itineraries, and online payments. The agency decided to adopt computerised systems, including a Computerised Reservation System (CRS), email communication, and online payment gateways.

### Stakeholders

- Travel agency owners and staff
- Airline and hotel partners
- Customers
- IT vendors

### Managerial and Behavioural Issues

- Staff resistance to technology adoption
- Training requirements
- Data security concerns
- Cost of system implementation

### Why This Case is Important for the Lesson

It demonstrates how computer adoption directly influences competitiveness and service quality in tourism.

### Explicit Linkage to Lesson Concepts

- Role of computers in reservations and communication
- Internet-enabled tourism services
- Digital customer service and efficiency

**Advantages of Railway Transportation:**

- ▶ **Convenient for Long Distances:** Its speed over long distances is more than any other mode of transport, except airways. Thus, it is the best choice for long-distance traffic.
- ▶ **Better Organized:** Rail transport is better organized than any other form of transport. It has fixed routes and schedules. Its service is more certain, uniform and regular as compared to other modes of transport.
- ▶ **Suitable for Bulky and Heavy Goods:** Railway transport is economical, quicker, and best suited for carrying heavy and bulky goods over long distances.
- ▶ **Cheaper Transport:** It is a cheaper mode of transport as compared to other modes of transport. Most of the working expenses of railways are like fixed costs. Every increase in railway traffic is followed by a decrease in the average cost. Rail transport is economical in the use of labour also as one driver and one guard are sufficient to carry much more load than the motor transport.
- ▶ **Safety:** The railway is the safest form of transport. The chances of accidents and breakdowns of railways are minimum as compared to other modes of transport. Moreover, the traffic can be protected from exposure to the sun, rains, snow, etc.
- ▶ **Employment Opportunities:** The railways provide greater employment opportunities for both skilled and unskilled labour.

**Disadvantages:**

- ▶ **Huge Capital Outlay:** The railway requires a large investment of capital. The cost of construction, maintenance, and overhead expenses are very high as compared to other modes of transport. Moreover, the investments are specific and immobile. In case the traffic is not sufficient, the investments may mean the wastage of huge resources.
- ▶ **Lack of Flexibility:** Another disadvantage of railway transport is its inflexibility. Its routes and timings cannot be adjusted to individual requirements.
- ▶ **Lack of Door to Door Service:** Rail transport cannot provide door-to-door service as it is tied to a particular track. Intermediate loading or unloading involves greater cost, more wear and tear, and wastage of time. The time and cost of terminal operations are a great disadvantage of rail transport.
- ▶ **Monopoly:** As railways require huge capital outlay, they may give rise to monopolies and work against public interest at large. Even if controlled and managed by the government, lack of competition may breed inefficiency and high costs.

- ▶ **Unsuitable for Short Distance and Small Loads:** Railway transport is unsuitable and uneconomical for a short distance and small traffic of goods.
- ▶ **Booking Formalities:** It involves much time and labour in booking and taking delivery of goods through railways as compared to motor transport.
- ▶ **No Rural Service:** Because of huge capital requirements and traffic, railways cannot be operated economically in rural areas. This causes much inconvenience to the people living in rural areas.
- ▶ **Centralized Administration:** Being the public utility service railways have a monopoly position and as such, there is centralized administration. Local authorities fail to meet the personal requirements of the people as compared to roadways.

#### **B. Roadways:-**

- ▶ Roads are the dominant mode of transportation in India today.
- ▶ They carry almost 90 percent of the country's passenger traffic and 65 percent of its freight.
- ▶ **National highways:** - The main roads constructed & maintained by the central government. It connects major cities, state capitals, industrial places, villages, and tourist centers.
- ▶ The National Highways network of India is a network of trunk roads that are owned by the Ministry of Road Transport and Highways. It is constructed and managed by the National Highway Authority of India (NHAI), the National Highways and Infrastructure Development Corporation (NHIDCL).
- ▶ **Ministry of Road Transport and Highways was Founded:** July 1942, Headquarters: New Delhi. Nitin Gadkari (Union Minister)
- ▶ **NHAI (National Highway Authority of India) was constituted in 1988.** It is responsible for the development, maintenance, and management of National Highways.
- ▶ The Indian road network is the second largest road network in the world.
- ▶ The National Highways and Infrastructure Development Corporation Limited (NHIDCL) is a fully owned company of the Government of India, set up in 2014 and is responsible for the management of a National High Way Infrastructure. Toll gates, Bridges, Tunnels are created by NHIDCL.

## Student Learning Activities

### Activity 1: Digital Booking Audit

**Task:** Book a bus/train/flight ticket online and list the steps where computers and the internet are used.

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**Expected Learning Outcome:** Recognise the invisible digital processes in tourism.

### Activity 2: Technology Impact Reflection

**Task:** Write 250–300 words on how computers have changed tourist behaviour.

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**Expected Learning Outcome:** Link technology with demand patterns.

### Activity 3: Local Agency Study

**Task:** Interview a local travel agent about their use of computers and online systems.

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**Expected Learning Outcome:** Connect theory with real business practice.

**Types of roads:-**

- ▶ Expressway
- ▶ National highways
- ▶ State highways

- ▶ Major district ways
- ▶ Rural and other roadways

An **expressway** is a wide road that is specially designed so that a lot of traffic can move along it very quickly.

Name	States	Length (km)	Lanes	Year of Completion	Remarks
Agra–Lucknow Expressway	Uttar Pradesh	302 km	6	2017 February	Longest expressway in India
Ahmedabad–Vadodara Expressway	Gujarat	93.1 km	4	2004 August	National Expressway 1
Delhi–Noida Direct Flyway (DND)	Delhi, Uttar Pradesh	9.2 km	8	2001 January	India's First 8-lane wide expressway

- ▶ The majority of existing highways are now four-lane roads (two lanes in each direction), India has 151,019 km (93,839 mi) of National Highways as of March 2021.
- ▶ NH 44 covers the North-South Corridor of NHDP and it is officially listed as running over 3,745 km (2,327 mi) from Srinagar to Kanyakumari. It is the longest national highway in India.
- ▶ The shortest National Highway was the NH 47A (5.9 km (3.7 mi)), which connected from Ernakulam to Kochi in Kerala.
- ▶ The state highways are usually roads that link important cities, towns, and district headquarters within the state and connect them with National Highways or state highways of neighboring states.

#### **Advantages of roadways:-**

- ▶ Can be constructed even in areas of difficult terrain
- ▶ Offer door to door services
- ▶ Help farmers to move their perishable goods
- ▶ Chance of Pilferage/ theft is lesser than in railways.

#### **Disadvantages of roadways:-**

- ▶ Many roads are unsurfaced, not suitable for regular vehicular traffic
- ▶ No proper maintenance
- ▶ Multiple check post, toll tax which brings down the speed of traffic
- ▶ Traffic on the roads of India is too high.

### C. Airways

- ▶ Indian Aviation Industry started in December 1912 with its first domestic air route between Karachi and Delhi. It was opened by the Indian Air Services in collaboration with the UK-based Imperial Airways as an extension of the London-Karachi.
- ▶ In 1915, the regular airmail services were started by Tata Sons Ltd, between Karachi and Madras without any patronage from the govt.
- ▶ Tata Airlines became a division of Tata Sons Limited in 1932. It started Air services on the Karachi, Ahmedabad, Bombay, Madras routes
- ▶ In 1945 the Deccan Airways was founded – jointly owned by the Nizam of Hyderabad and Tata. Its first flight has begun in July 1946. In 1946 ‘Air India’ came into being when Tata Airlines changed its name to Air India.
- ▶ In 1948 Air India signed an agreement with the Government to operate international services under the name Air India International Ltd. On June 8 the same year Air India inaugurated its international services with a weekly flight between Bombay and London via Cairo and Geneva. In March 1953 the Indian Parliament passed the Air Corporations Act, and Indian Airlines and Air India International were set up after the nationalization of the entire airline industry.
- ▶ In 1985 Pawan Hans Helicopters Limited (PHHL) has established and also Indira Gandhi Rashtriya Uran Academy (IGRUA) is established in the same year in Rai Bareli in Uttar Pradesh for the training of pilots.
- ▶ On April 1st, 1992, the Jet Airways Company is established with the headquarters in Mumbai, and on 17th April 2019, Jet Airways has ceased all flight operations due to financial crises.
- ▶ The Airports Authority of India or AAI is a statutory body (created through the Airports Authority of India Act, 1994) working under the Ministry of Civil Aviation, Government of India is responsible for creating, upgrading, maintaining, and managing civil aviation infrastructure in India. It is founded on 1<sup>st</sup> April 1995.

### Airports in India

The Airports Authority of India has an official classification of airports in the country is divided into 4 types

- ▶ International airports
- ▶ Domestic airports
- ▶ Customs airports
- ▶ Civil enclaves at military airfields

Currently, the Airports Authority of India manages 136 airports, including 23 international airports (including 3 international civil enclaves), 10 customs airports (including 4 customs civil enclaves), 80 domestic airports, and 23 domestic civil enclaves in defense airfields.

#### **Operated Airlines in India**

- ▶ Air India
- ▶ Alliance Air
- ▶ Air India Express
- ▶ Air Asia India
- ▶ Spice Jet
- ▶ Vistara
- ▶ Trujet
- ▶ Go Air
- ▶ IndiGo
- ▶ Jet Airways

**Airlines may be classified into two categories**

#### **Based on the travel**

- ▶ International Airlines
- ▶ Domestic Airlines

#### **Based on the carrier.**

- ▶ Passenger Carriers.
- ▶ Cargo Carriers.
- ▶ Flag Carriers

#### **Advantages of airlines: -**

- ▶ It is the fastest mode of transport.
- ▶ It is very useful in transporting goods and passengers.
- ▶ It is the most convenient mode for International Travel.
- ▶ It provides vital support to national security and defence.

**Disadvantages of airlines:-**

- ▶ It is a relatively more expensive mode of transport.
- ▶ It is not suitable for transporting heavy and bulky goods.
- ▶ It is affected by weather conditions.
- ▶ It is not suitable for short-distance travel.
- ▶ In case of accidents, it results in heavy losses of goods, property, and life.

**D. Water transportation**

- ▶ Water transport is important for foreign trade in India, and it has also played a significant role in the country's overall economy. India has a huge network of waterways, including rivers, canals, backwaters, and a long coastline accessible by seas and oceans.
- ▶ It has the largest carrying capacity of any form of transport and is most suitable for carrying bulky goods over long distances. It is one of the cheapest modes of transport in India. India has 14500 km of inland waterways.
- ▶ Inland Waterways Authority of India (IWAI) is the statutory authority in charge of the waterways in the Government of India on 27 October 1986 under the (Inland Waterways Authority of India Act, 1985) for development and regulation of inland waterways for shipping and navigation.
- ▶ The Authority primarily undertakes projects for the development and maintenance of Inland Waterway Terminal infrastructure on National Waterways through a grant received from the Ministry of Ports, Shipping, and Waterways. The head office is at Noida, UP.
- ▶ On 8 November 2020, "Ministry of Shipping" was renamed as "Ministry of Ports, Shipping and Waterways"
- ▶ The Shipping Corporation of India (SCI) is an Indian government corporation. It is under the ownership of the Ministry of Shipping, Government of India with its headquarters in Mumbai, Maharashtra. that operates and manages water transportation services on both national and international lines.
- ▶ SCI was established on 2 October 1961 by the amalgamation of Eastern Shipping Corporation and Western Shipping Corporation. Two more shipping companies, Jayanti Shipping Company, and Mogul Lines Limited were merged with SCI in 1973 and 1986 respectively.
- ▶ On 21 November 2019, the Government of India approved the privatization of SCI.

As per The National Waterways Act, 2016, 111 waterways have been declared as National Waterways (NWs) including the 5 NWs are more popular.

- ▶ The National Waterway 1 (NW-1) or Ganga-Bhagirathi-Hooghly river system is located in India and runs from Prayagraj in Uttar Pradesh to Haldia in West Bengal via Patna and Bhagalpur in Bihar across the Ganges river. It is 1,620 km (1,010 mi) long, making it the longest waterway in India. It was declared as a waterway in October 1986
- ▶ National Waterway 2 (NW-2) is a section of the Brahmaputra River having a length of 891 km between the Bangladesh border near Dhubri and Sadiya in Assam. It was declared as National Waterway No. 2. It was declared as a waterway on 1 September 1988.
- ▶ National Waterway 3 is a 205-km length of this inland navigational route located in Kerala and runs from Kollam to Kottapuram and was declared a National Waterway in 1993.
- ▶ National Waterway 4 (NW-4) is a 1,095 kilometers (680 mi) long waterway in India. It has been declared as an Indian National Waterway and is currently under development. It connects the Indian states of Telangana, Andhra Pradesh, Tamil Nadu, and the union territory of Puducherry. The NW-4 runs along the Coromandal Coast through Kakinada, Eluru, Commanur, Buckingham Canals, and also through part of Krishna and Godavari rivers in South India. It was declared a National Waterway on 24 November 2008 under the Provisions of National Waterways Bill, 2006.
- ▶ National Waterway 5 (NW-5) covers the state of Odisha and a part of West Bengal. It runs a total length of 623 km of which 91 km is within West Bengal and the remaining 532 km is in Odisha. It was declared a National Waterway in November 2008.

#### **Advantages of Water Transportation**

- ▶ Cheap: The transport channel is quite cheap as compared to rail and road transport.
- ▶ Useful for Bulky Goods: Heavy and bulky goods can be transported easily at little cost through water transport.
- ▶ Important for Foreign Trade: Water transport plays important role in foreign trade. India's foreign trade is mainly dependent on water transport.

#### **Disadvantages of Water Transport:**

- ▶ Slow Speed: It is a slow means of transport. Failure of monsoon results in fall in the water level of rivers making navigation difficult.
- ▶ More Risky: Water transport is more risky as compared to other means because there is always a danger of sinking ships or boats.

## **Case Study for Self-Assessment**

### **Online Booking Failure at a Peak Season**

#### Background

A popular hill destination faced a sudden surge in bookings during a holiday season. Several hotels used outdated computer systems not integrated with online portals.

#### Problem Situation

Double bookings occurred because room inventory was not updated in real time. Tourists arrived with confirmed vouchers but found no rooms available, leading to complaints and reputational damage.

#### Stakeholders

- Hotel managers
- Tourists
- Online travel agencies
- IT service providers

#### Managerial Issues

- Lack of system integration
- Poor data updating
- Inadequate staff training
- Customer grievance handling

#### **11.2 Keywords**

- Rail Transport – Rail transport is a means of transferring passengers and goods on wheeled vehicles running on rails.
- Road transport – Road transport means transportation of goods and personnel from one place to the other on roads.
- Air transportation – Air transportation means the operation of a transportation system by aircraft for the carriage of persons, property, and mail, including activities reasonably necessary to such operation.

- Water transport – Water transport is the process of moving people, goods, etc. by barge, boat, ship, over a sea, ocean, lake, canal, river, etc.

### 11.3 Self-Assessment Questions

- Explain the Significance of Rail transportation in India?
- What are the Major Advantages and Disadvantages of Road Transportation?
- Briefly discuss the Role of Air transportation in India.

### Short-Answer Questions (with answers)

1. **What is CRS?**

*Answer:* A Computerised Reservation System used for booking tourism services.

2. **State one use of computers in tourism.**

*Answer:* Online ticket booking.

3. **What is the internet?**

*Answer:* A global network connecting computers for information exchange.

4. **Define a search engine.**

*Answer:* A tool used to find information on the internet.

5. **Name one web browser.**

*Answer:* Google Chrome.

### B. Essay-Type Questions (with hints)

1. **Discuss the role of computers in tourism.**

*Hints:* Reservations, communication, efficiency, data storage.

2. **Explain the importance of the internet in tourism.**

*Hints:* E-commerce, information access, marketing.

3. **Evaluate benefits and risks of computerisation in tourism.**

*Hints:* Speed vs. security, cost vs. efficiency.

### C. Analytical MCQs

1. Computers in tourism mainly improve:

- A Weather
- B Efficiency
- C Geography
- D Culture

**Correct Answer:** B

2. Online ticket booking is possible due to:

- A Manual systems
- B Typewriters
- C Computer networks
- D Printing machines

**Correct Answer:** C

3. A search engine helps to:  
A Cook food  
B Find information  
C Drive vehicles  
D Manage hotels physically  
 **Correct Answer: B**
4. CRS is mainly used for:  
A Decoration  
B Reservations  
C Transport driving  
D Cleaning  
 **Correct Answer: B**

#### 11.4 Further Readings

- Tourism: Concepts, Theory, and Practice by M.R. Dileep | 1 February 2020
- Tourism: Operations and Management by Sunetra Roday, Archana Biwal, et al. | 25 March 2009.

#### Text Books

1. O'Connor, P., *Using Computers in Hospitality*, Cengage Learning, London, 1995.
2. Benckendorff, P., Xiang, Z., & Sheldon, P., *Tourism Information Technology*, CABI, Oxfordshire, 2019.
3. Buhalis, D., *eTourism: Information Technology for Strategic Tourism Management*, Pearson, Harlow, 2003.
4. Page, S. J., *Tourism Management: An Introduction*, Routledge, London, 2014.
5. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson, Harlow, 2019.

#### Other References

- Ministry of Tourism digital initiatives reports
- UNWTO e-Tourism publications
- Government of India Digital India resources

**LESSON – 12****LUXURY TOURIST TRAINS IN INDIA &  
UNESCO WORLD HERITAGE SITES****12.0 Objectives**

After studying this lesson, you should be able:

- To explain the concept and features of luxury tourist trains in India.
- To describe the tour packages offered by the Palace on Wheels and Deccan Odyssey.
- To identify major luxury tourist trains in India, such as the Maharajas' Express and the Golden Chariot.
- To provide basic information about the Mahaparinirvan Express (Buddhist Circuit Train).
- To explain the significance of UNESCO World Heritage Sites.

**Objectives of the lesson**

After studying this lesson, the learner will be able to:

- **Explain** the concept and functions of travel websites
- **Describe** the role of mobile applications in tourism services
- **Distinguish** online travel agencies from supplier websites
- **Analyse** the impact of digital platforms on tourist decision-making
- **Evaluate** advantages and limitations of online tourism platforms

**Structure:**

12.1 Palace on Wheels

12.2 Deccan Odyssey

12.3 Maharajas Express

12.4 Golden Chariot

12.5 Maha Parinirvan Express

12.6 UNESCO World Heritage Sites in India

12.7 Keywords

12.8 Self-Assessment Questions

## 12.9 Further Readings

### 12.1 The Palace on Wheels

The Palace on Wheels is a luxury tourist train. It was launched by the Indian Railways in association with Rajasthan Tourism Development Corporation to promote tourism in Rajasthan. The Palace on Wheels started on 26 January 1982.

The concept of the Palace on Wheels was derived from the royal background of the coaches, which were originally meant to be the personal railway coaches of the erstwhile rulers of the princely states of Rajputana, Baroda, the Nizam of Hyderabad, and mainly the Viceroy of British India. The Palace on Wheels carries with it an intrinsic ambiance that goes perfectly well with the majestic charm and beauty spread so lavishly across the Indian terrain.

The name Palace on Wheels was derived from the royal background of the coaches. Gradually many infrastructural changes were brought about in the coaches while keeping the same aesthetics of the interiors alive, matching the interiors of the royal state. In the late 1980s, the original passenger's saloons of Ex Maharajas were replaced by Metre Gauge train that had AC Cabins with sharing bathrooms. Then in 1996, due to rail track conversion in India. A Broad Gauge version of the Palace on Wheels train was introduced in 1996, where all the Cabins had private attached bathrooms.

In September 2017, new and more spacious carriages were introduced on the Palace on Wheels luxury train. Guests now have the option to book Deluxe or Super Deluxe cabins. The Palace on Wheels offers a 7 nights/8 days tour package. The journey departs from New Delhi on Day 1 and covers Jaipur (Day 2); Sawai Madhopur and Chittorgarh (Day 3); Udaipur (Day 4); Jaisalmer (Day 5); Jodhpur (Day 6); and Bharatpur and Agra (Day 7), before returning to New Delhi on Day 8.

The journey starts every Wednesday evening from New Delhi and ends the following Wednesday early in the morning, back at the same station. In 7 Nights/8 Days, the train traverses over 3000 Kilometers. There are 39 Deluxe Cabins and 2 Super Deluxe Cabins on the Palace on Wheels train (with a total capacity is of 82 passengers). The train is completely self-sufficient and is fully air-conditioned. Each cabin has attached toilets, especially facilitated for the global luxury traveller with all modern amenities such as Wi-Fi, mini pantry, music channel, a safe, wall-to-wall carpeting, etc. Each saloon also has a personal attendant, also known as a khidmatgar, at your service. The Tourists would find the royal past you etched into the historical coaches. The carriages are uniquely named after the famous

Palace & Forts of Rajasthan. The Rich Interiors of the Cabins are either in the Hues of Ruby, Turquoise, or Pearl There are Two Resto-Bar lounges on the train & an Ayurvedic spa facility. Complimentary Wi-Fi services are also made available through sharing dongles. The two Ding Cars are Called Maharaja and Maharani & the attached Kitchen Saloon serves freshly cooked international cuisine. This train offers comfortable AC sleeping chambers on the train and pre-arranged group sightseeing in the day by AC buses.

**Key Highlights:**

- 39 Deluxe Cabins and 2 Super Deluxe Cabins
- Restaurant Cars with Bar Lounges
- 1 Spa Car
- Complimentary Wi-Fi
- Exclusive Butler

**More Details:**

- The electric supply on the train is 110/230 AC Volt with multiple plug points in both Cabins & Bathrooms and depending upon your electronic equipment you may choose to carry your own adaptors.
- Laundry Services are made available on limited days.
- There is limited storage space available in the cabins & guests are advised to carry soft-topped luggage & of size as carried in International Airlines.
- The train is centrally air-conditioned & on-board temperature maintained at 22 Degree Celsius.
- Smoking is not allowed on-board the train.

**Tour Itinerary**

Day 1 (Wednesday): New Delhi Depart

Day 2 (Thursday): Jaipur, the Pink City

Day 3 (Friday Early Morning): Ranthambhore Tiger Reserve

Day 3 (Friday Afternoon): Chittorgarh Hill Fort

Day 4 (Saturday): Udaipur, the City of Lakes

Day 5 (Sunday): Jaisalmer, Oasis in the Desert

Day 6 (Monday): Jodhpur, Heart of Marwar

Day 7 (Tuesday Early Morning): Bhatarpur Bird Sanctuary

Day 7 (Tuesday Noon): Agra, City of the Taj Mahal

Day 8 (Wednesday): New Delhi Return

## **Introductory Case Study: From Street Office to Online Travel Portal**

### **Background of the Sector**

A traditional tour operator in a tier-2 Indian city depended on walk-in customers and printed brochures. Bookings were processed manually through phone calls and physical tickets. Customer reach was limited to the local market.

### **Contextual Trigger**

With increasing smartphone usage and digital payments, customers began comparing prices online. Many preferred self-booking through travel websites that provided instant confirmations and reviews. The agency's revenues declined.

The owner launched a basic travel website, partnered with online aggregators, and later introduced a mobile booking interface. Within two years, bookings increased and customers came from outside the city.

### **Stakeholders**

- Tour operator and staff
- Customers (domestic and international)
- Airline and hotel partners
- Payment gateway providers

### **Managerial and Behavioural Issues**

- Digital literacy of staff
- Managing online reviews
- Data privacy concerns
- Price competition

### **Why This Case is Important for the Lesson**

It shows how digital presence determines competitiveness in modern tourism.

### **Explicit Linkage to Lesson Concepts**

- Role of travel websites in booking and information
- Mobile apps for real-time access
- Digital tourism marketplace transformation

## 12.2 The Deccan Odyssey

The Deccan Odyssey is a special luxury train based on the model of Palace on Wheels to boost tourism on the Maharashtra route of the Indian Railways. It is a venture of the Maharashtra Government and the Ministry of Railways, Government of India. **The Deccan Odyssey Train offers 6 different itineraries in different regions of Maharashtra, Gujarat, and Rajasthan.** This train having two restaurants and a bar, a sauna, a business center, and other such amenities on board. The coaches fitted with special amenities were manufactured by the Integral Coach Factory in Chennai. After noticing the success of the Palace on Wheels, the Maharashtra state decided to have such a train, in order to develop the tourism industry in the state and surrounding regions. This resulted in Maharashtra Tourism Development Corporation (MTDC) along with Indian Railway started the project. On 17 January 2004, then Prime Minister Atal Bihari Vajpayee flagged off the train with remote control from the Raj Bhavan in Mumbai at 5.30 pm. The ceremonial inaugural run took from Chhatrapati Shivaji Terminus (CST) railway station to Thane and back. The train kicked off its maiden commercial journey on 4 February 2004. At that time MTDC has appointed the Taj group of Hotels to manage the food and beverage and housekeeping on the luxury train

### 1. Maharashtra Splendor Journey

**Duration:** 7 Nights / 8 Days

**Destinations Covered:** Mumbai – Nashik - Aurangabad (Ellora Caves) - Ajanta Caves - Kolhapur - Goa - Sindhudurg – Mumbai

Day 01 Mumbai

Day 02 Nashik

Day 03 Aurangabad – Ellora Caves

Day 04 Ajanta Caves

Day 05 Kolhapur

Day 06 Goa

Day 07 Sindhudurg

Day 08 Mumbai (Departure)

### 2. Indian Odyssey Journey

**Duration:** 7 Nights / 8 Days

**Destinations Covered:** Delhi- Sawai Madhopur - Ranthambore National Park- Agra- Jaipur- Udaipur- Vadodara- Aurangabad- Ellora Caves- Mumbai

Day 01 Arrival in Delhi- Sawai Madhopur (Ranthambore)

Day 02 Sawai Madhopur- Ranthambore National Park

Day 03 Agra

Day 04 Jaipur

Day 05 Udaipur

Day 06 Vadodara

Day 07 Aurangabad- Ellora Caves

Day 08 Mumbai

### **3. Jewels of the Deccan Journey**

**Duration:** 7 Nights / 8 Days

**Destinations Covered:** Mumbai - Bijapur - Aihole - Pattadakal - Hampi - Hyderabad - Ellora Caves - Ajanta Caves – Mumbai

Day 01 Mumbai

Day 02 Bijapur

Day 03 Aihole – Pattadakal

Day 04 Hampi

Day 05 Hyderabad

Day 06 Aurangabad – Ellora Caves

Day 07 Ajanta Caves

Day 08 Mumbai (Departure)

### **4. Maharashtra Wild Trail Journey**

**Duration:** 7 Nights / 8 Days

**Destinations Covered:** Mumbai – Aurangabad (Ellora Caves) – Pench (Ramtek) – Tadoba – Ajanta – Nashik - Mumbai

Day 01 Mumbai (Arrival)

Day 02 Aurangabad – Ellora Caves

Day 03 Aurangabad

Day 04 Ramtek (Pench National Park)

Day 05 Tadoba

Day 06 Jalgaon – Ajanta Caves

Day 07 Nashik

Day 08 Mumbai

**5. Hidden Treasures of Gujarat Journey****Duration:** 7 Nights / 8 Days**Destinations Covered:** Mumbai - Vadodara - Palitana - Sasan Gir & Somnath - Little Rann of Kutch - Modhera & Patan - Nashik – Mumbai

Day 01 Mumbai (Arrival)

Day 02 Vadodara

Day 03 Palitana

Day 04 Sasan Gir - Somnath

Day 05 Little Rann of Kutch

Day 06 Modhera - Patan

Day 07 Nashik

Day 08 Mumbai (Departure)

**6. Indian Sojourn Journey****Duration:** 7 Nights / 8 Days**Destinations Covered:** Mumbai – Vadodara – Udaipur – Jodhpur – Agra – Sawai Madhopur (Ranthambore) – Jaipur – Delhi

Day 01 Mumbai (Saturday)

Day 02 Vadodara (Sunday)

Day 03 Udaipur (Monday)

Day 04 Jodhpur (Tuesday)

Day 05 Agra (Wednesday)

Day 06 Sawai Madhopur – Ranthambore National Park (Thursday)

Day 07 Jaipur (Friday)

Day 08 New Delhi

**Activity 1: Travel Website Comparison****Task:**

Visit two travel websites and compare them on price display, user interface, and information clarity.

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**Expected Learning Outcome:**  
Develop critical evaluation of online platforms.

**Activity 2: Mobile App Usage Log**

**Task:**  
Use a travel app for one simulated booking and list features used (search, filter, payment, reviews).

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**Expected Learning Outcome:**  
Understand app-based tourism services.

**Activity 3: Digital Trust Reflection**

**Task:**  
Write 250–300 words on how online reviews influence your travel decisions.

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**Expected Learning Outcome:**  
Link digital content with tourist behaviour.

**12.3 Maharajas Express**

*The Maharajas' Express* is a luxury tourist train owned and operated by the Indian Railway Catering and Tourism Corporation (IRCTC). It runs on **4 circuits** covering more than 12 destinations across North-West and Central India, mainly centered on Rajasthan between October and April. The luxury train service was started in March 2010. The Indian Railway Catering and Tourism Corporation Limited (IRCTC) and Cox and Kings India Ltd., had signed a joint venture to set up a company called Royale Indian Rail Tours

Ltd. (RIRTL) to oversee the functioning and management of the Maharaja Express. This joint venture was terminated on 12 August 2011 and the train is now being operated exclusively by IRCTC.

The Maharajas' Express was voted "The World's Leading Luxury Train" Seven times in a row at The World Travel Awards in 2012, 2013, 2014, 2015, 2016, 2017, and 2018. Maharajas Express also received the first runner-up award in the Specialist Train Operators Category at Conde Nast Travellers Reader Choice Travel Award in 2011. The *Maharajas' Express* Luxury Train has four cabins Deluxe Cabin, Presidential Suite, Suite, and Junior Suite. It also has a Lounge Bar and Restaurants. All cabins are designed so beautifully that if one sees through the window, one can enjoy beautiful landscapes. Indian Luxury Train has an all-over red carpet and interiors are designed keeping in mind the Indian Royal Heritage. The Presidential Suite is called Navratna which means Nine Precious Jewels. Luxury Train in India was named after the precious jewels of different Maharajas (Kings). . Indian Maharaja Train has 14 Guest Carriages namely Moti (Pearl), Manik (Ruby), Heera (Diamond), Panna (Emerald), Neelam (Blue Sapphire), etc.

The Maharajas Luxury Train Travel India is all about highly professional Butler Service, spacious Cabins, King Size jewel-studded comfortable beds with attached bathrooms. All Meals with Mineral Water and various kinds of beverages like tea, coffee, Indian Wines, Beer, and other Alcohol. Luxury Train Travel India has amenities like Wi-Fi, Telephone, LCD, DVD players, basic toiletries in Bathrooms, Electronic safety Deposit, and much more. The Maharajas Luxury Train Trips are accompanied by well-mannered and courteous staff. Luxury Train Trips has a dining car where amazing world-class cuisines are served in gold silver-plated cutlery in the elegant décor of the train. The theme restaurants in Luxury train are Peacock Restaurant (Mayur Mahal) and Haveli Restaurant (Rang Mahal). The Safari Bar serves the finest labels of spirits in imported crystal glasses.

#### **4 Tour Itineraries**

##### **1. Indian Splendour (6 Nights/7 Days)**

**(Delhi – Agra – Ranthambore – Jaipur – Bikaner – Jodhpur – Udaipur – Mumbai)**

Day 1 –Delhi - Agra

Day 2 –Agra - Ranthambore

Day 3 –Jaipur

Day 4 –Bikaner

Day 5 –Jodhpur

Day 6 –Udaipur

Day 7 –Mumbai

## **2. Heritage of India (6 Nights/7 Days)**

**(Mumbai – Udaipur – Jodhpur – Bikaner – Jaipur – Ranthambore and Fatehpur Sikri – Agra and Delhi)**

Day 1 (Sunday) –Mumbai

Day 2 (Monday) –Udaipur

Day 3 (Tuesday) –Jodhpur

Day 4 (Wednesday) –Bikaner

Day 5 (Thursday) –Jaipur

Day 6 (Friday) –Ranthambore - Fatehpur Sikri

Day 7 (Saturday) –Agra-Delhi

## **3. Indian Panorama (6 Nights/7 Days)**

**(Delhi – Jaipur – Ranthambore and Fatehpur Sikri – Agra – Orchha, and Khajuraho – Varanasi – Delhi)**

Day 1 (Sunday) –Delhi – Jaipur

Day 2 (Monday) –Jaipur

Day 3 (Tuesday) –Ranthambore – Fatehpur Sikri

Day 4 (Wednesday) –Agra

Day 5 (Thursday) –Orchha – Khajuraho

Day 6 (Friday) –Varanasi

Day 7 (Saturday) –Delhi

## **4. Treasures of India (3 Nights/4 Days)**

**(Delhi – Agra – Ranthambore – Jaipur – Delhi)**

Day 1 (Sunday) –Delhi – Agra

Day 2 (Monday) –Agra - Ranthambore

Day 3 (Tuesday) –Jaipur

Day 4 (Wednesday) –Delhi

### **12.4 Golden Chariot**

The Golden Chariot luxury tourist train is operated by the Karnataka State Tourism Development Corporation and The Maple Group handles the hospitality services on the train

with the collaboration of the Indian Railways. This train has offered 3 itineraries; it covers all important tourist spots in Karnataka, Goa, Kerala, Tamil Nadu, and Pondicherry. It is named after the Stone Chariot in the Vitthala Temple at Hampi. The 19 coaches on the train are coloured purple and gold and sport the logo of a mythological animal with the head of an elephant and a body of a lion.

On 23 January 2008, Golden Chariot was unveiled on the tracks veneered in classic colours of purple and gold symbolizing elegance and the golden jubilee celebration of Karnataka. An inauguration ceremony was organized at the Yeshwanthpur Railway Station wherein President Pratibha Devisingh Patil flagged off the train. Finally on 10 March 2008, Golden Chariot chugged on its maiden journey from Bangalore to Goa.

The Golden Chariot offers accommodation in 44 cabins in 11 coaches that are named after dynasties that ruled the region: Kadamba, Hoysala, Rashtrakuta, Ganga, Chalukya, Bahamani, Adil Shahi, Sangama, Satavahana, Yadukula, and Vijayanagar. It also has two restaurants, a lounge bar, and a conference, gym, and spa facilities. It has onboard internet connectivity via a USB stick, and satellite antennae providing live television service in the cabins.

### **3 Tour Itineraries**

#### **1. Pride of Karnataka**

**(Bengaluru – Bandipur – Mysore – Halebidu - Chikamgaluru – Hampi – Badami – Goa – Bengaluru)**

Day 1/Sunday (Bengaluru to Bandipur)

Day 2/Monday (Mysore)

Day 3/Tuesday (Halebidu and Chikamgaluru)

Day 4/Wednesday (Hampi)

Day 05/Thursday (Badami)

Day 06/Friday (Goa)

Day 07/Saturday (Bengaluru)

#### **2. Jewels of South (6 Nights/7 Days)**

**(Bengaluru – Mysore – Hampi - Mahabalipuram – Thanjavur, and Chettinad – Cochin – Kumarakom -Bengaluru)**

Day 1/Sunday (Bengaluru to Mysore)

Day 2/Monday (Hampi)

Day 3/Tuesday (Mahabalipuram)

Day 4/Wednesday (Thanjavur and Chettinad)

Day 5/Thursday (Cochin)

Day 6/Friday (Kumarakom)

Day 7/Saturday (Bengaluru)

### **3. Glimpses of Karnataka (3 Nights/4 Days)**

#### **(Bengaluru – Bandipur – Mysore – Hampi – Bengaluru)**

Day 1/Sunday (Bengaluru to Bandipur)

Day 2/Monday (Mysore)

Day 3/Tuesday (Hampi)

Day 4/Wednesday (Bengaluru)

### **12.5 The Mahaparinirvan Express**

The Mahaparinirvan Express is a Buddhist Pilgrim Train that takes you across all the major Buddhist destinations in India and Nepal. The newest initiative of the IRCTC (Indian Railways Catering and Tourism Corporation), it's a pan-India, 8-day journey to all those destinations which are considered to be the holiest Buddhist sites. Inaugurated in 2007, it has won the hearts of both Buddhist pilgrims and tourists with its facilities and brilliantly planned itinerary.

**Accommodation** - This is a fully air-conditioned train offering three different classes of travel (first class, two-tier, and three-tier).

The Mahaparinirvan Express journey is an elaborate, well-planned 8-day tour that begins and ends in Delhi. The Mahaparinirvan Express travels through prominent Buddhist pilgrim destinations of Bodhgaya, Varanasi, Sarnath, Lumbini, Sravasti, besides the city of the Taj Mahal, Agra.

**Destinations:** Delhi – Gaya – Bodhgaya – Nalanda – Rajgir – Gaya – Varanasi – Sarnath – Nautanwa – Lumbini – Kushinagar – Gorakhpur – Balrampur – Sravasti – Balrampur – Agra – Delhi

**Duration:** 7 Nights / 8 Days

#### **Tour Itinerary**

Day 1 (Saturday): Delhi - Gaya

Day 2 (Sunday): Gaya - Bodhgaya

Day 3 (Monday) : Bodhgaya - Nalanda - Rajgir - Gaya - Varanasi

Day 4 (Tuesday): Varanasi - Sarnath - Gorakhpur

Day 5 (Wednesday): Nautanwa – Lumbini

Day 6 (Thursday): Lumbini – Kushinagar – Gorakhpur

Day 7 (Friday): Balrampur – Sravasti – Balrampur – Agra

Day 7 (Saturday): Agra – Delhi

### 12.6 UNESCO World Heritage Sites in India

The United Nations Educational, Scientific and Cultural Organization (UNESCO) designates World Heritage Sites of outstanding universal value to cultural or natural heritage, which have been nominated by countries that are signatories to the UNESCO World Heritage Convention, established in 1972.

**Cultural heritage** covers human-made and historically significant places. This includes monuments like major architectural works, large sculptures, or inscriptions. It also includes groups of historic buildings and important locations such as archaeological sites.

**Natural heritage** refers to significant natural areas. These can be physical or biological formations, geological or ecological zones that support endangered species, and natural places valued for science, conservation, or scenic beauty.

India became a member of the convention on 14 November 1977, which allowed its landmarks to be considered for listing. At present, India has **44 World Heritage Sites**. **Among these: 36 are cultural sites, 7 are natural sites, 1 is mixed** (recognized for both cultural and natural importance): Khangchendzonga National Park.

Globally, India ranks sixth in the number of World Heritage Sites. India's earliest inscriptions happened in 1983, when the World Heritage Committee added four locations: Ajanta Caves, Ellora Caves, Agra Fort, and Taj Mahal.

**To be inscribed on the World Heritage List, a site must meet at least one of 10 criteria:**

**Cultural (i–vi):**

Exceptional human creativity

Interchange of human values

Testimony to cultural tradition

Outstanding architectural or technological ensemble

Traditional human settlement or land use

Direct association with cultural traditions

**Natural (vii–x):**

7. Superlative natural phenomena
8. Major stages of Earth's history
9. Ongoing ecological processes
10. Important habitats for biodiversity and conservation

Sites are evaluated by UNESCO's advisory bodies and approved by the World Heritage Committee.

### UNESCO World Heritage Sites in India

The list includes all 44 sites as of January 2026.

No.	Site Name	Location (State/UT)	Year	UNESCO Criteria
1.	Agra Fort	Uttar Pradesh	1983	iii
2.	Ajanta Caves	Maharashtra	1983	i, ii, iii, vi
3.	Ellora Caves	Maharashtra	1983	i, iii, vi
4.	Taj Mahal	Uttar Pradesh	1983	i
5.	Group of Monuments at Mahabalipuram	Tamil Nadu	1984	i, ii, iii, vi
6.	Sun Temple, Konark	Odisha	1984	i, iii, vi
7.	Kaziranga National Park	Assam	1985	ix, x
8.	Keoladeo National Park	Rajasthan	1985	x
9.	Manas Wildlife Sanctuary	Assam	1985	vii, ix, x
10.	Churches and Convents of Goa	Goa	1986	ii, iv, vi
11.	Fatehpur Sikri	Uttar Pradesh	1986	ii, iii, iv
12.	Group of Monuments at Hampi	Karnataka	1986	i, iii, iv
13.	Khajuraho Group of Monuments	Madhya Pradesh	1986	i, iii
14.	Elephanta Caves	Maharashtra	1987	i, iii
15.	Great Living Chola Temples	Tamil Nadu	1987	ii, iii
16.	Group of Monuments at Pattadakal	Karnataka	1987	iii, iv
17.	Sundarbans National Park	West Bengal	1987	ix, x
18.	Nanda Devi & Valley of Flowers NPs	Uttarakhand	1988	vii, x
19.	Buddhist Monuments at Sanchi	Madhya Pradesh	1989	i, ii, iii, iv, vi
20.	Humayun's Tomb, Delhi	Delhi (NCT)	1993	ii, iv
21.	Qutb Minar and its Monuments, Delhi	Delhi (NCT)	1993	iv
22.	Mountain Railways of India	West Bengal; Tamil Nadu; Himachal Pradesh	1999	ii, iv
23.	Mahabodhi Temple Complex at Bodh Gaya	Bihar	2002	i, ii, iii, iv, vi

24.	Rock Shelters of Bhimbetka	Madhya Pradesh	2003	iii, v
25.	Champaner-Pavagadh Archaeological Park	Gujarat	2004	iii, iv, v, vi
26.	Chhatrapati Shivaji Terminus (formerly VT)	Maharashtra	2004	ii, iv
27.	Red Fort Complex, Delhi	Delhi (NCT)	2007	ii, iii, vi
28.	Jantar Mantar, Jaipur	Rajasthan	2010	iii, iv
29.	Western Ghats	Kerala; Karnataka; Tamil Nadu; Goa; Maharashtra; Gujarat	2012	ix, x
30.	Hill Forts of Rajasthan	Rajasthan	2013	ii, iii, iv, v
31.	Great Himalayan National Park	Himachal Pradesh	2014	x
32.	Rani-ki-Vav (Queen's Stepwell, Patan)	Gujarat	2014	i, iv
33.	Archaeological Site of Nalanda Mahavihara	Bihar	2016	iv, vi
34.	Khangchendzonga National Park	Sikkim	2016	iii, vi, vii, x
35.	Le Corbusier's Architectural Work (Chandigarh)	Chandigarh (UT)	2016	i, ii, vi
36.	Historic City of Ahmedabad	Gujarat	2017	ii, v
37.	Victorian Gothic & Art Deco (Mumbai)	Maharashtra	2018	ii, iv
38.	Jaipur City, Rajasthan	Rajasthan	2019	ii, iv, vi
39.	Dholavira (Harappan City)	Gujarat	2021	iii, iv
40.	Kakatiya Rudreshwara (Ramappa) Temple	Telangana	2021	i, iii
41.	Sacred Ensembles of the Hoysalas	Karnataka	2023	i, ii, iv
42.	Santiniketan (Visva-Bharati University)	West Bengal	2023	iv, vi
43.	Moidams – the Mound-Burial System (Ahom Dynasty)	Assam	2024	iii, iv
44.	Maratha Military Landscapes of India	Maharashtra	2025	iv, vi

## Case Study for Self-Assessment

### App-Based Booking Crisis During Peak Season

#### Background

A popular holiday destination experienced peak-season demand. Most tourists booked hotels through mobile apps.

### Problem Situation

Due to a technical glitch, several bookings were confirmed without actual room availability. Tourists arrived to find overbooked hotels.

### Stakeholders

- Tourists
- Hotel managers
- OTA platform
- Customer support teams

### Managerial Issues

- System synchronization failures
- Refund management
- Brand reputation damage
- Customer grievance handling

### 12.7 Keywords

**Train** – A train is a form of rail transport consisting of a series of connected vehicles that generally run along a railroad (or railway) track to transport passengers or cargo

**Luxury Train** – Luxury trains are designed to offer a very comfortable ride and evoke an association with history and heritage. Operating in several countries, they are a premium travel option.

**UNESCO World Heritage Sites** – Tourist Places recognised by UNESCO for their outstanding cultural or natural value to humanity.

### 12.7 Self-Assessment Questions

- Write a detailed note on the Palace on Wheels and its role in promoting tourism in India.
- What is the role of the Deccan Odyssey in promoting tourism in Maharashtra?
- Explain the role of the Maharajas' Express in promoting tourism in India.
- Write a detailed note on the Golden Chariot luxury tourist train and its role in promoting tourism in Karnataka.
- Explain the importance of the Mahaparinirvan Express in India.
- Write a detailed note on UNESCO World Heritage Sites in India.

### Short-Answer Questions (with answers)

1. **What is a travel website?**  
*Answer:* A website that provides travel-related information and booking services.
2. **Name one function of a travel app.**  
*Answer:* Online booking.
3. **What is an OTA?**  
*Answer:* Online Travel Agency.
4. **Why are online reviews important?**  
*Answer:* They influence traveller decisions.
5. **State one advantage of mobile apps in tourism.**  
*Answer:* Anytime booking.

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### B. Essay-Type Questions (with hints)

1. **Discuss the role of travel websites in tourism.**  
*Hints:* Information access, booking convenience, price comparison.
2. **Explain the significance of mobile apps in tourism.**  
*Hints:* Real-time services, GPS, digital tickets.
3. **Evaluate benefits and risks of online tourism platforms.**  
*Hints:* Convenience vs. data privacy.

### C. Analytical MCQs

1. Travel websites mainly provide:  
A Farming tools  
B Travel information and booking  
C Medical services  
D Construction services  
 **Correct Answer: B**
2. Mobile tourism apps are valued for:  
A Offline paperwork  
B Real-time access  
C Manual booking  
D Postal tickets  
 **Correct Answer: B**
3. Online reviews affect:  
A Weather  
B Tourist decisions  
C Fuel prices  
D Geography  
 **Correct Answer: B**

4. OTAs earn mainly through:

- A Donations
- B Commissions
- C Taxes
- D Salaries

**Correct Answer: B**

### 12.8 Further Readings

- Indian Railways- A Visual Journey: Transforming a Nation's Destiny by Bibek Debroy and DK | 1 July 2020
- Indian Railway: An Introduction by RPH Editorial Board | 1 January 2016
- A Short History of Indian Railways by Mr. Rajendra B. Aklekar | 24 May 2019

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3. O'Connor, P., *Using Computers in Hospitality*, Cengage Learning, London, 1995.
4. Page, S. J., *Tourism Management: An Introduction*, Routledge, London, 2014.
5. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson, Harlow, 2019.

### Other References

- UNWTO e-Tourism reports
- Ministry of Tourism digital initiatives
- Government of India Digital India resources

**LESSON- 13****ROLE OF COMPUTERS IN TOURISM****13.0 Objectives**

After studying this lesson, you should be able:

- To give basic knowledge about the Role of Computers in the Tourism Industry
- To learn the importance of the Internet, Search Engines, & Voice assistants.

**Objectives of the lesson**

After studying this lesson, the learner will be able to:

- **Explain** the concept and features of social media in tourism
- **Describe** the structure and types of travel blogs
- **Distinguish** social media marketing from traditional promotion
- **Analyse** the influence of user-generated content on travel decisions
- **Evaluate** opportunities and risks of social media use in tourism

**Structure:**

13.1 Role of IT & Computers in the Tourism Industry

13.2 Internet

13.3 Search Engines

13.4 Web Browser

13.5 Keywords

13.6 Self-Assessment Questions

13.7 Further Readings

**13.1 Role of IT and Computers in the Tourism Industry**

Information Technology has played an important role in the Hospitality and Tourism industry over the last decade. Technology has helped reduce costs, enhance operational efficiency, and improve services and customer experience. Both customers and businesses can benefit from improved communication, reservations, and guest service systems. Technology has helped the tourism and hospitality industries replace expensive human labor

with technological labor. This helps reduce labor costs but also helps avoid customer service issues.

Computer systems allow communication between larger hotel chains with multiple locations to connect easier. They also help keep staff on the same page and make it easier to access information, making your guest's experience much better. Guest requests, housekeeping information, and reservations can all be found on one system. A computer is an electronic device that stores, retrieves, processes data, and can be programmed with instructions. It is a high-speed electronic device that follows instructions and is capable of performing arithmetic and logical operations. It accepts the input of the user and processes these data under the control of the set of instructions (program) and gives the result (output) and saves the output for future use. It can process and analyze both numerical and non-numerical (arithmetic and logical) calculations perfectly.

In the 21st century, we are living in a computer age, Computers have controlled every field with the support of the Internet i.e. Railways, airports, factories, oil installations, Tourism, Hotel sector, power stations, banks, major government offices, defence establishments, National T.V. network programs, space exploration, healthcare, education, and telecommunications, etc. With computers and the Internet, we can chat with unknown people sitting thousands of miles away, visit websites, attend phone calls, read the newspapers, and watch the latest movies within seconds. In the 21st century, we can't imagine a world without a computer.

The international tourism industry is rapidly adopting a third "T": "Travel, Tourism, and Technology". The ICT applications are very useful for booking and canceling tickets in the Transportation sectors i.e. Airlines, cruise lines, railways, bus services by Using CRS and GDS systems. The ICT applications are widely used in Hotels; especially Guests are used for reserving and canceling the Rooms in Hotels through a Central Reservation System for effective and real-time management of room inventory.

#### **Some Advantages of Computers in the Tourism Industry**

- Passengers have booked airline tickets, railway tickets, bus tickets by using a computer within a short period
- Customers have made the hotel reservation online by using Computers and the hotel front office staff will prepare the final bills by using computers.
- Pilots will train on software, which simulates flying by using supercomputers.
- Travellers can easily analyze & predict weather conditions by computer.

- Travellers can easily determine the distance b/w two cities or countries before travelling.

## **Introductory Case Study: How Instagram Made an Unknown Village a Tourist Spot**

### **Background of the Sector**

A small village with scenic landscapes and traditional culture had minimal tourist arrivals for years. There were no major promotional campaigns or tour operator circuits including the destination.

### **Contextual Trigger**

A few travellers began posting photographs and short videos of the village on Instagram and Facebook. Their posts highlighted homestays, local cuisine, and natural beauty. Within months, the location started appearing in travel reels and blog articles.

The “digital word-of-mouth” effect replaced traditional word-of-mouth. Families and young travellers began visiting after seeing peer content online.

### **Stakeholders**

- Local residents and homestay owners
- Travel bloggers and influencers
- Tourists
- Local tourism authorities

### **Managerial and Behavioural Issues**

- Sudden increase in visitor numbers without planning
- Managing online reputation
- Balancing authenticity and commercialization
- Environmental pressure

### **Why This Case is Important for the Lesson**

It shows how social media visibility can instantly transform a destination’s demand.

### **Explicit Linkage to Lesson Concepts**

- Social media as modern word-of-mouth
- User-generated destination promotion
- Travel inspiration and peer influence

- The computer can be used for storing data regarding passengers, who are travelling & in any case of accident we can easily trace any information about any passenger. Nowadays, 'Embedded Computers' are used in automobiles, which saves our life in any case of an accident.

### **Activity 1: Social Media Scan**

**Task:**

Search one destination on Instagram or YouTube and list what type of content appears (reviews, reels, food, culture).

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**Expected Learning Outcome:**

Understand how destinations are digitally portrayed.

### **Activity 2: Blog Evaluation**

**Task:**

Read one travel blog and identify information provided (tips, cost, itinerary, photos).

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**Expected Learning Outcome:**

Recognise informational value of blogs.

### Activity 3: Digital Influence Reflection

**Task:**

Write 250–300 words on whether social media influences your travel choices.

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**Expected Learning Outcome:** Connect personal behaviour with theory

#### 13.2 Internet

In this computer age, the Internet plays a vital role in the entire globe. Internet Worldwide is a global system that is interconnected computer networks by using the standard Transmission Control Protocol/Internet Protocol suite (TCP/IP) to serve billions of Computer users worldwide. The Internet is the latest and fastest way to gain information global wide and also to maintain E-commerce businesses. The internet has allowed computer users to communicate with each other across computer network platforms.

ARPANET (Advanced Research Project Agency Network) is the world's first operational network. The ARPANET was developed in 1969 by the U.S. Department of Defense, which linked with mainframe computers to form communication networks. The ARPANET is known as the forefather of the internet.

The primary purpose of the Internet is to facilitate the sharing of information to computer users. The Internet has carried information resources, i.e. the interlinked hypertext documents on the World Wide Web (WWW). The internet is a very large wide area network (WAN) connecting to computers and networks around the globe. With the Internet, the number of users connects through telephone lines, cable lines, and satellites. Every computer is connected to the internet; it is identified by a unique IP address. Computer IP Address is a unique set of numbers; it is used to identify a computer location. The first part of the IP address is the network address and the remaining part is the computer ID. The Internet Network Information Centre (Inter-NIC) is responsible for issuing the Internet network

addresses. The Internet Assigned Number Authority (IANA) has issue network addresses to the Information Service Providers (ISPs)

On the Internet, the user has searched any kind of information like Technology, language, geography, health, science, arts, social studies, culture, countries, medical, products Philosophy, religion, news, etc. with the help of search engines by using web browsers.

#### **A. Basic Components of the internet –**

- 1) **Electronic mail (e-mail)** – The e-mail has enabled to send and receive messages through the mail. In this mail the user has written the Text and attach the Images, audios, video, URLs, it can be sent in a very quick manner.
- 2) **FTP** – FTP means File Transfer Protocol, FTP has enabled the users to move a file from one computer to another computer.
- 3) **The World Wide Web** – The World Wide Web is commonly known as the Web, it's the most popular method of accessing the internet. WWW is the way of exchanging information between computers on the Internet network. WWW having a worldwide vast collection of electronic documents/ Hypertext documents or Web pages stored in Millions of computers around the world. The Web pages are created by using an (HTML) Hyper Text Markup Language.
- 4) **URL** – The Uniform Resource Locator, is a web page address. The URL is a hypertext link. Every URL has a unique address, identifying one specific file on the Internet.
- 5) **HTTP** – The Hypertext Transfer Protocol, HTTP is the application protocol and it is the foundation of data communications on the World Wide Web. Where hypertext documents having hyperlinks, that the user can easily access hypertext documents.
- 6) **DNS** - The Domain Name Systems (DNS), The DNS have translated the human-readable domain name into machine-readable IP addresses. Humans can access information online through domain names. The DNS has provided a hierarchical and decentralized naming system for computers Web Pages.

The Domain name has ended with a suffix denoting the type of site.

- a. .com – commercial businesses
- b. .edu – educational institutions like universities or colleges
- c. .net – organizations that run Network operations
- d. .int – international bodies like UNWTO, IATA
- e. .mil – Military organizations
- f. .org – Non-profit organizations

The Domain server name has ended with a suffix denoting the particular country website

- a. .us – United States
- b. .in – India
- c. .uk – United Kingdom
- d. .ca – Canada
- e. .au – Australia

#### **B. Advantages of the internet**

- a) The Internet has covered each and every aspect of human life and gives information.
- b) The Internet allows us to communicate with known and known people by using social media platforms like Facebook, Twitter, WhatsApp, Instagram, and We Chat, etc.
- c) The Internet is very useful for Sending and receiving messages through e-mails in a quick manner.
- d) The Internet is allowing the user to watch videos and listen to music. The user can watch a number of videos on YouTube; listen to Internet radio on Pandora.
- e) The Internet is very useful to see live TV channels like News channels, TV serials, sports channels, entertainment channels, etc.
- f) The Internet is allowed to make Online Ticket Booking Flights, trains, buses, and Hotels by using travel websites like MakeMyTrip, IRCTC, Yatra, etc.
- g) The Internet is very useful for online shopping to purchase different products like mobiles, books, TVs, medicines, etc. through e-commerce websites like Amazon, Flipkart, etc.
- h) It is very useful for Internet Banking for online money transfers and online payments
- i) Matrimonial Services
- j) Marketing - The Internet is very useful to give advertisements for the newly launched products
- k) The Internet is very useful for Data Sharing
- l) Play Online Video games

#### **13.3 Search engines**

The search engine is one of the software systems; it is designed and used to search for information through the World Wide Web. With this software, we have to search for keywords. The search engines have stored millions of Webpages in their database. In search engines, we have searched for any kind of Information. In this search engine, the different search facility is available for sites, images, audio, videos, news, maps, etc. Each search engine having own set of rules for the websites. Some of the popular search engines in India

- 1) Google
- 2) Yahoo
- 3) Bing

**1. Google** - The Google Search engine is the most popular search engine in the world. It is a web search engine developed by Google LLC; Google is established in 1998 by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University in California. Google is an American multinational technology company, this company provides specialized Internet-related services and products, online advertising technologies, cloud computing, software, and hardware. Presently Google's search engine is available in 149 languages worldwide. Google has offered different web-based services and products for PCs, laptops, tablets, and mobile phones, etc. The Headquarters of Google in Mountain View, California, United States.

**Some of Google products and services**

- 1) Google search engine
- 2) Google Translate
- 3) Google Chrome
- 4) Google assistant
- 5) Google books
- 6) Google Alerts
- 7) Google Drive
- 8) Google music
- 9) Google News
- 10) Google play services
- 11) Google play store
- 12) Google Play Movies & TV
- 13) Google+
- 14) Google maps
- 15) Google earth
- 16) Google Android OS
- 17) Google Chrome OS
- 18) Google Wear OS
- 19) Google calendar
- 20) Gmail
- 21) Google pay

- 22) Google Photos
- 23) Google Duo
- 24) Gboard – Google Keyboard
- 25) Google Indic Keyboard
- 26) Files by Google
- 27) Google Docs
- 28) Google Slides
- 29) Google Sheets
- 30) Google Pixel mobiles
- 31) Google Pixel books
- 32) Google Find my phone
- 33) Google Contacts
- 34) Google Fit
- 35) Google Lens
- 36) Google Tasks
- 37) Google Arts & Culture
- 38) Google Allo
- 39) Google VR Services
- 40) YouTube
- 41) Google Keep
- 42) Google Ads
- 43) Google Home

**2. Yahoo** – Yahoo is one of the famous search engine websites. Yahoo is an American web-based Internet service provider headquartered in Sunnyvale, California, and owned by Verizon Media. The Yahoo stands for "Yet Another Hierarchical Official Oracle." The Yahoo Company was established by Jerry Yang and David Filo in January 1994, they created a website named "Jerry and David's Guide to the World Wide Web". In April 1994, "Jerry and David's Guide to the World Wide Web" was renamed "Yahoo". Yahoo company has provided different services, i.e. a Web portal, Search engine, Yahoo Directory, Yahoo Mail, Yahoo News, Yahoo Finance, advertising, online mapping, video sharing, fantasy sports, and Yahoo News, etc. In this Yahoo search Engine, the users have searched any kind of Information.

**3. Bing** -Bing is a web-based search engine owned by Microsoft Corporation Ltd. The Bing search engine is replaced by Microsoft's previous search engines like MSN

Search and Windows Live Search. Bing search engine provides a variety of search services like web, video, image, and map. Bing search engine is available in 40 languages worldwide. It is established on June 1, 2009. Microsoft CEO Steve Ballmer is the founder of the Bing Search engine.

### 13.4 Web browsers

Generally, web browsers are used directly to access the information on the World Wide Web from the Internet, it is a software application. A Web browser having an individual web page, image, and video is identified by a URL. A Web browser is not a searching engine, in this web browser we have to use different search engines for searching the information. The Web Browsers has to translate web pages by using Hypertext Transfer Protocol (HTTP) into human-readable content.

#### Some of the popular web browsers

- 1) Internet Explorer
  - 2) Google Chrome
  - 3) Mozilla Firefox
  - 4) Safari
- 1) **Internet Explorer** – Internet Explorer is a popular web browser, it is a preinstalled browser in Microsoft Windows OS Computers. Internet Explorer is established in the year 1995. It is developed by Microsoft Corporation. On March 17, 2015, the Microsoft company has announced a new web browser, Microsoft Edge, it is replaced Internet Explorer as the default browser on its Windows 10 OS devices.
  - 2) **Google Chrome** – Nowadays, Google Chrome is a famous web browser. A Google Chrome web browser developed by Google LLC. Google Chrome is first released in 2008 for Microsoft Windows OSs. Later the Google Chrome is released on Mac-OS, iOS, and Android devices. The Google Chrome browser is more secure and faster than other browsers.
  - 3) **Mozilla Firefox** – The Mozilla Firefox web browser is a free and open-source web browser, it was developed by The Mozilla Corporation in the year 2002. Presently the Mozilla Firefox is available for Windows, macOS, Linux operating systems and it is available on Android devices also.
  - 4) **Safari** – The Safari web browser is developed and operated by Apple Company, The Safari browser is first released in the desktop version in 2003 with Mac OS, and the mobile version of the safari browser to iOS devices i.e. iPhone in the year 2007.

Nowadays Safari web browser is the default browser for all Apple devices like iPhone, iPod, Mac Books.

## Case Study for Self-Assessment

### A Viral Negative Review and Its Impact

#### Background

A boutique resort relied heavily on social media marketing. Most bookings came through online discovery.

#### Problem Situation

A dissatisfied guest posted a viral negative video about service quality. The video received thousands of views. Bookings declined within weeks.

#### Stakeholders

- Resort management
- Guests
- Online viewers
- Marketing team

#### Managerial Issues

- Online reputation management
- Service recovery
- Response transparency
- Monitoring reviews

#### 13.5 Keywords

- **Internet** – A Global Computer Network Providing A Variety Of Information And Communication Facilities, Consisting Of Interconnected Networks Using Standardized Communication Protocols.
- **Search Engine** – A search engine is a website through which users can search for internet content.
- **Web Browser** - A web browser is a software application for accessing information on the World Wide Web.
- **Voice Assistant**– It is a digital assistant that uses voice recognition, speech synthesis, and natural language processing (NLP) to provide a service through a particular application.

- **Social Media** - Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities

### 13.6 Self-Assessment Questions

- Explain the role of computers in the tourism industry.
- What are the advantages of the internet?
- Write a brief note on web browsers with examples.
- Write a detailed note on virtual assistants with examples.

### Short-Answer Questions (with answers)

1. **Define social media.**  
*Answer:* A technology that enables sharing ideas and information through virtual networks.
2. **What is a travel blog?**  
*Answer:* An online diary focused on travel experiences and information.
3. **Name one benefit of social media in tourism.**  
*Answer:* Easy information sharing.
4. **What type of blog is written by one person?**  
*Answer:* Personal blog.
5. **State one feature of travel blogs.**  
*Answer:* Reverse chronological posts.

### B. Essay-Type Questions (with hints)

1. **Discuss the role of social media in tourism promotion.**  
*Hints:* Digital word-of-mouth, reach, visuals.
2. **Explain the importance of travel blogs.**  
*Hints:* Advice, authenticity, traveller tips.
3. **Evaluate social media risks in tourism.**  
*Hints:* Misinformation, over-tourism.

### C. Analytical MCQs

1. Social media mainly influences tourism through:  
A Printing  
B Peer content  
C Television only  
D Brochures  
 **Correct Answer: B**
2. Travel blogs are valued for:  
A Official policy  
B Personal experiences

- C Government rules
- D Airline schedules
- Correct Answer: B**

3. Reverse chronological posts mean:

- A Oldest first
- B Random order
- C Latest first
- D Alphabetical
- Correct Answer: C**

4. User-generated content builds:

- A Confusion
- B Trust
- C Pollution
- D Cost
- Correct Answer: B**

### 13.7 Further Readings

- Computer Applications in Tourism and Hospitality Industry by Sheikh Bilal – March 6, 2013.
- Using Computers in Hospitality and Tourism by Peter O'Connor – October 1, 1995
- Tourism Information Technology - Pierre J. Benckendorff, Zheng Xiang and Pauline J. Sheldon, April 2019

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### Other References

- UNWTO reports on digital tourism
- Ministry of Tourism digital promotion initiatives
- Research on social media in hospitality marketing

**LESSON – 14****TRAVEL WEBSITES & MOBILE  
APPLICATIONS OF TOURISM****14.0 Objectives**

After studying this lesson, you should be able to:

- To know the basic information about travel websites.
- To provide information about Mobile Applications in India and their significance.

**Objectives of the Lesson**

After studying this lesson, the learner will be able to:

- Explain the structure and functions of travel websites in tourism operations.
- Analyse the role of Online Travel Agencies (OTAs) in digital distribution.
- Distinguish between website-based and mobile app-based tourism services.
- Apply digital marketing and user experience concepts in tourism platforms.
- Evaluate emerging technologies in travel websites and mobile applications

**Structure**

14.1 Introduction

14.2 Role of Travel Websites

14.3 Mobile Applications and their significance

14.4 Keywords

14.5 Self-Assessment Questions

14.6 Further Readings

**14.1 Introduction**

Technology always plays a crucial role in Tourism & Hospitality as well as other sectors affiliated with Tourism and Hospitality, i.e. Transportation and Entertainment, etc. Honourable Prime Minister of India, Shri Narendra Modi, is very particular about “Digital India” – the vision of this program is to empower every citizen with access to digital services, knowledge, and information. Information of knowledge is a power, that learners and researchers pursue to explore any new branch of the discipline. Digital India has been put to the optimum to serve the needs of the Tourism & Hospitality Industries.

In recent years, technology has always helped us to provide Tourism and Hospitality services across the globe. Technology has always helped us in our day-to-day life; it has changed our lives in every field to your book in Airline, Cruise, Train, Bus and Hotel Reservations at any time with Mobile phones. The growth of mobile technology in the tourism industry has helped a lot. These Technologies are to save manpower, while at the same time empowering customers to make their own decisions in an instant manner. Nowadays Virtual reality technology helps out to see tourist destinations in different dimensions without travel to the actual place.

#### **14.2 Travel Websites –**

The travel websites are designed and exclusively meant to render all types of services to travellers to fulfill their requirements timely by using the World Wide Web (WWW) through the Internet. The website has especially focused on Tourist destinations; Make the Research and online bookings to Airlines, Railways, and Buses with trip fare details and travel reviews. Travellers can access the travel websites **24/7 × 365 days at any time and from anywhere** by using the Internet. The travel websites are providing customised tour packages depending upon customers' needs. Travel websites provide Attractive Discounts and promo codes to customers. These websites are to create awareness about the popular tourist destinations and also the offbeat tourist destinations.

In the olden days, tourists are going to travel agents for planning their tours, but in the 21<sup>st</sup> century, tourists are booking entire vacation trips, from airlines to hotel accommodations through travel websites in a single click by using the Internet. Travel websites are making it easy to instantly compare prices on airfare, railway fare, bus fare, hotel reservations, and car rentals and then make their own reservations for the customers. Travel websites are providing the best deals to tourists and also save the tourists' time.

#### **Some of considering factors of using travel websites**

1. Know Information about the Travel Website
2. Open the travel Website address / URL
3. Some Knowledge about the Computer system
4. The Clear-cut idea about the Tour Route and Travel Dates
5. How to search the Tour packages / Tourist Destinations
6. Choose the Particular tour package with fare details.
7. Compare the Prices /fares by using different travel websites
8. Know the Method of Payment Options – UPI, Credit card, Debit card, etc.

9. Look for hidden fees like Internet charges, Taxes, etc.
10. Know the Terms and Conditions about that particular Travel Website – Booking policy, Cancellation Policy, Refund Policy, etc.

The Internet has provided the ability to research and observe Tourist destinations by using different tools like Google Maps, Google Street View, YouTube, and Facebook, along with images, videos, and online reviews. These things are very helpful to customers to plan their tour.

### Some Popular Travel Websites

1. **www.irctc.co.in** – Indian Railway Catering and Tourism Corporation (IRCTC) is a subsidiary of the Indian Railways that handles the catering, tourism, and online ticketing operations. This website is very useful to book and cancel train tickets in India within a single click. This website gives the railway schedules and fare details. IRCTC organizes budget and deluxe package tours for domestic and foreign tourists. A popular tourism package for budget tourists covering important tourist destinations across India is called "Bharat Darshan".
2. **www.makemytrip.com** – This website provides Multi-online travel services like flight tickets (International and Domestic), Holiday packages (International and Domestic), hotel reservations, train, and bus tickets.
3. **www.apstronline.in** – This website is very useful to advance online bookings and cancel Bus tickets in Andhra Pradesh within a single click. This website gives Buses Schedules and fare details. This website gives Real-time live tracking details.
4. **www.xe.com** – This is a Canadian-based online foreign exchange website. This website provides live currency rates to all over the countries and it helps for foreign exchange to tourists. This website has Calculate live currency and foreign exchange rates. This website is useful to know the country's currency codes. This website is very useful to compare the currency between any two countries like INR (Indian Rupee) – USD (US dollar), INR (Indian Rupee) – GBP (Great British Pound).
5. **www.tourism.gov.in** – This website is organized & controlled by the Ministry of Tourism Govt. of India. This website has provided the Tourism Schemes, its Guidelines in India, National Tourism Policy details, Annual Reports related to Tourism & Hospitality sectors in India, Tourism Infrastructure, Indian Tourism office details in India & Overseas, etc.

# Introductory Case Study: The Rise of MakeMyTrip and the Digital Transformation of Indian Travel

## Background of the Organisation

MakeMyTrip (MMT), founded in 2000 by Deep Kalra, began as an online platform primarily catering to Non-Resident Indians (NRIs) booking flights to India. At that time, India's travel industry was largely dependent on offline travel agents, physical ticketing counters, and manual booking systems. Internet penetration was low, and digital payment systems were underdeveloped.

Over the next two decades, India experienced rapid growth in internet usage, smartphone adoption, and digital payment infrastructure. MakeMyTrip strategically expanded its services from air ticketing to hotel bookings, holiday packages, bus tickets, train bookings, and ancillary services such as travel insurance and airport transfers.

## Contextual Trigger

Around 2014–2016, India saw a sharp rise in smartphone usage and mobile internet consumption. Customers began demanding:

- Instant booking confirmations
- Real-time price comparison
- User reviews and ratings
- Mobile-friendly booking platforms
- Secure digital payment gateways

Traditional travel agencies struggled to match this speed, transparency, and convenience.

MakeMyTrip responded by heavily investing in:

- Mobile application development
- AI-driven recommendation engines
- Dynamic pricing algorithms
- Digital marketing campaigns
- Strategic mergers (e.g., with Goibibo and RedBus)

By focusing on mobile-first strategy, the company shifted a significant percentage of bookings to its mobile app.

## Stakeholders Involved

- Customers (domestic and international travellers)
- Hotels and airlines
- Bus and rail operators
- Technology partners
- Investors and shareholders

- Regulatory authorities

## Managerial and Strategic Issues

- Managing competition from global OTAs like Booking.com and Expedia
- Ensuring cybersecurity and payment safety
- Handling customer complaints in a digital environment
- Balancing commission-based revenue with competitive pricing
- Managing surge demand during peak seasons

## Why This Case Is Important for This Lesson

This case illustrates:

- The transition from traditional travel distribution to digital platforms
- The importance of travel websites and mobile applications
- The role of mobile technology in reshaping tourist behaviour
- The strategic importance of user interface (UI) and user experience (UX)

## Linkage to Lesson Concepts

The case directly connects to the lesson topics such as:

- Online Travel Agencies (OTAs)
- Digital distribution systems
- Role of mobile apps in tourism
- Revenue models of travel platforms
- Customer relationship management (CRM) in digital tourism

This example demonstrates how travel websites and mobile applications are not merely booking tools but strategic business ecosystems in tourism management.

### 14.3 Mobile Applications

In the 21st century, mobile apps are playing a crucial role in Tourism & Hospitality sectors. In the present scenario, mobile technology is growing rapidly, with mobile technology offering billions of apps. The travel apps are available for Android, iOS, and Windows devices to help to a great extent and make people's lives easy and happy. The number of people who can download the Tourism & Hospitality apps, have tried and used them for travelling purposes. These apps are very useful to make reservations easily for

flights, hotels, Trains, Buses, and Taxis and also place orders for booking different local, traditional, and modern food items in a very quick manner.

Nowadays, the guidebooks, compasses, maps, and other printed material have been replaced by travel apps. These travel apps are used regularly to plan their holiday and travels using their Smartphones. In the 21<sup>st</sup> century, people are using travel apps to find out the best hotel and flight deals within a second on mobiles.

A number of people will post photos, videos, destination check-ins, emotional feelings, and reviews about their travel on holidays for social Media apps like Facebook, Instagram, WhatsApp, and Twitter. Travel companies are preparing the Mobile apps to user-friendliness with more functionalities, it will attract the crowd than the travel agencies. These mobile apps are very useful to Tourism & Hospitality businesses, i.e. Tour Packages, Ticket Reservations, Hotel Bookings, Food orders, and car rentals, etc. Android Operating System has the largest share among smartphones in India. Therefore, initially, Apps were being developed for Android and gradually for other popular operating systems such as Windows and iOS.

#### **Benefits of Mobile apps**

1. Tourists are to check and forecast the weather conditions at Tourist destinations.
2. To make reservations like Airline, Railways, Buses, Cab services, and Hotels.
3. Mobile apps are using for GPS feature to get travel directions by using Google Maps.
4. To make digital payments – BHIM, Google Pay, Phone Pay, and Paytm, etc.
5. To search for nearby restaurants, coffee shops, ATMs, entertainment places and shopping areas, etc., by using Google Maps.
6. Mobile apps act as Tour Guides, like as Pinakin mobile audio guide app has explained tourist destination history in multiple languages.
7. To track the current status in the mode of Transportation like Airlines, Railways, and Buses. Ex-Railways and APSRTC bus services etc.
8. To create awareness about the Offbeat Tourist destinations.
9. Mobile apps are Simplifies all Financial transactions, the travellers can access these apps 24/7 × 365 days at any time by using the Internet.
10. The Mobile apps are Provides Attractive Discounts / Rebates and promo codes to the customers.
11. These apps are providing customized tour packages depending upon customer perception and Needs.

#### **Some Popular Mobile Travel Apps-**

In part of the Digital India scheme, the Central Govt. of India and The Ministry of Tourism have implemented different Tourism apps for promoting Indian Tourism.

1. **Swachh Paryatan mobile App:** This Project has been implemented by the Ministry of Tourism, Government of India through DeGS and NIC. This Mobile App is available on Google Search Engine as 'Swachh Paryatan' and it is available on Google play store on Android Devices, App Store on iOS devices. This mobile app has been monitored by the Project Monitoring Unit (PMU) of Swachh Bharat Mission in the Ministry of Tourism.

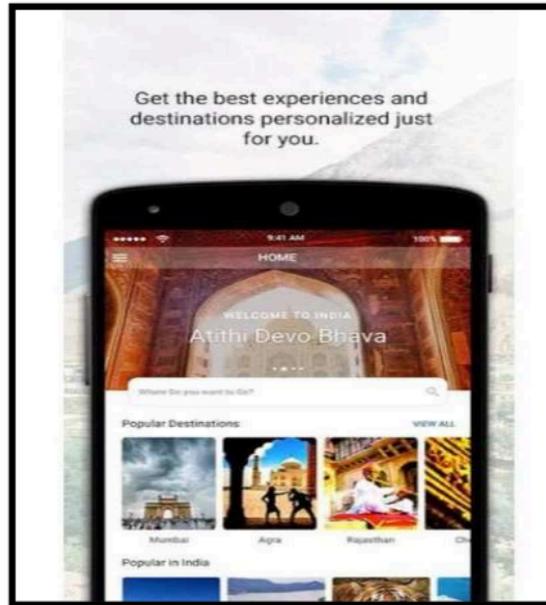


**Fig 14.1 Swachh Paryatan Mobile app Interface**

The Tourists, Local people, and Tour Operators are the Major stakeholders in keeping the monuments clean; the Ministry of Tourism has decided to facilitate the general public to communicate their complaints about any unclean area/garbage piles in and around tourist destinations through this Mobile App.

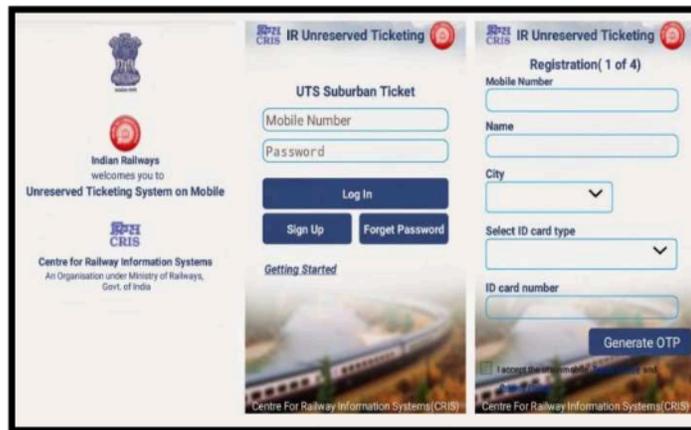
2. **Incredible India Mobile app** – The incredible India app is a tourism-related mobile application. This app work based on the location of the user, it also gives tips on the best places to visit in that particular location. This app gives a list of all the government-affiliated tour operators, adventure tour operators, and regional level tourist guides. This app has to promote Indian tourist places. This app has to assist foreign and domestic tourists to showcase India as a holistic destination all over the world. The Incredible India mobile app has been designed for the preferences of the modern traveler. This app has been designed to help all those people looking to India for travel and to see the different tourist spots state-wise. This app is available on Android and IOS devices with Hindi and English languages. Incredible India App is an innovative project of the Ministry of Tourism to assist the international and domestic tourists to showcase India as a holistic destination, revolving around major

experiences such as spirituality, heritage, adventure, culture, yoga, wellness, and more. The app follows the trends and technologies of international standards and has been equipped with features to assist the traveler in each phase of their journey to India.



**Fig 14.2 Incredible India mobile app**

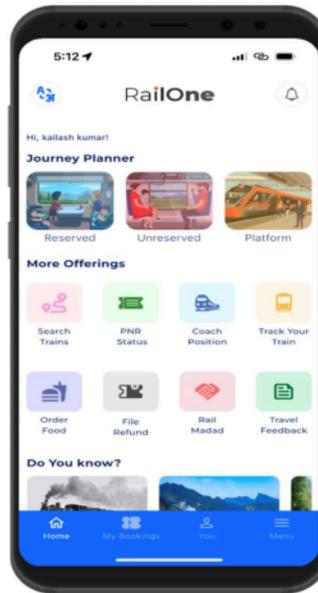
- 3. Un-Reserved Ticket through Mobile Application (UTS App)** – Indian Railways has launched its new UTS on the mobile application. The UTS mobile ticketing app has enabled the booking of unreserved train journey tickets with paperless; it has to issue/renew season tickets and platform tickets anywhere in India. The UTS mobile app has to be introduced in two modes for booking mobile tickets - Paper Ticket and Paperless Ticket. This app has to promote a paperless economy.



**Fig 14.3 UTS Mobile app**

- 4. IRCTC Rail one app** -The IRCTC Rail Connect app is organized by Indian Railway Catering and Tourism. This app is very useful to search and Book train tickets, View ticket booking status, cancel tickets, and retain recently added passenger details. It is a very user-friendly and fast mobile travel app. This app has several add-on features is based on the next-generation e-ticketing system. It is synchronised with the Railway ticketing website. This app has facilitated Railway Accommodations, Food items, Tourism packages, check the upcoming journey alerts. IRCTC is the most visited travel website in India; this app is available on Android, iOS, and Windows devices.
- Supports Ladies, Tatkal, Premium Tatkal, Divyangjan, and Lower Berth/Sr. Citizen in addition to General Quota train tickets.
  - Accredited Press Correspondents & Divyangjan passengers can book Train Tickets at concessional rates through Photo Identity Card issued by Indian Railways.
  - Google TalkBack feature to assist visually impaired to book train e-tickets.
  - Current Reservation train tickets booking facility.
  - Master Passenger List feature to manage frequent travelling passengers.
  - Recover your forgotten user Id through the Forgot User Id facility
  - Integrated with IRCTC e-wallet for faster and hassle-free transactions
  - Boarding point change facility.
  - Syncing of IRCTC's Official Web Site ([www.irctc.co.in](http://www.irctc.co.in)) and IRCTC Rail Connect Mobile Apps tickets.
  - Now users can view, cancel, or file TDR of train e-tickets booked through the official website or IRCTC Rail Connect mobile apps and vice-versa.

- Users can view the status of train e-tickets booked through our authorized Online Travel Agents (OTA).
- Book train tickets through Various Payment Modes like BHIM/UPI, e-Wallets, Net banking, Credit, and Debit cards.
- Vikalp scheme provides an option to avail confirmed berth/seat in the alternate train to the waitlisted passengers.



**Fig 14.4 IRCTC Railone mobile app Interface**

5. **Google Map** – Google Map is one of the important travel apps. It is very useful for navigation purposes; these maps are showing the directions and give real-time traffic information to find out the best / shortcut routes to the destination. The mobile is working by using GPS along with latitude and longitude values. It is available on Android, iOS, and Windows. It also shows nearby ATMs, Banks, Hotels, Restaurants, Coffee shops, and Temples, etc. We have heard voice navigation related to traffic alerts, and turning points. This app is available on Android, iOS, and Windows devices.

Navigate your world faster and easier with Google Maps. Over 220 countries and territories were mapped and hundreds of millions of businesses and places were on the map.

**Get there faster with real-time updates**

- Beat traffic with real-time ETAs and traffic conditions

- Catch your bus, train, or ride-share with real-time transit info
- Save time with automatic rerouting based on live traffic, incidents, and road closures

**Discover places and explore like a local**

- Discover local restaurants, events, and activities that matter to you
- Know what's trending and new places that are opening in the areas you care about
- Decide more confidently with "Your match," a number on how likely you are to like a place
- Group planning is made easy. Share a shortlist of options and vote in real-time
- Create lists of your favorite places and share them with friends
- Follow must-try places recommended by local experts, Google, and publishers
- Review the places you've visited. Add photos, missing roads, and places.



Fig 14.5 Google Map Mobile app Interface

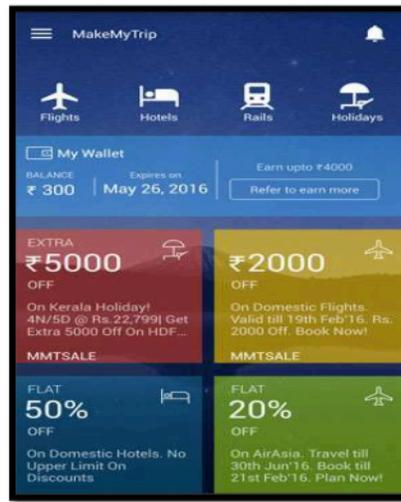
**More experiences on Google Maps**

- Offline maps to search and navigate without an internet connection
- Street View and indoor imagery for restaurants, shops, museums, and more

**(Some Google Map features are not available in all countries)**

6. **MakeMyTrip** – MakeMyTrip mobile app is a multi-purpose travel app, this app provides online travel services to purchase Domestic and International flight tickets,

train tickets, bus tickets, book rooms in hotels, and sell the customized holiday packages, etc.



**Fig 14.6 MakeMyTrip Mobile app Interface**

This app is available on Android, iOS, and Windows devices. The MakeMyTrip mobile app has given discounts to attract a large number of tourists. MakeMyTrip Limited is an Indian online travel company. It was established in the year 2000, and its headquarters is located at Gurugram, Haryana.

#### **Book Hotels Online:**

- Choose from over 700,000+ hotels worldwide & get the best deals on hotels with reviews, photos & ratings from TripAdvisor & verified hotel guests
- Search hotels near you at the last minute & either pay online or when you arrive
- Find cheap hotels in India & other cities globally. Book from luxury to budget hotels
- Mobile-exclusive deals & discounts on family & couple-friendly hotels
- Book the best hotels in Mumbai, Delhi, Shimla, New York, Paris, Bangkok, etc. Get the best deals on OYO hotels in India & Internationally
- For alternate accommodations, find holiday homes, private apartments or villas, B&Bs, hostels, homestays, rental homes, camping sites

#### **Online IRCTC Train Booking:**

- Book train tickets online using the MakeMyTrip app
- Check live PNR status & get real-time train information
- Make train reservations, check railway timetable & get ticket confirmation

**Book Flight Tickets:**

- Search & book domestic & international flights for one-way or round-trips, get best flight deals with fare comparison
- Check flight status, flight schedules & duration on the app itself
- Get discount coupons, promo codes with low-cost tickets
- Book domestic flights like SpiceJet, Air India, Go Air, Air Asia, Vistara, Indigo
- Book International flights like Qatar Airways, Singapore Air, Kuwait Airways, Malaysia Airlines, British Airways, Air Arabia, Emirates, Etihad, Lufthansa, Thai Airways & more

**Best Holiday Deals:**

- Plan and choose from India or International holidays packages or weekend, romantic, family & group getaways
- Explore holiday packages in Andaman, Sri Lanka, Rajasthan, Goa, Vietnam, Dubai, Singapore, etc
- Get curated holiday experiences, exclusive deals, instant confirmation & assured assistance

**Bus Bookings:**

- Check seat availability, get real-time updates & book bus tickets online for over 12,000 routes with 1,300+ bus operators in India
- Book APSRTC, UPSRTC, GSRTC, HRTC, PRTC, MSRTC

**Manage Trips:**

- View upcoming trip details, hotel information, web check-in, add baggage, reserve seats & pre-book meals
- Modify bookings– reschedule flights, upgrade hotel rooms, add breakfast or Wi-Fi, or request cancellations. Share itineraries & tickets via email or text message

**Events/Activities:**

- Discover local & international events, buy movie or concert tickets & find the best activities near you
- Book group or individual tours of your favorite interests like shopping, dining, or entertainment
- Experiences range from theme parks, museums, wild-life safari, adventure sports, etc

**Metro Tickets:** Book metro tickets in major cities like Delhi, Gurugram, Kolkata, Hyderabad & more.

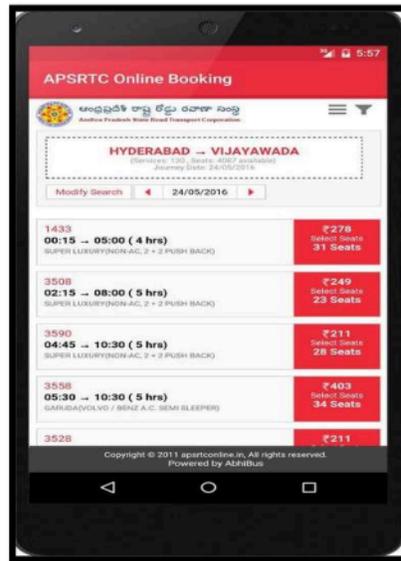
7. **Pinakin Audio guide app** – Tamil Nadu State Tourism Department has launched a mobile Audio guide app “Pinakin”.



**Fig 14.7 Pinakin Audio guide app Interface**

It provides information on major tourist destinations in Tamil Nadu and Karnataka states. The Mobile Audio guide app is presently available in multiple languages, i.e. Tamil, English, Hindi, and Kannada. The app will cover world heritage tourist sites, Major temples, and natural tourist places. In this app, the users can listen and download interesting stories, facts about the tourist destinations and also provides the ticket prices, parking details, and dress code at the Tourist destinations.

8. **APSRTC Mobile App** – The APSRTC official mobile app is very useful to book the RTC bus tickets and cancel the bus tickets within a second. This app has provided an e-wallet facility and it provides secure payments and if canceled the bus tickets they have refunded the money within 2-3 working days. This app is provided to search bus schedules with proper times for any location in AP. The APSRTC mobile app has given Real-time updates and we can see the current location and expected arrival time. It provides the bus route information between two stops in AP. In this app, the passenger can view the bus schedules, even without Internet connectivity in Offline mode. It provides emergency alerts to the passengers in case of any accident or bus breakdowns. This app has automatically refreshed the data by using the Internet.
- APSRTC OPRS Online Ticket Booking
  - Ticket Cancellation
  - APSRTC e-Wallet, Online Passenger Reservation & Cancellation

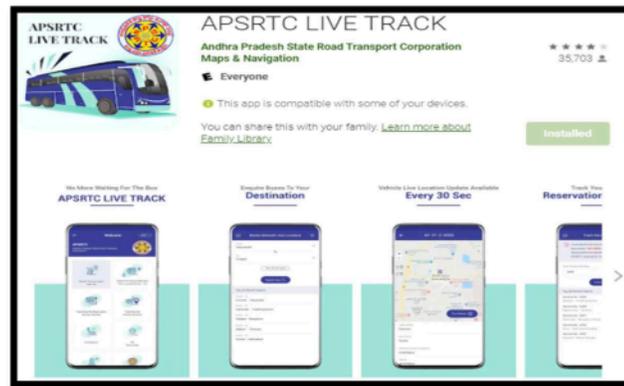


**Fig 14.8 APSRTC Mobile app Interface**

**9. APSRTC Live Track mobile App** – APSRTC LIVE TRACK is a public transport app that gives you near accurate arrival and departure timings for all the RESERVATION BUSES. The app provides a simple and convenient way to track the real-time location of your bus. Now, get the information on bus arrival at your stop, even when you are at the home, office, shopping, or dining.

**App Features:**

- It helps you to search for bus stops around your current location & upcoming buses.
- Real-time updates - View current location and expected arrival time of the bus to your stop or destination
- Active planner – Updated bus services and route information between two stops to plan your travel with ease.
- Favorites- Add your frequent routes to the favorite list & track the bus quickly and easily.
- Offline mode - Passengers can view the bus schedules even without Internet connectivity.
- Emergency alerts – Helps to report any accident or bus breakdown to APSRTC Helpline and seek medical assistance.
- Auto-refresh - The app automatically refreshes the data.



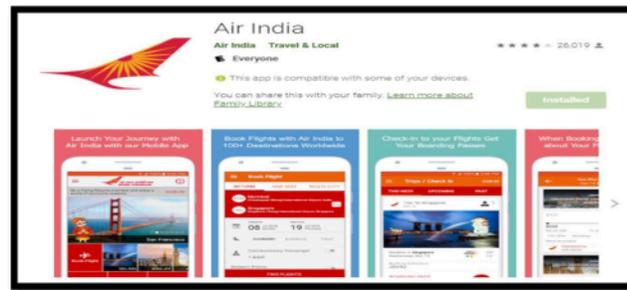
**Fig 14.9 APSRTC Live Track Mobile app Interface**

#### **10. Air India Mobile App –**

Air India mobile app is very useful to book flight tickets and Check-in to flights on Air India. It is a user-friendly app and easy access to important travel functions.

##### **Booking:**

- A simple and efficient booking flow, where options for destination and date search, cabin class, and many passengers are all available on a single page to view. International booking now supported.
- Concessionary fare booking is supported.
- Multi-city booking is supported.
- You can now book flights by redeeming your miles.
- Purchase premium seats with booking.
- Select your special meals and other special services at booking.
- Passport scan for faster passenger detail entry.
- Save multiple travellers for speedier future bookings.
- Credit card scan for simple payment data entry.
- Option to store credit cards in Wallet for future quick access.
- Support for credit cards, debit cards, net banking, and Amex EzeClick.
- View ticket options in your local currency.
- Know the weather at your destination while in booking and My Trips.
- Check your Flying Returns past transactions directly from the app.
- Protect your saved payment methods with Touch-ID or password.



**Fig 14.10 Air India Mobile App Interface**

#### **Check-in:**

- Easy and simple check-in.
- Check in multiple passengers on multiple flights at the same time.
- Retrieve itineraries booked anywhere with a booking reference.
- Mobile Check-In with print @ home boarding pass or Mobile Boarding Pass (where available)
- View and pick seats by your assigned cabin class at the time of check-in.

## **Case Study for Self-Assessment**

### **Digital Crisis Management: The Air Ticket Refund Challenge During COVID-19**

#### **Background**

During the COVID-19 pandemic (2020–2021), global travel came to a standstill. Flights were cancelled worldwide. Millions of customers who had booked tickets through travel websites and mobile apps demanded refunds.

In India, platforms such as MakeMyTrip, Yatra, Cleartrip, and airline websites faced severe operational pressure. Airlines were unable to immediately process refunds due to liquidity constraints. Customers blamed OTAs, while OTAs blamed airlines.

#### **Chronology of Events**

- March 2020: Nationwide lockdown announced.
- Massive cancellations of flights and hotel bookings.
- Customers flooded customer-care systems.
- Social media backlash increased.
- Regulatory intervention by DGCA and Ministry of Civil Aviation.

#### **Managerial Dilemmas**

- Who is responsible for refund delays?
- How to maintain customer trust?
- Should OTAs absorb losses?
- How to manage negative online reputation?
- How to redesign cancellation policies?

### Strategic Responses

- Automated refund tracking systems
- Wallet-based refund credits
- AI chatbots for customer support
- Flexible booking policies
- Strengthening cybersecurity and digital infrastructure

### Linkage to Lesson

This case integrates:

- OTA business models
- Customer relationship management
- Digital crisis management
- Reputation management in online platforms
- Legal and regulatory compliance

### 14.4 Keywords -

- Website – A set of related web pages located under a single domain name, typically produced by a single person or organisation.
- Mobile Application – The mobile app is a computer program or software application designed to run on a mobile device.

### 14.5 Self-Assessment Questions

- Explain the role of travel websites in the tourism industry.
- Discuss the significance of mobile apps in the tourism and hospitality sectors.

## Improved Self-Assessment Questions

### Part A: Short Answer Questions (With Answers)

1. Define Online Travel Agency (OTA).  
**Answer:** An OTA is a digital platform that allows consumers to search, compare, and book travel services such as flights, hotels, and packages online.

2. What is a Global Distribution System (GDS)?  
**Answer:** A GDS is a computerized network system that enables transactions between travel service providers and travel agencies.
3. State two advantages of travel mobile applications.  
**Answer:** Real-time notifications and location-based services.
4. What is dynamic pricing in tourism?  
**Answer:** A pricing strategy where prices fluctuate based on demand, season, and availability.
5. What is meant by digital payment gateway?  
**Answer:** A secure system that processes online payment transactions between customers and service providers.

### Part B: Essay-Type Questions (With Hints)

1. Discuss the role of travel websites in transforming tourism distribution.  
*Hints:* Traditional vs digital model, cost reduction, global reach, transparency, consumer empowerment.
2. Analyse the business model of Online Travel Agencies.  
*Hints:* Commission-based model, advertising revenue, surge pricing, partnerships.
3. Evaluate the importance of mobile applications in modern tourism management.  
*Hints:* Smartphone penetration, personalization, push notifications, AI integration.
4. Examine the challenges faced by travel websites in India.  
*Hints:* Cybersecurity, regulatory issues, competition, data privacy.

### Part C: Analytical Multiple-Choice Questions (MCQs)

1. The primary competitive advantage of travel mobile applications is:  
A. Physical office presence  
B. Personalized user experience  
C. Paper ticketing  
D. Manual booking system  
**Correct Answer: B**
2. Which of the following best explains dynamic pricing?  
A. Fixed pricing throughout the year  
B. Government-regulated pricing  
C. Price variation based on demand and supply  
D. Seasonal discount only  
**Correct Answer: C**
3. GDS primarily connects:  
A. Tourists and immigration officers  
B. Airlines and global travel agents  
C. Tourists and embassies  
D. Hotels and restaurants  
**Correct Answer: B**
4. Push notifications in travel apps are mainly used for:  
A. Legal compliance  
B. Personalized marketing communication  
C. Manual ticket verification

D. Currency exchange

**Correct Answer: B**

#### **14.6 Further Readings**

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**LESSON – 15****ROLE OF SOCIAL MEDIA & TRAVEL BLOGS  
IN TOURISM****15.0 Objectives**

After studying this lesson, you should be able:

- To gain a thorough knowledge of social media in the tourism and hospitality industry and its importance.
- To obtain useful information about travel blogs.

**Objectives of the Lesson**

After studying this lesson, you should be able to:

- Explain the evolution and significance of social media in tourism marketing.
- Analyse the role of travel blogs and user-generated content in influencing tourist behaviour.
- Distinguish between traditional tourism promotion and digital/social media promotion strategies.
- Evaluate the impact of influencers, online reviews, and digital communities on destination image.
- Apply social media tools for designing effective tourism promotion strategies.

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**Structure:**

15.1 Social Media

15.2 Travel Blogs

15.3 Keywords

15.4 Self-Assessment Questions

15.5 Further Readings

**15.1 Social Media**

Social Media for connecting people with those around them –friends, family, co-workers, or simply others with similar interests. Social Media plays a very crucial role in promoting Tourism and Hospitality Industries and Tourist Destinations in entire India using Social Media platforms like Facebook, Twitter, WhatsApp, Instagram, and We chat, etc., Tourists by sharing their own travel experiences through Social Media consumers are inspiring visitation through textual, photography, video and word-of-mouth recommendations in that process offbeat tourist destinations are also popularized. Social Media platforms offer

travel brands the ability to identify potential travellers, communicate directly engage with Tour operators, and create “branded experiences”, through advertisements and custom-developed Social Media applications. Social Media will also serve as a consumer market research tool for destinations to gather user insights, measure content engagement, and crowdsource ideas before bringing them to market. Social Media has also expanded the reach of Industries as now they can target consumers sitting miles away without even meeting them. If the present Tourism and Hospitality Industries professionals ignore the importance of Social Media means that they will remain ignorant of the World happenings, which is a must for the 21st Century Tourists for safety and comforts.

### **Role of Social Media –**

Social Media plays an important role in many aspects of the Tourism and Hospitality Industry, especially in the search for information and decision-making behaviour, and Tourism promotion focusing on best practices for interacting with consumers via Social Media channels (Social sharing of holiday experiences). Many countries regard Social Media as an important tool to promote their tourism industries. Social Media is used for holiday planning, and bookings are always supported by the increase in the number of visits to a Tourism website. Many companies in the Hospitality Industry have begun to offer promotions and special deals to customers via Social Media channels. Many Hospitality businesses are using Social Media sites to upgrade and personalize their customer service.

The 21<sup>st</sup> Century recent phenomenon of Social Media has virtually revolutionised the way we communicate with each other. This phenomenon of reaching out has implications for almost all sectors of human life globally. The tourism sector has been at the forefront of the wonderful change brought about by Social Media. Social Media platforms have revolutionised communication, interaction and quick feedback in the Tourism and Hospitality Industry, also. One of the most significant impacts that Social Media has had is the growing importance and abundance of customer reviews. While a positive review can generate business, a negative assessment can just as easily drive customers away.

Facebook and Twitter remain the most influential Social Media when promoting your Hotel so never overlook the importance of Social Media in Tourism. Facebook users publish more travel-related posts than any other topic. It is considered the king of Social Media, especially in the Tourism Industry.

Facebook and Twitter allow you to be on Social platforms where there are a lot of potential clients. Furthermore, it is very easy to use them, and you can create an account very

quickly. Through these two social media, hotels can easily provide relevant and consistent information and they can also answer the user's requests. Facebook and Twitter are great tools to interact with users who are looking for a hotel and they consider your hotel as an option. Social Media can also be used as customer service through which guests ask questions and give their opinion whether it is good or not and you, as a marketer, answer directly through your account. Facebook and Twitter are your best opportunities to create relationships with your guests and create a community. Once you have created a community, you will easily find advocates who will share your content with their own friends or community and they will become your hotel's promoters. Nowadays, people are more and more using Social Media on their phones.

This transform level of communication certainly increases trust and provides authenticity. The future will see more and more customers rely on such platforms seeking information relating to their travel plans to enjoy Tourism and Hospitality activities at their choicest Tourist destination. The fact remains that there is universally observing the hearts of the Tourists to share one's travel experience with others be they family members, friends, or fellow travellers

"Word of Mouth" through Social Media indeed influences the process of travel planning specific Social networks are formed which becomes an exchange for ideas for information and knowledge. Like in the Tourism sector, this kind of Knowledge sharing will also include information about Tourism product's feedback on specific personal experiences and offerings, and useful tips about destinations. Hence, this becomes a very valuable source for anybody person planning to take a vacation in that particular destination. In the pre-trip stage, Social Media has emerged as a reliable medium to search for and gather the information that contributor to planning the travel. The shared information strange influences travellers decision-making process during the tour period the Tourist logs into the Social Media networks to optimize /her experience at the destination looking for in department knowledge that enhances the quality of the holiday by enabling Tourist to explore more areas, taste the best cuisine from recommended restaurants and shop for the most authentic crafts. Once the successful / Joyful tour trip is over every tourist shifts from knowledge gatherers to a knowledge provider, adding media-related destination, from personal experience, and sharing the newly acquired information over Social Media platform that may be useful to the next Tourist.

# Introductory Case Study: Kerala Tourism's Digital Transformation through Social Media

## Background of the Sector

Kerala Tourism, branded globally as “**God’s Own Country**,” has long been recognised for its backwaters, Ayurveda, eco-tourism, and cultural heritage. However, by the early 2010s, global tourism marketing was rapidly shifting from traditional brochures, television campaigns, and trade fairs toward **digital engagement platforms** such as Facebook, YouTube, Instagram, and travel blogs.

The Kerala Tourism Department recognised that international tourists were increasingly depending on:

- Online reviews
- Travel vlogs
- Instagram visuals
- Peer recommendations
- Destination hashtags

instead of conventional advertisements.

## Contextual Trigger

Between 2012–2016, competition among Indian states intensified. Rajasthan, Goa, and Himachal Pradesh had begun aggressive digital promotions. Simultaneously, global platforms such as TripAdvisor, Booking.com, and Airbnb were influencing destination choices.

Kerala Tourism faced two major challenges:

1. How to maintain its premium global image
2. How to engage digitally connected millennial travellers

## Strategic Response

Kerala Tourism launched one of India’s most successful digital campaigns:

### 1. User-Generated Content Campaign

They encouraged travellers to upload photographs and videos using official hashtags.

### 2. Influencer Collaborations

Travel bloggers and international vloggers were invited for curated “FAM Trips” (Familiarisation Trips). Their blogs and YouTube videos generated authentic storytelling.

### **3. Real-Time Social Media Engagement**

Dedicated digital teams responded to tourist queries, complaints, and appreciation posts.

### **4. Crisis Management via Social Media**

During the 2018 Kerala floods, the Tourism Department used Twitter and Facebook to update safety information and later launched the campaign:

#### **“Kerala is Open”**

This campaign restored traveller confidence quickly.

### **Stakeholders Involved**

- Kerala Tourism Department
- Local hospitality businesses
- Travel bloggers and influencers
- International tour operators
- Domestic and foreign tourists
- Local communities

### **Managerial & Behavioural Issues**

- Balancing authenticity vs. curated image
- Managing negative online reviews
- Responding to crisis-related misinformation
- Measuring ROI of social media campaigns

### **Importance for the Lesson**

This case demonstrates:

- The strategic power of social media in destination branding
- The role of travel blogs in image building
- The shift from one-way communication to interactive engagement
- The influence of digital storytelling in tourism marketing

### **Linkage to Lesson Concepts**

This case illustrates:

- Digital marketing in tourism
- Influence of user-generated content
- Social media as a branding tool
- Role of influencers and travel bloggers
- Crisis communication through digital platforms

**How Social Media has changed Tourism and Hospitality Industry**

Social Media play an important role in the Tourism and Hospitality Industry, especially in decision-making, marketing campaigns' creation, and communication with customers.

1. **Information Transfer**–In Past times, there was no perfect medium to spread out the information with more people in the world. With the emergence of Social Media, it has become very easy to share information around the globe. Every recent trend happening in the industry can be reached out to millions of people through different tools of Social Media. Also, this has made travel planning much easier for people.
2. **Tourism E-Marketing** – Social Media has changed the Marketing Strategies in the Tourism sector. In earlier times, mouth publicity was the only medium for marketing. But with the recent Social Media tools, Tourism Marketing has taken a boost in the market, many travel agents and companies are now endorsing their products through Social Media to reach out to a larger number of audiences. It has helped for significant growth through Social Media in the Tourism Industry.

Social Media has fundamentally changed the way that many companies communicate with and market to their target demographics. For the travel and hospitality sector, in particular, the rise of the Internet and the increased popularity of Social channels have altered travel marketing. From the way, that traveller's research potential destinations to the activities that they participate in once they arrive, the new ways that consumers use Social Media to make purchasing decisions have influenced tourism marketing from start to finish.

**How Social Media Has Transformed Travel Research** – Nowadays travellers go online to research their future. Travel destinations and Accommodations. When booking travel, 89% of millennials plan travel activities based on content posted by their peers online.

From social sharing sites such as Instagram to crowd-sourced review sites such a TripAdvisor, people are browsing the Internet for travel inspiration and validation from their peers. There, they can easily find other traveller's photos, check-ins, ratings, and more. This easy-to-attain, real guest feedback serves to preview the in-person experience that the destination has to offer from a viewpoint other than that of the brand. As you might assume, this Social Media content is tremendously accessible and influential, and it can serve to either put off potential guests or inspire them to book.

**How Social Media has Facilitated Social Sharing**

People have always loved sharing photos and videos taken of their travels. What Social Media has done is to facilitate and expand people's ability to share travel experiences with a wider audience than ever before. Over 97% of millennials share photos and videos of their travels online, building an influential web of peer-to-peer content that serves to inspire potential guests.

It is a universal fact that Tourism is a knowledge-based Industry, involving fact-based information being shared between buyers and sellers and also between potential buyers and customers. Information and Communications Technology (ICT) applications enable users to generate, store and share Knowledge. This distribution of Tourism and Hospitality Industry related information has shifted from unidirectional as such as websites to communicative and interactive platforms such as those available on Social Media.

Based on personal interests, generally, people will communicate with each other exchanging information on all aspects related to the Tourism and Hospitality Industry. This creates a Knowledge Universal which is not dependent on the information provided by suppliers, destination managers, or sellers. Social Media sites that allow and provide uploading of personal information, wonderful photographs of Nature, manmade structure and culture, and Videos at every Tourist destination are the best platforms to be used by Tourists who want the world to know all about their holiday experiences and the Tourism products and quality services.

1. **Blogs (Webpages)** – Social Media has shown the path for people to communicate and share their feelings with millions of other people through blogs and respond quickly because **Man is a Social Animal**. Also, now a day every travel and tourism company and Hospitality Industry has blogs to promote their products and services. This has been one of the major Social Media effects on Tourism.
2. **Time** –Social Media has saved time for observing and reviewing Tourism and Hospitality Industry products and services. In earlier times, people needed to travel and search for the perfect hotels and destinations which eventually led to disappointment sometimes. But with the emergence of Tourism and Hospitality apps i.e. Google maps, MakeMyTrip, Yatra, Hotel Trivago, etc, it is very easy to search find out for the best Hotel and Famous Restaurant in the town.
3. **International Relations** –With the use of Social Media platforms like Facebook, Twitter, and Instagram– people can easily reach a huge number of people around the globe. This has led to a notable rise in the international relations of the countries. Travel and tourism are continuing promoted in countries across the globe, thus

leading to better international relations and collaborations with each other. Different travel companies have started tie-ups to increase their customer base and overall travel experience. This has led to a vital growth in global tourism as well.

4. **Loyalty Programs** – As most marketers know, acquiring new customers is far more expensive than retaining existing ones. Loyalty programs have become a core piece of the travel business model, and Social Media has had a massive impact on how hotel loyalty programs are constructed. Many customers understand that the opinions that they share with their networks have tremendous influence. As a result, these guests feel entitled to compensation for the positive word-of-mouth marketing that they are doing for a brand. More than 25% of millennials that participate in loyalty programs are very likely to post about a brand in exchange for loyalty points.

With the availability of technologies that allow mention and hashtag tracking across Social Media channels, it is easier than ever for hotels to discover passionate guests and to reward them accordingly. Integrating Social Media sharing and posting can be worked into existing tier loyalty programs to encourage brand promotion across Social Media platforms. When loyal guests share the easy redeem perks and benefits offered by a brand's loyalty programs on Social Media, other guests see that the benefits are attainable – and desirable – and they will be more incentivized to participate.

Social Media has altered the landscape of marketing in the leisure and hospitality Industry. Most travellers determine their travel plans based on reviews and Social Media shares, making online customer service a crucial part of building a positive brand reputation. The prevalence of Social Media has disrupted traditional customer service models – for hotels and travel agencies alike. By curating positive reviews and encouraging social shares, hospitality brands can leverage Social Media to build positive brand awareness, increase brand loyalty, and display just how much their accommodations and activities have to offer.

**Feedback** –Feedback has to play a crucial role in the Tourism and Hospitality Industry with the tools like Facebook reviews and WhatsApp status reply – people can easily give their feedback on the Tourist destinations, hotels, cafes, and other places they have visited. This has led the travel agents and hotel owners or reviews the feedback and work for the best travel experience. Thus, the influence of social media and the internet has changed the overall customer service model in the tourism industry.

### **Activity 1: Social Media Audit Exercise**

**Task:**

Select one Indian tourist destination (e.g., Goa, Varanasi, Coorg). Analyse its official Instagram, Facebook, or YouTube presence. Identify:

- Type of content posted
- Engagement level (likes/comments/shares)
- Use of influencers
- Quality of storytelling

Prepare a 500-word analytical note.

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**Expected Learning Outcome:**

Learners will develop the ability to critically evaluate digital marketing strategies in tourism.

## Activity 2: Travel Blog Analysis

**Task:**

Identify one popular Indian travel blogger. Analyse:

- Writing style
- Use of photographs/videos
- Monetisation methods
- Influence on destination image

Discuss whether blogs are more credible than advertisements.

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**Expected Learning Outcome:**

Learners will understand the persuasive power of user-generated content in tourism.

### Activity 3: Designing a Digital Campaign

**Task:**

Assume you are a Tourism Marketing Officer for a new eco-tourism destination. Prepare a short digital promotion plan covering:

- Target audience
- Social media platform selection
- Influencer strategy
- Content ideas
- Crisis communication plan

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**Expected Learning Outcome:**

Learners will apply theoretical concepts to practical digital tourism marketing planning

**9 Steps to successfully promote your Tourism and Hospitality Events on Social media platforms**

- **Identify the Event ideal customer**
- **Choose your Social Networks**
  - Facebook
  - Instagram
  - Twitter
- **Publish your Event info on a social Network page**
- **Design Correct Event Images – Social Media**
- **Advertisements are posted**
- **Communicate on Email**
- **Post Event Updates** – Focus on sharing relevant and interesting updates that your Ideal Customers would be interested
- **Post the Accurate Event details and Venue details**
- **Take the Feedbacks and reviews from the Customers.**

**Mobile Apps**

Social networking applications play an important role in promoting Tourism and Hospitality Industries. Mobile social networking apps such as Skype, Telegram, WeChat, FaceTime, WhatsApp, and Facebook Messenger for easy and better communication with our families and loved ones. These apps are used by Tourists by sharing their own travel experiences through social media.

### **Taj Mahal (Twitter)**

Taj Mahal has its own Twitter account now. Uttar Pradesh Chief Minister Akhilesh Yadav marked Independence Day on Saturday by launching the official Twitter account of the 17th Century Taj Mahal.

The Uttar Pradesh Tourism said the Taj had become the first historical monument in the world to have its own Twitter account, @Taj Mahal. The Twitter account has launched on 15 August 2015, India's 68th Independence Day. After its launch, people from across India and the world started sharing their Taj Mahal experiences. Tourism Industry sources in Agra said the Twitter handle will help have a better interaction with Tourists and the feedback would help address grievances. Introducing the page, the Tourism department said: "The official Twitter handle of the world's most loved monument, located in Agra. One of the wonders of the world."

### **Social Media is promoting beat travel destinations in India**

The tourism sector in India is visiting off-beat destinations rather than popular ones. There were always a few takers preferring unknown hamlets, but in recent times, the numbers have increased. What is more interesting is apart from backpackers and couples, tourists with all family members are opting for such places. There was a time when information about lesser-known travel destinations used to spread mainly through word of mouth. Families rarely opted for such destinations because they had no clear idea about the amenities available at these places. After all, word of mouth from one or two travellers could not paint a clear-cut picture of these destinations. In recent times, the same old school of word of mouth is playing a big role in promoting offbeat destinations in India. Today, word of mouth literally does not mean only "Words" only. Unknown Tourist places in villages have been promoted by Social Media by posting and sharing photos and videos. All one has to do is to carry a Smartphone and the "Word of Mouth" transforms into Instagram Photographs, Facebook posts, live tweets, WhatsApp messages, and various other channels of Social Media. Suddenly, the unknown Tourist destination becomes known.

## 15.2 Travel Blogs

The blog is an online diary or journal located on a Website. The Travel Blog looks like an online Journal related to travel. Travel blogs are only focused on Travel Information. In Travel blogs, travellers publish and share specific information like travel articles, experiences, feelings in informal diary-style text entries and also include pictures, videos, and even scans of Images from old physical offline diaries or journals in the Public domain. In these Travel blogs, the usually presented as a list of posts are displayed in reverse chronological order so that the recent post appears first, at the top of the web page and old posts are displayed at the bottom of the page. Travel blogs are regularly updated webpages. Travel blogs are of two types, i.e. personal blogs and group blogs. The personal blog is written by an individual; it is an ongoing online diary. Group blogs are written and published by more than one author.

The Travel Blogs are considered based on the writing quality and originality of Travel content. Travel blogs are providing Travel literature. These blogs provide advice and travel techniques to travellers.

### Some of the Travel Blogs

Travel Blogs	Blogger name
The Shooting Star	Shivya Nath
Travel See Write	Archana Singh
Sid The Wanderer	Siddhartha Joshi
Travel With Lakshmi	Lakshmi Sharath
Be On The Road	Sankara Subramaniam
Sandeepa Chetan's Travel Blog	Sandeepa and Chetan
Travel Tales From India And Abroad	Mridula Dwivedi
Wandering Kamya	Kamya

## 15.3 Keywords

- **Social Media** – Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities
- **Blog** – A regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

# Case Study for Self-Assessment

## Case Study: The Rise of “Incredible India” 2.0 Digital Campaign

### Background

The Ministry of Tourism, Government of India, launched **Incredible India 2.0** to reposition India as a global tourism hub. Recognising the growing influence of millennials and Gen-Z travellers, the campaign shifted from print-heavy promotion to digital storytelling.

### The Challenge

Despite India’s vast tourism potential, perception gaps existed:

- Safety concerns
- Inadequate digital presence
- Competition from Southeast Asian destinations

### Strategic Measures

1. Instagram-centric storytelling
2. Collaboration with international travel influencers
3. Promotion through YouTube mini-documentaries
4. Launch of Incredible India Mobile App
5. Real-time engagement via Twitter

### Results

- Increase in website traffic
- Higher engagement rates on Instagram
- Improved global perception metrics
- Growth in inbound tourism inquiries

### Managerial Dilemmas

- Measuring social media ROI
- Managing fake reviews
- Ensuring consistent digital messaging
- Balancing commercial promotion with authentic representation

### 15.4 Self-Assessment Questions

- Explain the significance of social media in promoting the tourism and hospitality industries
- Explain the concept of travel blogs.

## Short Answer Questions (with Answers)

1. **Define Social Media Marketing in Tourism.**

*Answer:* It refers to the use of digital platforms such as Facebook, Instagram, Twitter, and YouTube to promote destinations, engage tourists, and influence travel decisions.

2. **What is User-Generated Content (UGC)?**

*Answer:* Content created by travellers such as reviews, blogs, photographs, and videos shared online.

3. **State two advantages of travel blogs.**

*Answer:* Authentic storytelling and peer-based credibility.

4. **What is influencer marketing in tourism?**

*Answer:* Collaboration with social media personalities to promote destinations to their followers.

5. **Mention one risk of social media in tourism.**

*Answer:* Negative online reviews can damage destination image.

## B. Essay-Type Questions (with Hints)

1. Discuss the transformation of tourism marketing in the digital age.

*Hints:*

- Traditional vs digital marketing
- Role of social media
- Real-time engagement
- Case examples

2. Analyse the role of travel bloggers in destination branding.

*Hints:*

- Credibility
- Storytelling
- Visual impact
- Influencer economy

3. Evaluate the impact of online reviews on tourist decision-making.

*Hints:*

- Trust factor
- TripAdvisor & Google Reviews
- Electronic Word of Mouth (e-WOM)

## C. Multiple Choice Questions (Analytical)

1. A destination facing image damage due to misinformation should primarily use:

- a) Print advertising
- b) Trade fairs
- c) Real-time social media engagement
- d) Billboard campaigns

**Correct Answer:** c

2. Travel blogs influence tourist behaviour mainly through:

- a) Government regulation
- b) Peer-based authenticity
- c) Official brochures

d) Airline policies

**Correct Answer:** b

3. User-generated content is powerful because it:

a) Is government certified

b) Is perceived as unbiased

c) Is always paid content

d) Replaces tour operators

**Correct Answer:** b

### 15.5 Further Readings

- Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector by Célia M.Q. Ramos, Cláudia Ribeiro de Almeida, et al. | 9 December 2019
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