

6th SEM BTTM-Bachelor Travel and Tourism Management

UNIVERSITY OF CALICUT

EMERGING CONCEPTS IN TOURISM

2019 ADMISSION

Prepared By

Hajra C & Muhammed Nishad C P

Assistant Professor

Department of Tourism

CPA College of Global Studies, Puthanathani

SYLLABUS**TTM6B14: Emerging Concepts in Tourism**

Lecture Hours Per Week: 6

Credits: 4

Objective: This module gives knowledge to the students about the various emerging concept in Tourism.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Assigned readings.

Module I

Space tourism – travel to outer space – international space station – space travelers–lunar tourism Backpacker tourism-characteristics-Dark tourism-definition-characteristics-major attractions. Unethical tourism practices- Sex tourism and Child Sex Tourism- Terrorism and Political Crises affect Tourism- Climate change-definition and effects in tourism- Growth of tourism and challenges- Cyber Tourism-voluntary tourism- social tourism-rural tourism dimensions.

Module II

Health Tourism – Rejuvenation Therapy in Ayurveda – Kayakalpatreatmentgeneral idea about Panchakarma – Oil Massage, Dhara, Kizhi, Nasyam, Vasthi, Rasayana, Lehyam, Arishta etc.- Naturopathy Treatments – General idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and Marmachikilsa, Holistic Treatment like yoga & meditation.- Superspecialty Treatments for Medical Tourist such as Cardiac surgery, Organ transplantation, Keyhole Surgery, Cosmetic Surgery, Dental Tourism-Sidha& Unani – Cost effectiveness in India.

Module III

Professionalization of tourism – strategic management in tourism – impact of globalization on tourism and travel – tourism education and training – world tourism promotion by WTO and others – international alliance and foreign collaboration in tourism –

Module IV

Responsible tourism –Economic Responsibility-Social Responsibility-Environmental Responsibility-Remedial and precautionary measures against bad effects of tourism–tourism legislations–rules and regulations–benchmarking–standards in tourist services – public awareness – role of the govt – tourist Guides – tourist Police other emerging trends-responsible tourism activities of Kerala

CPA COLLEGE OF GLOBAL STUDIES

Emerging concepts in tourism

Module I

SPACE TOURISM

- Space tourism is human space travel for recreational purposes.
- Put simply, space tourism refers to the activity of travelling into space for recreational purposes.
- It is sometimes referred to as citizen space exploration, personal spaceflight, or commercial human spaceflight, and it covers spaceflights which are sub-orbital, orbital, and even beyond Earth orbit.
- Either on established government-owned vehicles such as the Russian Soyuz and the International Space Station (ISS) or on vehicles fielded by private companies.
- Since the flight of the world's first space tourist, American businessperson Dennis Tito.
- On April 28, 2001, space tourism has gained new prominence as suborbital and orbital tourism opportunities have become available.
- This is being done by aerospace companies like Blue Origin and Virgin Galactic.
- In addition, SpaceX (an aerospace manufacturer) announced in 2018 that they are planning on sending space tourists, including Yusaku Maezawa.
- On June 7, 2019, NASA announced that starting in 2020, the organization aims to start allowing private astronauts to go on the International Space Station.
- With the use of SpaceX's Crew Dragon spacecraft and Boeing Starliner spacecraft for public astronauts.
- That is planned to be priced at 35,000 USD per day for one astronaut (not including the cost to get there).

INTERNATIONAL SPACE STATION

- The International Space Station (ISS) is a modular space station (habitable artificial satellite) in low Earth orbit.
- It is a multinational collaborative project involving five participating space agencies: NASA (United States), Roscosmos (Russia), JAXA (Japan), ESA (Europe), and CSA (Canada).
- The ownership and use of the space station is established by intergovernmental treaties and agreements.
- The station serves as a microgravity and space environment research laboratory in which scientific research is conducted in astrobiology, astronomy, meteorology, physics, and other fields.
- Construction of the plant began in 1998.

- At an average speed of 7.66 km in a second (27,600 km / h; 17,100 mph), it orbits the Earth once every 92.69 minutes.
- It orbits the earth 15.54 times a day.
- Weighing approximately 419,455 kg (924,740 lb).
- During the Cold War in the 1980s, NASA came up with the "Space Station Freedom" program to replace the Soviet space stations Salyut and Mir
- In the 1990s, the United States began negotiations with its international partners to build a real international space station.
- The first announcement of the project was made in 1993 under the name "Space Station Alpha"
- In November 1998, the Zarya Functional Cargo Block, the first part of the International Space Station, was launched into orbit by the Russian rocket Proton.
- The other two parts, the Unity Module and the Zvezda service module were launched into orbit by different launchers and attached to the top and bottom of the (Zarya)

MAJOR SPACE TOURISM COMPANIES

VIRGIN GALACTIC

- Part of the wider Virgin Group, the Virgin Galactic space tourism company is aiming to provide regular suborbital spaceflights for paying customers.
- Its current spaceplane, VSS Unity, entered outer space in December 2018 as part of its testing process, bringing the possibility of regular commercial spaceflights closer.
- The company already has an extensive waiting list of people wishing to become space tourists, with an initial deposit of £200,000 required to secure a place on this list.

SPACE X

- SpaceX are already hugely experienced when it comes to launching space-bound flights and the company is also hoping to get on board the space tourism
- However, unlike with most other companies operating in this field, they are prioritizing lunar tourism and other forms of space tourism extending beyond Earth orbit.
- In 2017, the company's founder, Elon Musk, announced his intentions to send two paying customers on a trip around the moon on an inaugural lunar tourism mission.
- The mission was initially planned for 2018, but has since been delayed.
- SpaceX have not yet revealed any pricing strategy or waiting list for lunar trips.

BLUE ORIGIN

- To date, Blue Origin has been the main competitor for Virgin Galactic in terms of suborbital space travel tourism. However, their offering is based around a more traditional rocket, known as the New Shepard, which takes off and lands vertically, and their objectives are to build towards orbital spaceflight.

- As with Virgin Galactic, the space tourism company has performed several test flights and is planning to put paying passengers into space soon.
- However, unlike Virgin Galactic, they have not started taking money for tickets. Their plans involve placing up to six passengers on each flight, with room to perform weightless somersaults.

ORION SPAN

- Orion Span is a space tourism company in the United States, which announced plans for a private commercial space station, called the Aurora Space Station.
- This would be placed in low Earth orbit and would effectively function as a space hotel, which would be able to host up to six space tourists at a time.
- While the plans are still in the provisional stages, the company has already sold out several months' worth of hotel reservations.
- The total cost of a space hotel reservation currently stands at more than £7 million.
- At present, Orion Span says it is hoping to host its first paying guests at the Aurora Space Station in the year 2022.

BOEING

- The Boeing Company emerged as a major player in the space tourism industry when it signed an agreement with NASA as part of their Commercial Crew Development programme.
- This programme was designed to increase involvement from private sector companies in the production of crew vehicles to be launched into orbit.
- As part of the agreement, Boeing started work on the development of a crew capsule, called the Boeing CST-100 Starliner.
- Crucially, the company's contract with NASA provides them with the opportunity to sell seats to space tourists, with the idea being that at least one space tourist would participate in each future space mission

SPACE TRAVELERS

1- DENNIS ANTHONY TITO

- Dennis Anthony Tito (born August 8, 1940) is an American engineer and entrepreneur, most widely known as the first space tourist to fund his own trip into space.
- In mid-2001, he spent nearly eight days in orbit as a crew member of ISS EP-1, a visiting mission to the International Space Station.
- This mission was launched by the spacecraft Soyuz TM-32, and was landed by Soyuz TM-31.
- In a project first arranged by MirCorp, Tito was accepted by the Russian Federal Space Agency as a candidate for a commercial spaceflight.

- Tito met criticism from NASA before the launch, primarily from Daniel Goldin, at that time the Administrator of NASA, who considered it inappropriate for a tourist to take a ride into space.
- When Tito arrived at the Johnson Space Center for additional training on the American portion of the ISS, Robert D. Cabana, NASA manager, sent Tito and his two fellow cosmonauts home, stating, "...We will not be able to begin training, because we are not willing to train with Dennis Tito
- Later, through an arrangement with space tourism company Space Adventures, Ltd., Tito joined the Soyuz TM-32 mission on April 28, 2001.
- The spacecraft docked with the International Space Station. Tito and his fellow cosmonauts spent 7 days, 22 hours, 4 minutes in space and orbited the Earth 128 times.
- Tito performed several scientific experiments in orbit that he said would be useful for his company and business.
- Tito paid a reported \$20 million for his trip.

2- MARK RICHARD SHUTTLEWORTH

- Mark Richard Shuttleworth (born 18 September 1973) is a South African-British entrepreneur who is the founder and CEO of Canonical, the company behind the development of the Linux-based Ubuntu operating system.
- In 2002, Shuttleworth became the first South African to travel to space as a space tourist, and indeed the first African from an independent country to travel to space.
- Shuttleworth gained worldwide fame on 25 April 2002, as the second self-funded space tourist and the first-ever South African in space.
- Flying through Space Adventures, he launched aboard the Russian Soyuz TM-34 mission as a spaceflight participant, paying approximately US\$20,000,000 (equivalent to \$28,429,232 in 2019) for the voyage.
- Two days later, the Soyuz spacecraft arrived at the International Space Station, where he spent eight days participating in experiments related to AIDS and genome research.
- On 5 May 2002, he returned to Earth on Soyuz TM-33.
- In order to participate in the flight, Shuttleworth had to undergo one year of training and preparation, including seven months spent in Star City, Russia.

3- GREGORY HAMMOND OLSEN

- Gregory Hammond Olsen (born April 20, 1945) is an American entrepreneur, engineer and scientist.
- In October 2005, became the third private citizen to make a self-funded trip to the International Space Station with the company Space Adventures.
- Having flown to the International Space Station (ISS) with Soyuz TMA-7 (launched October 1, 2005, docked October 3) and landed with Soyuz TMA-6 (October 10).

- Olsen is the third self-funded space tourist to visit the ISS, following Dennis Tito (2001) and Mark Shuttleworth (2002) (all three space tourists flew through Space Adventures, Ltd.)
- Olsen had to train for a year and a half before being ready to go into space.
- During a routine x-ray, a black spot was found on his lung.
- He had to have a monthly medical check to obtain permission to fly. It took 9 months for him to pass the medical.

4- ANOUSHEH ANSARI

- Anousheh Ansari ;born September 12, 1966) is an Iranian American engineer.
- On September 18, 2006, a few days after her 40th birthday, she became the first Iranian and first female Muslim in space. • Ansari was the fourth overall self-funded space tourist, and the first self-funded woman to fly to the International Space Station.
- Ansari trained as a backup for Daisuke Enomoto for a Soyuz flight to the International Space Station, through Space Adventures, Ltd.
- On August 21, 2006, Enomoto was medically disqualified from flying the Soyuz TMA9 mission that was due to launch the following month. • The next day Ansari was elevated to the prime crew.
- Ansari lifted off on the Soyuz TMA-9 mission with commander Mikhail Tyurin (RSA) and flight engineer Michael Lopez-Alegria (NASA) at 04:59 (UTC) on Monday September 18, 2006, from Baikonur, Kazakhstan. Ansari became the fourth (and first female) space tourist.
- The space craft docked with the International Space Station (ISS) on Wednesday September 20, 2006, at 05:21 (UTC).
- Ansari landed safely aboard Soyuz TMA-8 on September 29, 2006, at 01:13 UTC on the steppes of Kazakhstan (90 kilometers north of Arkalyk) with U.S. astronaut Jeffrey Williams and Russian cosmonaut Pavel Vinogradov.

5- CHARLES SIMONYI

- Charles Simonyi (born September 10, 1948) is a Hungarian-born American software architect.
- He started and led Microsoft's applications group, where he built the first versions of Microsoft Office suite of applications.
- In April 2007, aboard Soyuz TMA-10, he became the fifth space tourist and the second Hungarian in space.
- In March 2009, aboard Soyuz TMA-14, he made a second trip to the International Space Station.
- In early 2006, Simonyi expressed interest in becoming a space tourist and signed agreements with the space tourism company, Space Adventures, Ltd., for a ten-day mission to the International Space Station (ISS).

- In August 2006, he passed a pre-qualification medical exam by the Russian Federal Space Agency, called the State Medical Commission (GMK).
- He started training at Star City in September 2006 • He launched on April 7, 2007 (GMT), on board Soyuz TMA-10
- He shared a ride with two Russian cosmonauts to the International Space Station, and returned aboard Soyuz TMA-9, landing on April 21, 2007. • In October 2008, he booked for a second trip to the ISS through Space Adventures on board Soyuz TMA-14.
- On March 26, 2009 he returned to space aboard Soyuz TMA-14.
- He returned to Earth on board Soyuz TMA-13.
- Along with Soyuz Commander Yuri Lonchakov and Michael Fincke, Simonyi landed in Kazakhstan on April 8, 2009.

6- RAKESH SHARMA

- Wing Commander Rakesh Sharma, AC (born 13 January 1949) is a former Indian Air Force pilot.
- He flew aboard Soyuz T-11 on 3 April 1984 with the Soviet Interkosmos programme.
- He is the only Indian citizen to travel in space.
- An alumnus of the 35th National Defence Academy, Sharma joined the Indian Air Force as a test pilot in 1970 and progressed through numerous levels where in 1984 he was promoted to the rank of squadron leader.
- He was selected on 20 September 1982 to become a cosmonaut and go into space as part of a joint programme between the Indian Air Force and the Soviet Interkosmos space programme.
- In 1984, Sharma became the first Indian citizen to enter space when he flew aboard the Soviet rocket Soyuz T-11 launched from Baikonur Cosmodrome in the Kazakh Soviet Socialist Republic on 3 April 1984.
- Sharma docked and transferred the three member Soviet-Indian international crew, consisting of the ship's commander, Yuri Malyshev, and flight engineer, Gennadi Strekalov, to the Salyut 7 Orbital Station.
- Sharma spent 7 days, 21 hours, and 40 minutes aboard the Salyut 7 during which his team conducted scientific and technical studies which included forty-three experimental sessions.
- His work was mainly in the fields of bio-medicine and remote sensing.
- The crew held a joint television news conference with officials in Moscow and then Indian Prime Minister Indira Gandhi
- When Gandhi asked Sharma how India looked from outer space, he replied, "Sare Jahan Se Accha" (the best in the world). • This is the title of a patriotic poem by Iqbal that had been written when India was under British colonial rule, that continues to be popular today. • With Sharma's voyage aboard Soyuz T-11, India became the 14th nation to send a man to outer space.

7- KALPANA CHAWLA

- Kalpana Chawla (17 March 1962 – 1 February 2003) was an American astronaut, engineer, and the first woman of Indian origin to go to space.
- She first flew on Space Shuttle Columbia in 1997 as a mission specialist and primary robotic arm operator.
- In 2003, Chawla was one of the seven crew members who died in the Space Shuttle Columbia disaster when the spacecraft disintegrated during its re-entry into the Earth's atmosphere.
- Chawla was posthumously awarded the Congressional Space Medal of Honor, and several streets, universities, and institutions have been named in her honor.
- She is regarded as a national hero in India.
- Her first space mission began on 19 November 1997, as part of the six-astronaut crew that flew the Space Shuttle Columbia flight STS-87.
- Chawla was the first Indian woman to fly in space.
- On her first mission, Chawla traveled over 10.4 million miles (16737177.6 km) in 252 orbits of the earth, logging more than 372 hours (15 days and 12 hours) in space.
- In 2001, Chawla was selected for her second flight as part of the crew of STS-107.
- This mission was repeatedly delayed due to scheduling conflicts and technical problems such as the July 2002 discovery of cracks in the shuttle engine flow liners.
- On 16 January 2003, Chawla finally returned to space aboard Space Shuttle Columbia on the ill-fated STS-107 mission.
- Chawla died on 1 February 2003, in the Space Shuttle Columbia disaster, along with the other six crew members, when the Columbia disintegrated over Texas during re-entry into the Earth's atmosphere,

8- SUNITA LYN WILLIAMS

- Sunita Lyn Williams (born September 19, 1965) is an American astronaut and United States Navy officer who formerly held the records for most spacewalks by a woman (seven) and most spacewalk time for a woman (50 hours, 40 minutes).
- Williams was launched to the International Space Station (ISS) with STS-116, aboard Space Shuttle Discovery, on December 9, 2006, to join the Expedition 14 crew.
- In April 2007, the Russian members of the crew rotated, changing to Expedition 15 .
- She has started working with Boeing and SpaceX to train in their commercial crew vehicles, along with other chosen astronauts.

TRAINING NEEDED FOR SPACE TRAVELER

- The most exciting day for anyone who wants to travel into space is the day he or she is selected to be an astronaut candidate.
- Then the real work begins. It can take up to two years of training to become a fully qualified astronaut.
- Candidates must learn the basics of the Space Shuttle and the International Space Station.
- They must also learn how to be part of a team by flying the NASA T-38 training jets.
- Astronauts also take classes. They must learn many things besides science.
- They also learn about medical procedures. Many times, they have to give speeches, so they take public speaking classes.
- In order to be prepared for any emergency, astronauts take survival training.
- If you are going to be a crew member on the ISS, you will also have to take language classes.
- You will need to be able to talk with the Russian Mission Control Center.

Space Vehicle Mock-up Facility

- In order for astronauts to get a feel for what they will be doing in space, they practice on life-sized models. These models are called "mock-ups."
- The Space Vehicle Mock-up Facility (SVMF) is where they practice.
- In the SVMF, astronauts practice using the Space Shuttle Orbiter and parts of the ISS.
- In these mock-ups, astronauts will learn how they will move about

Preparing for Microgravity

- This plane is also known as the Weightless Wonder or Vomit Comet. It provides about 20-25 seconds of zero gravity.
- For this brief amount of time, astronauts feel weightless.
- Sometimes, even experienced astronauts get sick in the KC-135. That is where it gets one of its names.

The Precision Air-Bearing Floor

- One part of an astronaut's work may include moving large objects in space. • This can be easy because there is no friction to push against.
- There is no friction to make the large objects stop!
- They could float and float and float.
- The Precision Air-Bearing Floor allows astronauts to move huge objects as they might in space.
- It is a large, smooth metal floor. The large objects have air forced through them. It is like a large air hockey table.

The Neutral Buoyancy Laboratory

- To practice extravehicular activities, or space walks, astronauts go underwater.
- The astronauts use the Neutral Buoyancy Laboratory (NBL), a huge "swimming pool."
- The NBL pool is 62 meters (202 feet) in length, 31 meters (102 feet) in width and 12 meters (40 feet) in depth.
- The pool holds 22.7 million liters (6.2 million gallons) of water.
- Astronauts float in the water while they practice on full-sized models of space vehicles.
- They may spend up to seven hours at a time under water

LUNAR TOURISM

- Lunar tourism may be possible in the future, if trips to the Moon are made available to a private audience.
- Some space tourism startup companies are planning to offer tourism on or around the Moon, and estimate this to be possible sometime between 2023 and 2024.
- Circumlunar flyby: Space Adventures is charging \$150 million per seat, a price that includes months of ground-based training, although this is only a fly-by mission, and will not land on the Moon.
- Lunar landing: The Golden Spike Company was planning to charge \$750 million per seat for future lunar landing tourism.
- Two natural attractions would be available by circumlunar flight or lunar orbit, without landing:
 - View of the far side of the Moon
 - View of the Earth rising and setting against the lunar horizon

DEARMOON PROJECT

- The dearMoon project is a lunar tourism mission and art project conceived and financed by Japanese billionaire Yusaku Maezawa.
- It will make use of a SpaceX Starship on a private spaceflight flying a single circumlunar trajectory around the Moon.
- The passengers will be Maezawa, several artists, and one or two crew members.
- The project was unveiled in September 2018 and the flight is expected to occur no earlier than 2023.
- The project objective is to have six to eight accomplished artists travel with Maezawa for free around the Moon on a six-day tour.
- Maezawa expects the experience of space tourism will inspire the accompanying artists in the creation of new art

BACKPACKER TOURISM

- **Backpacking** is a form of low-cost, independent travel, which often includes staying in inexpensive lodgings and carrying all necessary possessions in a backpack. Once seen as a marginal form of travel undertaken only through necessity, it has become a mainstream form of tourism.
- While backpacker tourism is generally a form of youth travel, primarily undertaken by young people during gap years, it is also undertaken by older people during a career break or retirement
- ‘Backpacking’ is a type of tourism opposite of mass tourism. It has been a way of travelling.
- ‘Backpacker’ is a type of tourist of the qualities of drifters, wanderers, adventurers and explorers.
- Backpackers are different from other types of tourists. They have their own independent specific driven motives for longer travel at distinct places for exploration with limited budget with informal and participatory behaviour

CHARACTERISTICS OF BACKPACKERS

- **Young Travelers:** The basic characteristic of age that differentiates a backpacker from the other travelers. The researchers confined the age of backpackers from 18 to 30 years in their various studies. So, young generation travel to meet his/her desires is considered as backpacker.
- **Budget Accommodation:** A backpacker always prefer a low budget accommodation, not staying at one particular for longer time and go for informal accommodation units that are provided by the local community so that they get chance for close interaction with the hosts and able to understand and learn about their culture.
- **Social Interactions:** It is one of the basic characteristics of backpackers to travel only for to make friends. They are independent travelers and their plans of travel are very flexible. They are highly interested in social interaction not only with the local community but also with the co travelers who are staying in the same accommodation units.
- **Independent and Flexible Plans:** Backpackers are not organized travelers. They possess the characteristics (novelty, spontaneity, risk, independence, and a multitude of options) of drifters, wanderers, adventurer and explorers. They are risk averters who travel independently and with flexibility in their plans. The features of independence and rigid less plans distinct the backpackers from the other types of tourists.
- **Prefer Longer Holidays:** A backpacker is one who travels for longer period of time say more than a month to meet his desires of novelty, learning, exploring and social interaction. Since he is travelling for a longer holiday that is also one of the reasons that he prefers low cost accommodation with in which he can meet the expense of his long travel.
- **Informal and Participatory Holidays:** The desire for social interaction with travelling peers is second only to the desire for budget accommodations as a motivator for backpackers. The backpackers’ goals are to party and have fun rather than understand and interact on any significant level with their host country and

communities. For Example activities like trekking, mountaineering, nature study; family camping, sailing etc.

Other characteristics

- Traveling via public transport, using inexpensive lodging such as hostels or homestays, and other methods of lowering costs.
- A longer duration trip when compared with conventional vacations.
- Working in other countries for short stints, depending on work permit laws.
- A search for authenticity. Backpacking is perceived not only as a form of tourism but as a means of education.
- Backpackers want to experience what they consider the "real" destination rather than a packaged version often associated with mass tourism.
- The desire to take part in or craft a narrative around traveling

DARK TOURISM

Dark Tourism, in simpler terms, means '**atmospheric tourism,**' where people can see the **beauty in the sadness of a place**. It is also known as grief tourism and black tourism. This form of travel goes beyond simply visiting the site of a natural disaster.

MAJOR DARK TOURISM DESTINATIONS

1. Kuldhara, Rajasthan



- When it comes to lavish palaces, the royal lifestyle and haunted places, Rajasthan always stands on top of the list. Kuldhara is one such place with a dark history in Rajasthan.
- Around 18kms away from Jaisalmer, it is a small abandoned village which was not so abandoned 300 years ago. Legends said that the village was a settlement of Paliwal Brahmins who had inhabited the land for more than five centuries. The village ruler, Salim Singh, had his evil eyes set on the daughter of the village chief and desired to marry her.
- He threatened the villagers with bad consequences if his wish was not fulfilled and gave them a day to do so. It was on the same day that the Paliwals held a council and left their homes, vanishing overnight. The villagers before leaving cursed the Kuldhara village that no-one would be able to settle in their village then onwards.

- From that day, till today Kuldhara is nothing but barren and the houses remain as they were. It is said that those who have tried to stay there have been chased away by paranormal activities. The village also has another story behind it, the one narrated by the people of nearby villages in Jaisalmer.
- If in Jaisalmer, it is a must-visit Archeological site, and you never know you might also believe the story after visiting Kuldhara which oozes sadness in the air.

2. Cellular Jail, Port Blair



- To actually know the consequences Indian freedom fighters faced to free the country from the clutches of Britishers, this place is a must-visit in Andaman. Cellular Jail a.k.a 'Kaala Pani' is situated in Port Blair, a place for Britishers to keep the Indian freedom fighters away in the prisons of this jail.
- Many famous people from Veer Savarkar, Mahavir Singh to Batukeshwar Dutta and many others have spent their lives in this jail. This is not like some regular prison. Here, the inmates were not only kept far away from real life but also kept away from each other.
- The prisoners were always kept tied down with metal bondage, the motto being to break the wills and souls of people here. And yet, if you visit this tourist place, you'll find nothing but calmness, it's like our freedom fighters despite suffering a lot still radiate peace. If you visit this place, you will be haunted by the pain of all the Indians who suffered in this cursed (not literally) jail.
- It is one of the famous dark tourist spots which will surely make your heart-weep, and you will be more grateful to all those freedom-fighters who suffered for our country's freedom.

3. Dumas Beach, Surat



- Dumas, a scenic beach in Surat, Gujarat is famous not only for its assorted fritters (bhajiyas) but also for being haunted. The morning sun brings with it a beauty worth witnessing but the nightfall brings the tales of the unseen presence.

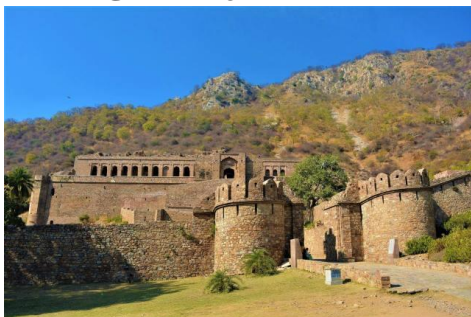
- If the stories are to be believed, the beach used to be the burial ground for the Hindus and hence the white sand has turned black due to the ashes, over the years. Its history has people believing in the presence of evil spirits in the vicinity to be true and the chilling accounts and experiences don't really help the case.
- There is a divide of opinions as to whether Dumas is haunted or not, but the spooky structures in the vicinity definitely add to the mystery and fear. If not for the stories of it being haunted, you should definitely visit this place for the mouth-watering bhajiyas.

4. Dow Hill in Kurseong, Darjeeling



- Darjeeling is one of the beautiful places in India and Dow Hill of Kurseong is 30 km away from Darjeeling. It is a small hill which is as beautiful and tranquil as it is haunted. Yes, it is one of the haunted places in India if the stories are to be believed.
- If all the spooky stories are to go by, there's a ghost of a headless boy found walking and disappearing into the darkness of the forest. It is believed that the forest has an evil entity which makes people lose their mental balance and go insane.
- Now, whether it's true or just the stories depends on what you believe! If visiting Kurseong, then acquaint yourself with the eerie feeling. Limit yourself for the day trip and try to not cross the forest. However, in the end, the small town is a dreamy place with pleasant weather throughout the year.

5. Bhangarh, Rajasthan



- The most obvious place when it comes to dark tourism and the most haunted place in India is said to be Bhangarh Fort in Alwar district. The story of this place dates back to centuries ago. The fort was built by ruler Raja Bhagwant Das for his younger son Madho Singh.

- Although, the family's most famous member was Man Singh I as he was a trusted general and one of nine advisors to Mughal emperor Akbar. There's a variety of stories which surround this fort, and amongst them, one is that of a local ascetic warning the king that no homes in the vicinity of the fort should cast a shadow on his home, and he cursed the fort after it overshadowed his home.
- Another version is the tale of a black magician falling in love with the princess and attempting to use a love potion on her. The potion backfired on him and the princess dogged his move resulting in him being physically crushed due to the spell.
- Before dying, he cursed the fort into becoming nothing but ruins, inhabitable, like today! Due to many cases of accidents here, the Archeological Survey of India has prohibited visitors between sunset and sunrise. One should definitely visit Bhangarh to experience the mystery of the truth and tragedy that hangs in the air and if not that, then definitely for the beauty of it.

6. Taj Palace Hotel, Mumbai



- Not only a place of dark tragic past but also rumoured to be haunted, Taj Hotel in Mumbai is a 5-star hotel which used to be famous for its amazing interiors, food and hospitality. But now, it is known for being one of the prime spots of the 26/11 attack.
- This is a must-visit hotel which, despite the renovations, will be a living picture of the horrors and loss we all witnessed through our TV screens and will move you to your core. Butas said this place does have a haunted story to its past.
- Apart from the 9/11 tragedy, the hotel is also rumoured to be haunted. According to the legends the hotel plan was originally designed by W.A. Chambers a french architect, but not constructed as per his plan.
- When he returned from a trip to England, he was disheartened and shocked to find his plans ruined and committed suicide by jumping off the fifth floor of the building. According to the accounts of several people, including the hotel staff, the ghost of Chambers haunts the old wing of the hotel.

7. Three Kings Church, Goa



- Whether ghost stories are true or not depends on what people believe but this one place is for all those who like to visit dark tourist places. Three Kings Church is in Goa on the hills of Ceulim. It is the lonely church which has its own mystery surrounding it.
- The story goes back to the time when Portuguese ruled Goa. The three kings who were power hungry wanted to rule the place, which resulted in unrest in the region. One day, King Holger Alvunger planned to kill the other two kings by inviting them for dinner and poisoning their food, in which he succeeded.
- However, the locals later got to know about his cruelty and began to chase him. To escape from them he ate the poisoned food and died along with the other two. Later, locals buried them in the premises of the church. And it is said that the villagers still hear strange noises coming from the church.
- Looks like the three kings still are as power-hungry, as they were when alive. Ghostly or not, the Three Kings Church is worth visiting. This small hill in the interiors of South Goa is a nature lovers' paradise, it gives you a mind-blowing aerial view of South Goa mingled with a glimpse of the Arabian Sea. Hence, a trip to the Three Kings Church is definitely worth your time.

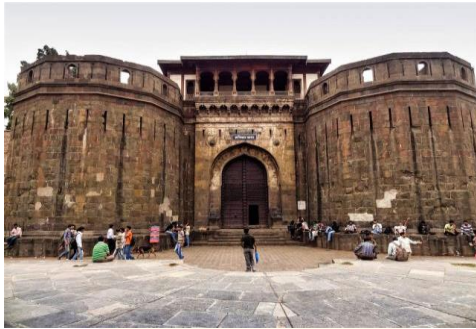
8. Savoy Hotel, Mussoorie



- A little ahead of Mussoorie Library lies Savoy, a hotel which was built in 1902 by Cecil D Lincoln, an Irish barrister from Lucknow. It is the oldest hotel in the region and said to be one of the haunted places in India.
- Agatha Christie and murder mysteries go hand in hand and it was the incident at the Savoy that inspired her to write her first novel "The Mysterious Affair at Styles". Savoy hotel mystery goes back to 1911 when a famous

- British spiritualist, Lady Garnet Orme was murdered here. The reason is still unknown, but she was poisoned by strychnine. The incident also became the encouragement behind Ruskin Bond's 'In a Crystal Ball – A Mussoorie Mystery' (2003).
- It is believed that the hotel corridors and halls are still haunted by the lady's ghost (looks like she still looks for her murderer). If in Mussoorie visit this hotel and treat your eyes to the English Gothic architecture style, and the many artefacts and sceneries which reflect the art and culture of British India.

9. Shaniwarwada, Pune



- Forts, Havelis and such architectural buildings have heart-wrenching and nightmarish stories surrounding them. Shaniwarwada fort in Pune is also known for its heart-wrenching ghost fantasy and for the historical tale of the magnificent Maratha Kingdom.
- It is an amazing place to visit as it gives you a perfect idea of how Maratha imperial architecture was in the bygone era. The foundation of this fort was laid by Peshwa Bajirao I and is a perfect blend of Maratha style and authentic Mughal architecture.
- It is said that the major fire in the year 1791 destroyed a significant part of the fort, but after that many times it was burnt, finally, in the year 1828, a fire caught and wrecked it.
- It is also said that on a full moon night, screams of Peshwa Narayan Rao, whose last moments before being murdered were spent running across the fort, pleading with his uncle to save his life, are still heard in the fort. Haunted or not, this place is definitely worth a visit. You'll also get to visit nearby attractions.

10. Jallianwala Bagh, Amritsar



- One of many places in India, which will force you to remember again the cruelty of Britishers on Indians, and what our country and its people had gone through while fighting for freedom. On 13th April 1919, thousands of people gathered in Jallianwala Bagh to celebrate their festival and also protest against the Britishers rules.
- But soon, the place witnessed the massacre of thousands of people, as General Dyer ordered the British Army to open fire. There was just one entry and exit gate and it was closed by the British Army and every Indian present there died.
- Remembering it after all those years still brings tears to eyes, evoke anger and helplessness. The place after all these still oozes sadness around it, you should definitely visit this place as you'll get to know more about the history of this place and will get a chance to visit the most beautiful and serene religious place, The Golden Temple.
- There are many places in India with tragic or haunted past, but each place gives you insights about India's history and whether ghosts or something related to the colonial period, the places will definitely have your curiosity. If you have visited any of the above places, do share your experience!

UNETHICAL TOURISM PRACTICES

SEX TOURISM

- Sex tourism is travel to engage in sexual activity, particularly with prostitutes. The World Tourism Organization, a specialized agency of the United Nations, defines sex tourism as "trips organized from within the tourism sector, or from outside this sector but using its structures and networks, with the primary purpose of effecting a commercial sexual relationship by the tourist with residents at the destination".
- Attractions for sex tourists can include reduced costs for services in the destination country, along with either legal prostitution or indifferent law enforcement, and access to child prostitution
- A sex tourist is traditionally defined according to their predominant motivation, which revolves around the notion of seeking commercial sexual relations whilst on holiday according to Graburn (1983).
- Opperman (1999) argues, however, that sex tourism is rarely the tourist's sole purpose and activity and that you can still be a sex tourist, even though this may not be the prime reason for travel

CHILD SEX TOURISM

- The United Nations defines child sex tourism as 'every human being below the age of 18 years'. It is the sexual exploitation of children by a person who travels from their home town or region in order to have sexual contact with children. Child sex tourism may or may not be their primary motivation for travel.

- Child sex tourists can be domestic or international tourists. Whilst the typical association is men, child sex tourists can be any gender, age or nationality. Most child sex tourists will hide their activities or intentions and are disguised as ordinary travellers
- Child sex tourism has been recorded in many parts of the world and awareness of this issue has grown in recent years. It can be found in different types of venues, from brothels in red-light districts to beaches or five-star hotels. It can occur over a long period of time, for example, where the child is 'groomed' or it can be quick, for example when a child is 'sold' into the sex trade

SEX TOURISM DESTINATIONS

Sex tourism in Thailand

- Sex tourism in Thailand is estimated to be worth US\$6.4 billion a year in revenue, which accounts for a significant portion of the national GDP.
- The primary sex tourist areas are often identified as the red-light districts of Bangkok and Pattaya as well as Patong Beach Resort on Phuket Island. Sex tourism in the country largely encompasses prostitution, bars centred around sex acts or sexual dancing, sex shows and shady massage parlours.

Sex tourism in The Gambia

- Unlike Thailand, where it is generally men who partake in sex tourism, The Gambia attracts female sex tourists. Middle aged and older women travel to the country in search of young African men
- Sex tourism in the Caribbean
- Sex tourism in The Caribbean is rife. The number one hotspot is the Dominican Republic where it is estimated that there is anywhere from 6000 to 10,000 female work in the sex trade. Cuba, Jamaica and Barbados are close competitors, with their own red light districts and sex tourism areas.
- Sex tourism in Spain
- Lesser known for its sex tourism industry is Spain. However, the country has one of the highest prostitution rates in the world. Prostitution is legal in Spain

TERRORISM AND POLITICAL CRISES AFFECT TOURISM

- Terrorism and political instability are the threats that tourists fear the most .In fact, the younger generations rank “war, terrorism and political tension” as their top concerns.
- Previous research reports that terrorism and political instability are “particularly intimidating risks due to the uncontrollable, involuntary and random nature of the potential harm involved in visiting destinations struck by such incident
- The tourism industry is susceptible to both natural and man-made disasters. However, people tend to get over natural disasters whereas incidents of terrorisms have long-term effects and lead to cancellation of travel and vacation plans. Safety is clearly one of tourists' main concerns. It is a basic human need

- As such, it affects human behavior in general and consumer behavior in particular .When people travel, they do not want to feel exposed to situations that will threaten their integrity
- Tourists are concerned with travelling to a destination where they will be able to fulfill their desires with as little complications and threats to their safety as possible
- The perception of tourists about a certain travel destination also gets affected when terrorists target a location having the least chance of terrorist activities Terrorist activity at a tourism destination causes potential tourists to drop their plans. For tourists, physical safety is a top priority.
- Therefore, when tourists make plans for traveling, they ensure that the destination is safe and free from violence and terrorism. Terrorism is growing throughout the world with its effects all over the globe; consequently, some countries have completely lost their tourism industry.
- People prefer to go to a place that has no implications of being violent in any way. Image of tourist destinations in the minds of tourists is essential because it reflects an individual's perception about a specific location and the country.
- The image people associate with a certain country plays a great role in helping them decide whether they should or should not travel there. Tourists are pretty sensitive in this matter.
- As different brands have different images and consumer perceptions about them, likewise, countries too come with their own unique images and perceptions. America is known as the land of dreams .
- Paris is known as the city of love .Switzerland is known as heaven on earth . Similarly, countries can and should effectively manage their image so that the mention of its name can evoke a positive image in an individual's mind.
- It means they can trust the place that they will be safe there and they can travel without any fear or doubt.

CLIMATE CHANGE

- Climate change refers to long-term shifts in temperatures and weather patterns. Climate change is **a long-term change in the average weather patterns that have come to define Earth's local, regional and global climates.**
- "Climate change" means **a change of climate which is attributed directly or indirectly to human activity that alters the composition of the global atmosphere** and which is in addition to natural climate variability observed over comparable time periods

How it effects on tourism

- Each tourist destination worldwide has its own appeal. This can come from the activities it can provide to visitors, like skiing or golf, or it can come from their natural beauty or what nature has to offer.

- It is important that each destination should retain its charms in order to keep the tourist industry booming. Another important factor to keep tourism alive is that of accessibility.
- Areas that become damaged or inaccessible lose their charm, causing tourists to seek other unspoiled or reachable destinations. With climate change, the beauty of the local destinations is threatened while accessibility too can become a problem especially when airports, roads and bridges are destroyed during extreme weather disturbances.
- The different impact of climate changes on the tourism industry will be discussed in the succeeding sections.

Impacts of Climate Change on Tourism

- Threat to Winter Activities: Reduction of Snow Cover
- Uncomfortably High Temperatures Causes Shift in Destinations
- Spread of Diseases
- Loss of Income for Tourist Destinations

CYBER TOURISM

- Cyber tourism uses virtual reality technology to transport the user to completely different places.
- Tourism is already an information heavy activity, making it an seemingly easy subject to be transformed into a cyber-activity; however tourism is also a social and relational activity.
- Cyber tourism functions as the application of new technologies such as geographical technologies like GIS creating realistic images and simulations
- Cyber tourism can lead to actual tourism, therefore functioning as a marketing device, but it can also be an activity in and of itself where available resources, like time and money, might limit the places or number of places a person want to see.
- The new technology may be able to offer comparable alternatives that are not restricted by “time, distance, cost and human frailty”, causing the tourism industry to worry about the blur between reality and fantasy in relation to “accepted paradigms of tourism operations”.

VOLUNTARY TOURISM

Voluntourism in India

- Voluntourism in India combines fun, travel, adventure, learning and volunteering, so that every participant has the complete rewarding experience and action
- Voluntourism allows the travellers to immerse in significant humanitarian activities, all through the weekdays and enjoy the most exciting tour programs to exhilarating Indian destinations, during the weekends. During the weekdays you are expected to spend just 4 – 5 hours on teaching, spreading awareness or renovating older buildings.
- The remaining hours can be used to understand the customs and culture of the local people.

- The local field trips and discussions about local issues help you get the clear understanding of the condition of the people in the area, so that you can give your fullest support to uplift them.
- Unlike the five star royal foods, which may not be prepared in the original taste of India, you can take pleasure in the authentic Indian food prepared with love and care. The staffs cook healthy and delicious meals, with the local recipes. Since you are among the people with different culture, for one or more months, the chances of cultural exchange are more.
- Teach them your skills and learn the best practices of the local people. This is the reason why the volunteering vacations have increased in number and popularity.
- Volunteer travel India offers travel experience along with work experience. Many people who work on voluntourism gain greater prospects in their career.
- Further, in every program, add-on weekend programs bring all the fun you miss during the volunteering activities. They are filled with adventure and highlight the important places of the country.
- Voluntourism is definitely a fantastic alternative to the typical touring schedules and allows the participant to explore India; the local Indians and the heritage sites of India.

Here are some options to volunteer travel in India

Teach Kids in Ladakh

- Ladakh is a remote area, several parts of it remain deprived of even the most basic of amenities and services. There are a number of NGO's you can get in touch with to fulfil the educational and environmental needs of the region and its people. So, choose one as per your skills and off you are to help the locals.

Meet Tibetans in Dharamshala

- Dharamshala is home to the Tibetan government in exile. A large number of Tibetan exiles also reside in the hill station, giving tourists in India a chance for a peek at their rich culture. And what better way to learn about their way of life than volunteering to make their lives better.
- You can give classes in Spanish, French, Chinese or English, vocational training or IT courses. There is no dearth in volunteer travel options in Dharamshala.

Preserve the Environment of the Andaman and Nicobar

- If you adore long walks on velvety white sand beaches and playing in sparkling waters, then you ought to volunteer in the Andaman and Nicobar Islands.
- NGOs work to preserve the environment of the region so that tourism can be sustained. You can take part in carrying out interdisciplinary research, educational programmes on the environment

Promote Ecotourism in Sikkim

- Sikkim, home to the highest mountain in India, Kangchenjunga and a dramatic landscape comprised of glaciers, peaks and meadows.
- UNESCO has joined hands with local NGOs for the conservation of the local environment and culture and promote ecotourism in the state.
- Get in touch with any of these to volunteer and travel India's north-eastern parts.
- You can stay at homestays with the local families and teach them skills that will help them earn a living.

Help the Tribal Kids in Jharkhand

- Jharkhand is one of the most underrated holiday destinations in India. It is a fascinating place, especially for culture enthusiasts.
- You can volunteer to help you tribal population overcome challenges in their everyday life.
- From teaching and promoting health care to telling them about the utilisation of available scarce resource, you can help in a number of ways.

SOCIAL TOURISM

- The practice of offering programmes, events and activities to enable disadvantaged population groups to enjoy tourism - is of increasing interest to academia. ... Covers the challenges faced by the sector and the relevance of promoting tourism programmes for disadvantaged groups of society
- Social tourism is also called tourism for all, because its aim is to involve the whole society in tourism, including disadvantaged people, whether disadvantaged for economic or health reasons. The paper also proposes a definition of social tourism that can effectively set
- Social tourism is an area where those in risk of poverty could get a possibility to have a vacation at price levels accessible for them. But neither the general public, nor the potential recipients are usually aware of such a possibility.
- The paper analyzes the available structures and constructions under which people at risk of poverty usually suffering from social
- exclusion can participate on social tourism constructions and indicates ways how to improve the efficiency of social tourism provision. Apart from statistical data, the results of a survey are also analyzed.
- As social tourism is a low preference area for service providers, not infrequently due to cultural habits of the underprivileged segments of population, or in case of people with disabilities for the need of higher intensity of customer care, possible areas of service improvement to the underprivileged segments of population had to be mapped and their contribution to the analyzed problem researched.
- The present intensity of help through social tourism is being shown and proposals for increasing this intensity are shown.

Origins of Social Tourism and Its Definition

- Tourism in its present form appeared only in the 19th century. At that time, it was accessible to high society elite only, since the laws ruling labour did not include holidays for employees, who had to go to work every day, including Sundays.
- Therefore, possibilities for most of the population to go on holidays were very limited. The actions for social tourism started in 1936, when the International Labour Organization (ILO) agreed on the Holiday with Pay Convention (Convention No. 52).
- The substance of this convention has also been mentioned in the Universal Declaration of Human Rights in 1948, where it is said “everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay”. Social tourism is in a way tied to the concept of poverty.
- Poverty as such may have a number of origins – it may be tied to economic crisis of the society or of an individual or a family. In every country the reactions of governments tend to be different (Romano 2014) and also the ways taken to alleviate poverty may be different. The social net may be dense or loose - as defined by the adopted economical strategy.
- In any case “social tourism” in Central European countries is very much needed.

RURAL TOURISM

- Rural tourism may be defined as the movement of people from their normal place of residence to rural areas for a minimum period of twenty-four hours to the maximum of six months for the sole purpose of leisure and pleasure. Rural tourism refers to all tourism activities in a rural area

Types and Forms of Rural Tourism

- Any forms of tourism that showcases the rural life, art, culture, and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism

Agri tourism: although often used to describe all tourism activities in rural areas, more frequently either term relates to tourism products which are „directly connected with the agrarian environment, agrarian products or agrarian stays”: staying at farm, whether in rooms or camping, educational visits, meals, recreational activities, and the sale of farm product or handicrafts.

Farm Tourism: explicitly farm-related and most usually associated with tourism involving staying in farm accommodation and seeking experiences from farm operations and attractions.

Forest Tourism: tourist explores the wilderness and natural beauty of the rural area. It may be implicitly included within notions of rural tourism, or they may be regarded as separate. In wilderness and forest tourism, tourists travel to the natural habitat of plants and animals. forest tourism includes various tourism activities such as wild photography, safari, bird watching, trekking, and hiking etc

Green Tourism: green tourism refers to tourism in the countryside or green areas. It is more commonly used to describe forms of tourism that are considered to be more environmentally friendly than traditional, mass tourism. In rural areas, green tourism is an important form of rural tourism.

Ecotourism: it is a form of nature tourism (tourism to natural, unspoiled areas) which assumes active promotion of environmental conservation and direct benefits for local societies and cultures, together with the provision for tourists of a positive, educative experience. Ecotourism is a group of sustainable tourism activities occurred in the natural environment

Rural Tourism Activities

- Touring include various tourism activities such as hiking, horse riding, touring in gypsy caravans, motorized touring, small village/town touring, cycling, adventure holiday or wilderness holidays.
- Various cultural related tourism activities are found in rural areas. Archaeology, restoration sites rural heritage studies, museums, courses in crafts, artistic expression workshops are some examples of the cultural activities of rural tourism.
- Fishing, swimming, river tourism, canoeing, kayaking, windsurfing, speedboat racing, sailing are some examples of water-related activities of rural tourism.
- A variety of sporting activities of rural tourism are found in rural areas. Some examples are potholing, rock climbing, orienteering, Tennis, Golf, low-intensity downhill skiing, and hunting.
- Health-related activities such as fitness training, assault course, spa and health resorts are the popular activities of rural tourism. A large group of tourists travels to rural areas for the sole purpose of health improvement through health-related tourism activities

Some importance and benefits of rural tourism are following as:

- Contribution to conservation and protection.
- Increase the living standards of the local community
- Reinvigorate local culture
- Provides a source of new, alternative or supplementary income and employment in rural areas.
- Rural tourism spurs infrastructure development in rural areas.

CPA COLLEGE OF GLOBAL STUDIES

Emerging concepts in tourism

Module 2

HEALTH TOURISM

- Health Tourism: travelling to receive medical treatment in specialized institutions jointly with tourism programs.
- In the past, this usually referred to those who traveled from less-developed countries to major medical centers in highly developed countries for treatment unavailable at home.
- However, in recent years it may equally refer to those from developed countries who travel to developing countries for lower-priced medical treatments.
- The motivation may be also for medical services unavailable or non-licensed in the home country.
- There are differences between the medical agencies world-wide, whether a drug is approved in their country or not.
- Even within Europe, although therapy protocols might be approved by the European Medical Agency (EMA), several countries have their own review organizations.

WELLNESS TOURISM

- Wellness Tourism: healthy people travelling to other cities to maintain their physical and psychological health through receiving certain services in specialized institutions.

Understanding the difference between wellness tourism and medical tourism



Source: Global Wellness Institute

The importance of wellness and health tourism:

- **The reasonable prices:**
- Health and wellness tourism programs and products provide medical and health services at lower prices since a number of medical, health and tourism services are provided with package rates including flat rate and discount in addition to the beneficiary's ability to choose the services at affordable prices from multiple choices in different areas.
- **Quality and Quantity:**
- Tour operators look for medical and health institutions with international quality certificates, adopting international and local standards.
- **Availability of latest medical technology:**
- Medical facilities participating in the tourism health and wellness programs ensure the availability and use of modern technology in their services as they care to participate in healing and health tourism to cover excess potential in those services involving high technologies.

- **Personal services:**
- The availability of personal services and programs by the participating parties in the program, in addition to allocating specialized staff in these institutions to be responsible for meeting the requirements of the tourists.
- **No waiting:**
- The health and wellness programs seek to provide tourism services to the tourists without having to wait, through arranging pre-defined date to be respected by the institutions as part of the contract between them and the tour operators.
- **Related programs:**
- Health and wellness tourism provides the tourists or their companions with the opportunity to visit the tourist attractions in the region and enjoy the interesting tourism trips during the treatment journey.

Rejuvenation Therapy

- Ayurveda has two main aims – one is to maintain health and the second is to cure disease. The branch of rasayana or rejuvenation is one of the eight specialized branches of Ayurveda that primarily deals with the maintenance of health.
- The legendary Rasayana Chikitsa, or Rejuvenation Therapy, is often considered synonymous with rebirth, for it completely revitalizes the body, eliminating the ill-effects of all previous disorders.
- Its cleansing effect gives a second lease of life by completely decontaminating the body, mind, and spirit.
- Rasayana is derived from two separate Sanskrit words: Rasa meaning the "basic essence that nourishes the body," and Ayana meaning "path". Hence, Rasayana stands for a nourishing pathway.
- Rasayana therapy prevents effect of ageing and provides longevity, improves mental and intellectual competence, preservation of youthfulness, increased luster, body complexion and glow of the skin, healthy condition of voice, excellent potentiality of the body and the sense-organs,

- Depending on the aim or result produced, rasayana is of three types: Naimittika rasayana, Ajasrika rasayana, and Kamya rasayana.
- **1-Naimittika rasayana**
- (nimitt – Sanskrit for “cause”) is given to combat or balance a specific cause, which is causing a disease in the body.
- Some examples of this rasayana are Dhatri rasayana, Mandookaparni rasayana, Brahmi rasayana, and Triphala rasayana.
- **2-Ajasrika rasayana**
- It is used to maintain good health and improve the quality of life through a healthy lifestyle, diet, or exercise. It includes use of milk, ghee, honey and adopting the principles of proper sleep and celibacy.
- **3-Kamya rasayana** is used to fulfill a wish or desire or to serve a special purpose (kama – desire). It is of four types:
- Prana Kamya; used for achieving or maintaining the best quality of prana (life energy) in the body.
- Medha Kamya; used for enhancing the memory and intellect.
- Ayush Kamya; used for increasing longevity.
- Chakshu Kamya; used for maintaining healthy eyes.

Kayakalpa Treatment

- Kayakalpa is a specific field of practice revered within the Ayurveda and Siddha medical systems of India as the ideal treatment for health, vitality, longevity and higher consciousness.
- “Kaya” indicates body and “Kalpa” means transformation.
- Kaya Kalpa is a set of specific therapies mentioned in Vedic texts, that can reverse the physical degeneration caused by age.
- The treatments transform old cells to new again.

- Kayakalpa treatment is the best treatment in Ayurveda for reducing ageing processes, arresting the degeneration of the body cells and increasing the immunity of the body.
- Giving Rasayana Chikitsa is the central part of this treatment.

Steps:

- 1- Snehapanam is a therapeutic measure in Ayurveda, characterised by the oral intake of medicated ghee made from cow's milk for internal purification before doing the Panchakarma therapy
- 2-Virechana is drugs induce one of the Panchakarma therapies. it aims elimination of excessive Pitta Dosha from the body.
- It is designed to flush out body toxins.Liver detox, colon detox etc
- 3-Nasyam Ayurvedic treatment cleanses, purifies and strengthens the nasal passages, allowing you to breathe thoroughly and quickly again.
- Due to many benefits, Nasyam is a recommended remedy for congestion, allergies, headaches, migraine etc.
- **4-Sneha Vasti** treatment should be done under the guidance of an expert Ayurveda doctor, and all vata disorders would have eliminated with the proper use of vasti.
- Kashaya vasti, Uttaravasti, Snehavasti, Siro vasti etc are known as the main Vastis for removing toxins.
- (Vata is constituted by space and air, which is the energy of movement;
- Pitta is constituted by fire & water which is the principle of digestion and metabolism;
- Kapha is constituted by water & earth, the dosha of structure and lubrication.)
- **5- Dhara**
- Dhara is a Sanskrit word meaning stream.

- Adhering to the meaning, the treatment involves creating streams of herbal oils, medicated milk or buttermilk on various parts of the body.
- **Shirodhara:** Often called as the ‘third eye’ treatment, Shirodhara involves creating warm herbal oil streams on the forehead, scalp and hair.
- **Thakra Dhara:** The Sanskrit word Thakra means buttermilk. Thus, in this therapy, medicated buttermilk is poured over the forehead.
- **Ksheer Dhara:** Best availed in the summer season, this form of Ayurvedic treatment involves pouring herbal oils or medicated milk over the head and body.
- **Sarvanga Dhara:** Based on the internal body type of the patient, in this Ayurvedic treatment 6 to 7 liters of warm herbal oil is poured on the entire body.
- **Nethra Dhara:** Done for rejuvenating eyes, the treatment involves washing eyes with Triphala water for cleaning the eyes plus removing different kinds of eye problems.
- (Amla (Nellikka), Haritaki (Kudukka), and Bibhitaki (Thanikka))
- **6-Pizhichil-** Pizhichil is popularly known as “Thailadhara”
- In this treatment, lukewarm herbal oils are applied all over the body by trained therapists in a special rhythmic way continuously for about 60 to 90 minutes per day for a period of 7 to 21 days.
- Almost three to four liters of the herbal oil is applied to the body in a rhythmic manner. The treatment is performed under the experienced hands of two to four Ayurvedic practitioners.
- Before the treatment begins, the herbal oil is heated to a relaxing temperature. The entire treatment involves pouring continuous streams of lukewarm herbal oils (or ghee) over the body for a fixed duration. Simultaneously, the body is massaged to induce sweat and release toxins.

- this therapy was considered a royal treatment and referred to as “the king of Ayurvedic therapies.”
- **7-Njavarakizhi-**
- *Njavara* in Malayalam stands for the rice(*Shashtika Shali* in Sanskrit) that grows in 60 days ; *Kizhi* (*Pinda* in Sanskrit) stands for bolus.
- Njavara is indigenous variety of rice grown in Kerala, having medicinal properties.
- During this therapy, fabric bags are dabbed and rubbed over the entire body in a rapid rhythm by two experienced therapists.
- These little bags contain rice pudding which has been cooked in a herb stock.
- **8-Tharpanam** in ayurveda is a treatment of rejuvenation for pitta organ or eyes.
- It is used to treat various problems related to the eyes such as strain, irritation, pain,etc.
- In Ayurvedic tharpanam the ghee or medicated oil with Brimhana Dravyas is retained over the eyes.
- The eyes are bordered with a thick herbal combination made of urad dal or black gram flour that prevents seepage of oil.
- This therapy can last upto 30 minutes. The entire duration of the treatment lasts between 7-21 days.
- **9-Karnapooranam-** is an Ayurvedic therapy procedure that is focused on treating any issues that affect your ears.
- The treatment takes a few minutes and uses medicated Ayurveda oils, which range from sesame oils to complex herbal blends.
- The medicated formula is inserted into your ears and it's kept there for 10 minutes.
- The Karnapooranam Ayurveda procedure is used to get rid of earwax and other dirt particles. It's also used to treat ear-related disorders.

PANCHAKARMA TREATMENT

- Panchakarma is a method of cleansing the body of all the unwanted waste after lubricating it.
- Panchakarma are 5 (five) in number; hence the term PANCHAKARMA (five) – KARMA (procedures).
- Panchakarma treatment is unique in the sense that it includes preventive, curative and promotive actions for various diseases.
- **1. Vamana** -This treatment method is done for expelling the excess toxins and kapha dosha from our body through vomiting. Minimum 15 to 18 days are required for this treatment.
- Considering the health state of the patient and also state of disease one is subjecting to this treatment.
- This is done in 4 phases.
- **1) Snehapana (fat intake)-**
 - Mainly ghee is using for this. Depending on disease and patients, one can use ghee, oil, bone marrow, animal fat.
 - The ghee we consume will spread all over the body. It has a sticky nature. It will stick to the substance where in contact. That's how this is sticking to the excessive kaphadosha and toxins.
 - This fat intake will be done for 5_ 7 days. So toxins from all parts of the body will stick to the ghee we consume.
- **2) Massage phase (oil massage and sudation)**
 - There are 2 procedures in this phase. Abhyanga (oil massage), swedana (sudation).
 - Oil massage is done all over the body.

- Swedana (sudation) is the procedure done after oil massage.
- The body is allowing to sweat. This is done using many methods.
- Due to the excess heat that given to sweat, the ghee will starts melting The ghee that is sticked to toxins and kapha dosha melts from whole parts and flows to amasaya.
- Whole toxins in the body will centered to one place (amasaya). For this purpose 2nd phase is done. 3rd phase is pradhana karma.
- This is the particular day which the vomiting procedure is done.
- **3) Pradhana karma** (main procedure)
- **4) Samsarjana krama** , it is the method of bringing back the diet after these procedure.
- **2-Virechana Vamana** is used to expel excess pitta dosha and toxins.
- The procedures like snehapana , massage phase are all same in virechana also. Only pradhana karma is different. This is expelling through loose motion.
- **3- Basti** (Enema) This is of 2 types. Asthapana vasti and anuvasana basti. These can apply together only. But it is very effective in many incurable diseases.
- This is doing in 2 ways.
- one is with kashayam (decoction) and another is using oil.
- Kashaya prepared for doing basti will contain oil, ghee, honey, herbal powders, freshly pasted medicines etc....
- About 90 % of vata disorders can be treated using this procedure and it is having good result also.
- **4- Nasya**
- The nasal canal provides a link to the brain.
- ENT.

- Giving medicines through nose arrive to throat and out through mouth.
- In Nasya Therapy, this channel is utilized to deliver a combination of medicated oils, powders and herbal extracts for curing a number of neck-and-head-related ailments such as sinus, throat and eye infections, migraine and gout.
- **5- Raktamokshana.**
- According to Susruta acharya, rakta can be consider as 4 th dosha. Because it is vitiating itself and it causes disease also.
- For removing the vitiated blood from the body this method is beneficial.
- This can be done using many methods like venal puncture, by using leeches etc... leeches are commonly using for this.
- They are of two types poisonous and nonpoisonous. Obviously nonpoisonous one are using for this.
- They will suck 5-15ml of blood and after that it will detach automatically. If not apply some turmeric.
- These five procedures altogether known as panchakarma.

NATUROPATHY TREATMENT

- **Naturopathy treatment** is a natural healing technique using the healing powers of nature.
- The principle of Naturopathy is that the accumulation of toxins is the root cause of all diseases.
- Prevention and elimination of toxins is the route to health.
- Treatments are based on the 5 great elements of nature that have immense healing properties.
- There is no role of internal medications in the nature cure system.

- Naturopathy has its roots in the 19th-century Natural Cure movement of Europe.
- **The Five great elements of nature and the treatments based on them are:**
- **Earth** - Mud baths, Eating sand, Hot earth mud pack, Cold earth mud pack, Walking barefoot on the earth
- **Water** - Hydrotherapeutic methods in the form of Baths, Jets etc
- **Air** - Breathing exercises, Outdoor walking, Open air baths
- **Fire** - Sun baths, Color therapy, Steam bath, Sun rays therapy
- **Aether (Sky)** - Fasting therapy- Food control
- **EARTH - MUD THERAPY**
- Of the five elements of nature, mud represents Earth and has tremendous impact on the maintenance of health and prevention of diseases.
- Minerals and trace elements present in the mud are known for its renowned effects and healing properties. Mud also has the remarkable property of holding moisture for a long time, which has a cooling effect on the part of the body applied.
- Helps improve circulation and relax the muscles
- Improves the digestive activity and sets right the metabolism
- Local application helps relieve inflammations, swellings and reduces pain
- Excellent in skin conditions
- Helps bring down blood pressure
- Nourishes the skin
- Conditions the hair
- Specific kind of application relieves the stiffness of joints

- **WATER - HYDROTHERAPY**

- This uses the therapeutic properties of water. This medium was made use in therapeutics hundreds of years ago.
- Water has great healing properties and exhibits different properties at different temperatures.
- The temperature of the water for any treatment depends on the effect desired. Kellogg is considered to be the Father of Hydrotherapy.
- Water is used internally and externally in all its forms- steam, liquid or ice, to cleanse and restore health.
- Deep water running, Aqua cycling, Fall prevention exercise in water, Watsu Aquatic Massage, Water rehabilitation therapy (Treadmill), Pain reduction treatment in warm water
- **Color therapy (or chromotherapy)** is an alternative remedy that uses color and light to treat physical or mental health.
- Brain disorders and emotional troubles
- Each colour is connected to various areas of our body and will affect us differently emotionally, physically, and mentally.
- Some colors are considered to be stimulating, whereas others may be soothing and, therefore, colors may impact one's energy level, mood, appetite, emotions and even decision-making.



HOMEOPATHY

- Homeopathy is a medical system based on the belief that the body can cure itself.
- Those who practice it use tiny amounts of natural substances, like plants and minerals.
- They believe these stimulate the healing process.
- It was founded by Samuel Hahnemann in the late 18th century.
- Homeopathy became popular in the 19th century in part because of its success in epidemics but declined during most of the 20th century.
- Its popularity increased in the late 20th and early 21st centuries in many parts of the world.
- Homeopathy is controversial because of its use of highly dilute medicines.
- Hahnemann argued that the cause of all diseases was an imbalance of 'life force'. He described this imbalance as 'miasm'. He also theorized that the real way to cure disease is to treat the life force.
- It's based on two unconventional theories:
 - 1- "Like cures like"—that a disease can be cured by a substance that produces similar symptoms in healthy people.
 - For fever **belladonna –that create fever**
 - 2- "Law of minimum dose"—the notion that the *lower* the dose of the medication, the *greater* its effectiveness.
- Many homeopathic products are so diluted that no molecules of the original substance remain.
- Homeopathic medicines are made from plants, animals and minerals. Extremely diluted mixtures are used.

ACCUPANCTURE

- Acupuncture: derived from Latin acus (needle) and Punctura (to Puncture).
- Acupuncture is a method of encouraging the body to promote natural healing and to improve functioning. This is done by inserting needles and applying heat or electrical stimulation at very precise acupuncture points.
- Acupuncture is one of the oldest, most commonly used systems of healing in the world.
- Originating in China some 3,500 years ago, only in the last three decades has it become popular in the United State.
- After allopathy acupuncture is world wide accepted one.
- The human body is comprised of an intricate network of energetic pathways, which are responsible for unifying the body's organs to work together as a whole.
- These pathways known as meridians work much like an electric circuit in that they supply vital energy, or Qi, to the body's systems in order to attain proper functioning.
- Acupuncture is the stimulation of specific acupuncture points along the skin of the body using thin needles.
- Acupuncture is generally safe when done by appropriately trained practitioners using clean needle technique and single-use needles.
- Acupuncture needles are typically made of stainless steel, making them flexible and preventing them from rusting or breaking.
- The most common mechanism of stimulation of acupuncture points employs penetration of the skin by thin metal needles, which are manipulated manually or the needle may be further stimulated by electrical stimulation (electroacupuncture)
- Needles vary in length between 13 to 130 millimetres (0.51 to 5.12 in), with shorter needles used near the face and eyes, and longer needles in areas with thicker tissues; needle diameters vary from 0.16 mm (0.006 in) to 0.46 mm (0.018 in).

KALARI MARMA CHIKILSA

- Treatments have a great importance in the Kalari.
- kalari has a specialized method of treatment called “Marma chikitsa”, treating the damages on vital parts of the body.
- Out of the 107 vital spots of the body 64 of them are fatal if injured, and this system of treatment cures injuries to any such parts.
- The traditional orthopedic system of Kalari is widely popular, especially for the setting of displaced bones.
- **Benefits of Kalari Training and Treatment**
- Helps to free emotions and psychological blocks.
- Allows sports people, dancers and performers
- It improves the functioning of different body parts, increases memory power, blood circulation & flexibility.
- It increases self confidence, concentration & gives control on one's mind.
- It increases stamina through its traditional methods. It is also very beneficial for theatre artists who need to perform live on stage for hours.
- Three forms of massage are prevalent in the Kalari chikitsa system –
- enna thechu pidipikkal or oil massage,
- kai uzhichil or massage using hands,
- and chavitti uzhichil or massage using feet.
- In very rare instances, during training, students sustain injuries to their marmas [vital parts of the body].
- They are instantly and completely cured, thanks to the intervention of the Kalari asans [masters] who are adept at giving the right treatment.
- That is because imparting and imbibing knowledge about the marmas is an important component of Kalaripayattu training.
- **Oil massage** is known to improve blood circulation. Uzhichil is also helpful in removing oedema in various cells, reducing obesity and improving digestion.

- Traditional texts recommend moderate uzhichil for individuals whose physiology shows a dominant vata quality, very mild uzhichil for those with pitta and rigorous uzhichil for those with kapha.
- The senior students of Kalaripayattu are subjected to Chavitti uzhichil.
- It takes a very experienced asan to do it.
- He balances himself by holding a rope that is tied horizontally across the room above his head and uses his legs to massage the student's body.
- He has very clear awareness about how much pressure he must apply to various parts. The neck, face, and head are massaged only using the hands.

YOGA

- Yoga is essentially a spiritual discipline based on an extremely subtle science, which focuses on bringing harmony between mind and body.
- Yoga is a group of physical, mental, and spiritual practices or disciplines which originated in ancient India.
- Yoga is one of the six Āstika (orthodox)(concept) schools of Indian philosophical traditions.
- There is a broad variety of yoga schools, practices, and goals in Hinduism, Buddhism, and Jainism.
- The term "Yoga" in the Western world often denotes a modern form of hatha yoga and yoga as exercise, consisting largely of the postures or asanas.
- Hata- HA – Pranana, TH-Mind (Combination of both)balance point
- It is an art and science of healthy living.
- The word 'Yoga' is derived from the Sanskrit root 'Yuj', meaning 'to join' or 'to unite'.

- The practice of yoga has been thought to date back to pre-vedic Indian traditions; possibly in the Indus valley civilization around 3000 BCE. Yoga is mentioned in the Rigveda, and also referenced in the Upanishads.
- The Yoga **Sutras of Patanjali** date from the 2nd century BCE, and gained prominence in the west in the 20th century after being first introduced by **Swami Vivekananda**.
- Thus the aim of Yoga is Self-realization, to overcome all kinds of sufferings leading to 'the state of liberation' (Moksha) or 'freedom' (Kaivalya).

Eightfold path of Patanjali (*Ashtanga yoga*)

▶ <i>Yama</i>	(Restraints)	} External Parts
▶ <i>Niyama</i>	(Observances)	
▶ <i>Asana</i>	(Body Postures)	
▶ <i>Pranayama</i>	(Regulation of Breath)	
▶ <i>Pratyahara</i>	(Abstraction of senses)	
▶ <i>Dharana</i>	(Concentration)	} Internal Parts
▶ <i>Dhyana</i>	(Meditation)	
▶ <i>Samadhi</i>	(Self-realization)	

- **1-Yamas [YAAH-muhs] –Social discipline**
- Ahimsa [uh-HEEM-saah] – nonviolence Satya [SUHT-yuh] – truthfulness Asteya [uh-STAY-uh] – nonstealing Brahmacharya [bruh-muh-CAHR-yuh] – moderation Aparigraha [uh-PUH-reeg-ruh-huh] – nonattachment (Brahmachariyam)
- **2-Niyamas [nee-YUH-muhs] - Individual disciplines**
- Saucha [SHOWH-chuh] - cleanliness
- Santosha [suhn-TOH-shuh] - contentment

- Tapas [TUH-puhs] - austerities (translated as "heat" or "purifying practices")
- Svadhyaya [svaahd-HYAAH-yuh] - study of spiritual scriptures
- Ishvara pranidhana [EEHSH-vuh-ruh pruh-need-HAAH-nuh] - practice of awareness and surrender to the presence and divine will of God
- **3-Asana [AAH-suh-nuh] - practice of physical postures**
- Tadasana (Mountain Pose)
- Vrikshasana (Tree Pose)
- Adho Mukho Svanasana (Downward Facing Dog Pose)
- Trikonasana (Triangle Pose)
- Kursiasana (Chair Pose)
- Naukasana (Boat Pose)
- Bhujangasana (Cobra Pose)
- Child's Pose
- Sukhasna
- **4. Pranayama (Regulation of breath)**
- Pranayama means, 'a pause in the movement of breath'.
- For getting success in Pranayama, perfection in practice of asana is prerequisite.
- Benefits: It increases the spiritual power and confers cheerfulness and inner peace.
- After a desired posture has been achieved, recommend *prāṇāyāma*, the practice of consciously regulating the breath (inhalation, the full pause, exhalation, and the empty pause)
- **5. Pratyahara (Abstraction of senses)**
- Pratyahara (Abstraction of senses -verthirikkal) Pratyahara is the withdrawal of the senses and action from both the external world and the impressions in the mind field.
- Pratyahara marks the transition of yoga experience from the first four limbs of Patanjali's Ashtanga scheme that perfect external forms, to the last three limbs that perfect the yogin's inner state: moving from outside to inside, from the outer sphere of the body to the inner sphere of the spirit.
- **6. Dharana (Concentration)**

- Concentration is the process of holding or fixing the attention of mind onto one object or place .
- Benefit: By this practice mind attains the ability to be focus on object of contemplation (Chinta).
- **7. Dhyana [dhahy-AAH-nuh] – meditation**
- Dhyana is reflecting on whatever Dharana has focused on.
- If the focus was on a concept/idea, Dhyana is contemplating that concept/idea in all its aspects, forms and consequences.
- Meditation is a practice where an individual uses a technique focusing the mind on a particular object, thought, or activity – to train attention and awareness, and achieve a mentally clear and emotionally calm and stable state.
- **8.Samadhi**
- literally means "putting together, joining, combining with, union, harmonious whole, trance"
- Samadhi is the deep absorption, wherein only the essence of that object, place, or point shines in the mind.
- merges with the Divine
- Samadhi is that spiritual state when one's mind is so absorbed in whatever it is contemplating on, that the mind loses the sense of its own identity.

BRANCHES OF YOGA

- **1-Raja Yoga**
- This approach involves strict adherence to the eight “limbs” of yoga as outlined by Patanjali in the Yoga Sutra.
- Also found in many other branches of yoga, these limbs, or stages, follow this order: ethical standards, *yama*; self-discipline, *niyama*; posture, *asana*; breath extension or control, *Pranayama*; sensory withdrawal, *pratyahara*; concentration, *dharana*; meditation, *dhyana*; and ecstasy or final liberation, *samadhi*.

- Raja yoga attracts individuals who are introspective and drawn to meditation.
- **2. Karma Yoga**
 - The principle of karma yoga is that what we experience today is created by our actions in the past.
 - Being aware of this, all of our present efforts become a way to consciously create a future that frees us from being bound by negativity and selfishness.
 - We practice karma yoga whenever we perform our work and live our lives in a selfless fashion and as a way to serve others.
 - Volunteering to serve meals in a soup kitchen or signing up for a stint with the Peace Corps or Habitat for Humanity are prime examples of selfless service associated with the karma yoga path.
- **3. Bhakti Yoga**
 - Seeing the divine in all of creation, bhakti yoga is a positive way to channel the emotions.
 - The path of bhakti provides us with an opportunity to cultivate acceptance and tolerance for everyone we come into contact with.
 - Bhakti yogis express the devotional nature of their path in their every thought, word, and deed—whether they are taking out the trash or calming the anger of a loved one.
- **4. Jnana Yoga**
 - If we consider bhakti to be the yoga of the heart, then jnana yoga is the yoga of the mind, of wisdom, the path of the sage or scholar.
 - This path requires the development of the intellect through the study of the scriptures and texts of the yogic tradition
 - The jnana yoga approach is considered the most difficult and at the same time the most direct. It involves serious study and will appeal to those who are more intellectually inclined.

SIDDHA

- The Siddha System of Medicine (Traditional Tamil System of medicine), which has been prevalent in the ancient Tamil land, is the foremost of all other medical systems in the world.
- Its origin goes back to B.C 10,000 to B.C 4,000.
- The Siddha system is based on a combination of ancient medicinal practices and spiritual disciplines as well as alchemy and mysticism.
- It is thought to have developed during the Indus civilization, which flourished between 2500 and 1700 BCE.
- According to this theory, it came to South India when the Dravidian people (speakers of Dravidian languages), who may have been the original inhabitants of the Indus valley, migrated southward.
- Practitioners of Siddha medicine are known as *siddhars* (or *siddhas*).
- According to Tamil tradition, there initially were 18 *siddhars*; these individuals often are portrayed as having received their knowledge of the Siddha system indirectly from the deity Shiva.
- Mythically, the origin of Siddha is attributed to Lord Siva, who is supposed to have handed it down to his consort Parvathi (Shakthi), who in turn passed on the sacred knowledge to Nandi, from whom it was transmitted to the first of "Siddhars".
- It is believed that there was a line of 18 siddhars, with Agasthya being the foremost and a large portion of Siddha lore is credited to him.
- Most Siddha medical practitioners are traditionally trained, usually in families and by gurus (teachers).
- In rural India, siddhars have learned methods traditionally through master-disciple relationships to become local "healers".

- The human body consists of the five primordial elements-earth, water, fire, air and space.
- In the human body the element of earth is present in the bone, flesh, nerves, skin, and hair;
- The element of water is present in bile, blood, semen, glandular secretions, and sweat;
- The element of fire is present in hunger, thirst, sleep, beauty, and indolence;
- The element of air is present in contraction, expansion, and motion;
- The element of ether is present in the interstices of the stomach, heart, neck, and head.
- When the normal equilibrium of the three humors – Vaadham, Pittham and Kapam – is disturbed, disease is caused.

UNANI

- The word "Unani" means "Greek" in Arabic. Unani medicine was introduced in India around the tenth century.
- Unani medicine, also called Unani tibb, Arabian medicine, or Islamic medicine, a traditional system of healing and health maintenance observed in South Asia.
- Unanimedicine is an ancient form of medicine first developed by the Greeks in 460 BC.
- The origins of Unani medicine are found in the doctrines of the ancient Greek physicians Hippocrates and Galen.
- It then spread throughout the Roman empire by notable scientists such as Galen (201 AD). With the fall of the Roman empire came the decline in unani medicine.
- It was later developed and refined through systematic experiment by the Arabs, most prominently by Muslim scholar-physician (Ibn-e- Sina).

- He composed the Kitāb al-shifā' (Book of the Cure), a vast philosophical and scientific encyclopaedia, and Al-Qānūn fī al-ṭibb (The Canon of Medicine), which is among the most famous books in the history of medicine.
- It re-emerged later in Iran, where Muslim physicians translated the unani texts into Arabic.
- While in the middle east, Muslim physicians begin to refine and further develop unani medicine.
- The medical tradition of medieval Islam was introduced to India by the 13th century with the establishment of the Delhi Sultanate and it took its own course of development during the Mughal Empire.
- The balance of these 4 humors in the body leads to health, whereas any imbalance or alterations in these humors causes diseases and sometimes even death.
- Balgham (Phlegm).
- Dam (Blood).
- Ṣafrā' (Yellow bile).
- Saudā' (Black bile).

CARDIAC SURGERY

- CARDIAC SURGERY, also called HEART SURGERY, involves surgical operations performed on the heart under to correct life threatening conditions.
- The first successful surgery(Open heart) on the heart was performed by Dr. Daniel Hale Williams of Chicago, America in 1893.
- Cardiac surgery involves substantial risk. Risks are highest for infants under one year of age and adults over age 60.
- Risk increases with age and when the individual has other health problems such as DIABETES,CHRONIC KIDNEY FAILURE, CHRONIC LUNG DISEASE, PULMONARY EDEMA, CHF, ELECTROLYTE IMBALANCES, ALCOHOLISM and PRIOR HISTORY OF HEART ATTACK OR STROKE.
- **Types**
- **1-OPEN HEART SURGERY:**
 - Surgeon makes a large incision in the chest to open the rib cage and operate on the heart. “OPEN” refers to the chest, not the heart. Depending on the type of surgery, the surgeon also may open the heart.
 - **ON PUMP SURGERY:** USES HEART LUNG MACHINE (CPB).It is the traditional type of open heart surgery. It allows the surgeon to operate on a heart that is not beating and has no blood travelling through it.
- **2-MODERN BEATING-HEART SURGERY:**
 - Which does not use a heart lung machine and surgeon operates on an actively beating heart.
 - However, surgeon will slow the heart rate with medication or a device.
- **3-CABG:** Coronary artery bypass grafting (**CABG**)

- Also called revascularization, is a common surgical procedure to create an alternative path to deliver blood supply to the heart and body, with the goal of preventing clot formation.
- The procedure is typically performed because of CORONARY ARTERY DISEASE.
- **4-MINIMALLY INVASIVE SURGERY:**
- An alternative to open-heart surgery, which involves a five to eight inch incision in the CHEST WALL, a surgeon may perform an ENDOSCOPIC procedure by making very small incisions through which a camera and specialized tools are inserted.
- **5-ROBOT ASSISTED HEART SURGERY:**
- A machine controlled by a cardiac surgeon is used to perform a procedure. The main advantage is it involves three small holes instead of a big incision.

ORGAN TRANSPLANTATION

- Organ transplant is the last suggested procedure in cases of organ failure, and is undertaken only in critical cases and emergency medical situations.
- Organ transplantation is a medical procedure in which an organ is removed from one body and placed in the body of a recipient, to replace a damaged or missing organ.
- Organs that have been successfully transplanted include the heart, kidneys, liver, lungs etc.

KEYHOLE SURGERY

- Laparoscopic surgery, also called minimally invasive surgery (MIS), bandaid surgery, or keyhole surgery, is a modern surgical technique is a surgical method used to access the interior of the body through a small incision, removing the need for open surgery.
- These include reduced pain due to smaller incisions, and shorter recovery time.

- During keyhole surgery, a thin rod, fitted with a telescopic lens, light source and a camera is passed through a small incision in the skin, giving doctors a magnified view of the inside of the body
- The rod is called an endoscope. Surgical instruments can also be passed through the incision, allowing surgeons to operate.

COSMETIC SURGERY

- Cosmetic surgery is where a person chooses to have an operation, or invasive medical procedure, to change their physical appearance for cosmetic rather than medical reasons.
- Plastic surgery is a surgical specialty involving the restoration, or alteration of the human body.
- It can be divided into two main categories: reconstructive surgery and cosmetic surgery.
- While reconstructive surgery aims to reconstruct a part of the body or improve its functioning.
- Cosmetic (or aesthetic) surgery aims at improving the appearance of it.

DENTAL TOURISM

- Dental Tourism means traveling abroad for affordable dental care, dental treatment, dental surgery or dental procedures, which are generally expensive in one's own country.
- Dental tourism forms 10 per cent of the total Indian medical tourism.
- Key hubs include Mumbai, Delhi, Chennai, Jaipur, Chandigarh, Kerala and Goa.
- The main reason for going abroad for medical services is access to world class dental care at reasonable cost.
- Travelers choose to go to foreign country for any kind of dental treatment on the basis of cost.

- Having dental surgery abroad is without a doubt a big decision and therefore the quality of care should be the most important factor to consider.
- **Here are some advantages of dental treatment in India:**
- Access to state of the art medical facilities
- English speaking medical staff
- Significant savings for healthcare
- No waiting times
- High quality level of service
- India's contemporary attraction

•

Bibliography:

- <https://mt.gov.sa/en/Programs-Activities/Programs/Pages/HealthTourism.aspx>
- https://en.wikipedia.org/wiki/Medical_tourism#:~:text=Health%20tourism%20is%20a%20wider,tourism%20is%20a%20related%20field.
- <https://www.keralatourism.org/ayurveda/rejuvenation-therapy>
- <http://www.ccras.nic.in/node/1113>
- <https://www.slideshare.net/apclinicatvadodara/what-is-kayakalpa-treatment>
- <http://www.keshavayurveda.com/kayakalpa/#:~:text=Kaya%20kalpa%20is%20that%20unique,an%20excellent%20complexion%20and%20voice.>
- <https://store.jiva.com/rasayana-the-science-of-rejuvenation/#:~:text=Types%20of%20Rejuvenation%20therapy,Ajasrika%20rasayana%2C%20and%20Kamya%20rasayana.>
- https://www2.slideshare.net/apclinicatvadodara/what-is-kayakalpa-treatment?from_action=save
- <https://www.yo1.com/health-guide/pizhichil.html#:~:text=Pizhichil%20is%20a%20beautiful%20unification,at%20reducing%20anxiety%20and%20stress.>
- <https://charaka.org/kaya-kalpa-chikitsa/#:~:text=It%20is%20one%20of%20the, reduces%20stress%20and%20removes%20toxins.>
- http://www.wholehealthnow.com/homeopathy_info/introduction.html
- <https://pubmed.ncbi.nlm.nih.gov/22201984/#:~:text=Homeopathy%20is%20based%20on%20the,m most%20of%20the%2020th%20century.>

- <https://www.slideshare.net/kohinour/introduction-to-homeopathy>
- <https://www.slideshare.net/IrinaBubnova/acupuncture-presentation-63692666>
- <https://slideplayer.com/slide/12481101/>
- <https://en.wikipedia.org/wiki/Acupuncture>
- <https://www.keralatourism.org/kalaripayattu/kalari-treatment>
- <https://www.carnoustieresorts.com/kalari.php>
- <https://www.mea.gov.in/in-focus-article.htm?25096/Yoga+Its+Origin+History+and+Development>
- <https://www.google.com/search?q=YOGA+WIKIPEDIA&oq=YOGA+WIKIPEDIA&aqs=chrome..69i57.18327j0j7&sourceid=chrome&ie=UTF-8>
- <https://www.slideshare.net/vishalyogi/yoga-presentation-2508357>
- <https://yogamedicine.com/guide-types-yoga-styles/>
- <https://us.humankinetics.com/blogs/excerpt/the-four-primary-types-of-yoga>
- <https://food.ndtv.com/health/yoga-for-beginners-10-basic-poses-to-get-you-started-1229662>
- <https://www.yogajournal.com/practice/the-branches-of-yoga/#:~:text=Hatha%20yoga%20is%20one%20of,a%20particular%20approach%20to%20life.>
- <https://nischennai.org/siddhamedicine.html#:~:text=The%20therapeutic%20treatment%20in%20Siddha,letting%20therapy%20and%20Yoga%20therapy.>
- <https://www.britannica.com/science/Siddha-medicine>
- https://en.wikipedia.org/wiki/Siddha_medicine

- <https://www.epainassist.com/alternative-therapy/what-is-unani-medicine-and-how-it-helps-lead-life-without-illness>
- <https://www.britannica.com/science/Unani-medicine#ref306590>
- <https://www.verywellhealth.com/the-lowdown-on-unani-medicine-90032>
- https://en.wikipedia.org/wiki/Unani_medicine
- <https://www.narayanahealth.org/organ-transplant/>
- https://en.wikipedia.org/wiki/Organ_transplantation
- <https://ada.com/keyhole-surgery/#:~:text=Keyhole%20surgery%2C%20or%20minimally%20invasive,procedure%20known%20as%20a%20laparoscopy.>
- <https://en.wikipedia.org/wiki/Laparoscopy>
- https://en.wikipedia.org/wiki/Plastic_surgery
- <https://www.rcseng.ac.uk/patient-care/cosmetic-surgery/what-is-cosmetic-surgery/#:~:text=Cosmetic%20surgery%20is%20where%20a,lines%20%2D%20do%20not%20involve%20surgery.>
- <https://www.slideshare.net/theotherhome/dental-tourism-in-india-next-big-opportunity>

6th SEM BTTM-Bachelor Travel and Tourism Management

UNIVERSITY OF CALICUT

EMERGING CONCEPTS IN TOURISM

2019 ADMISSION

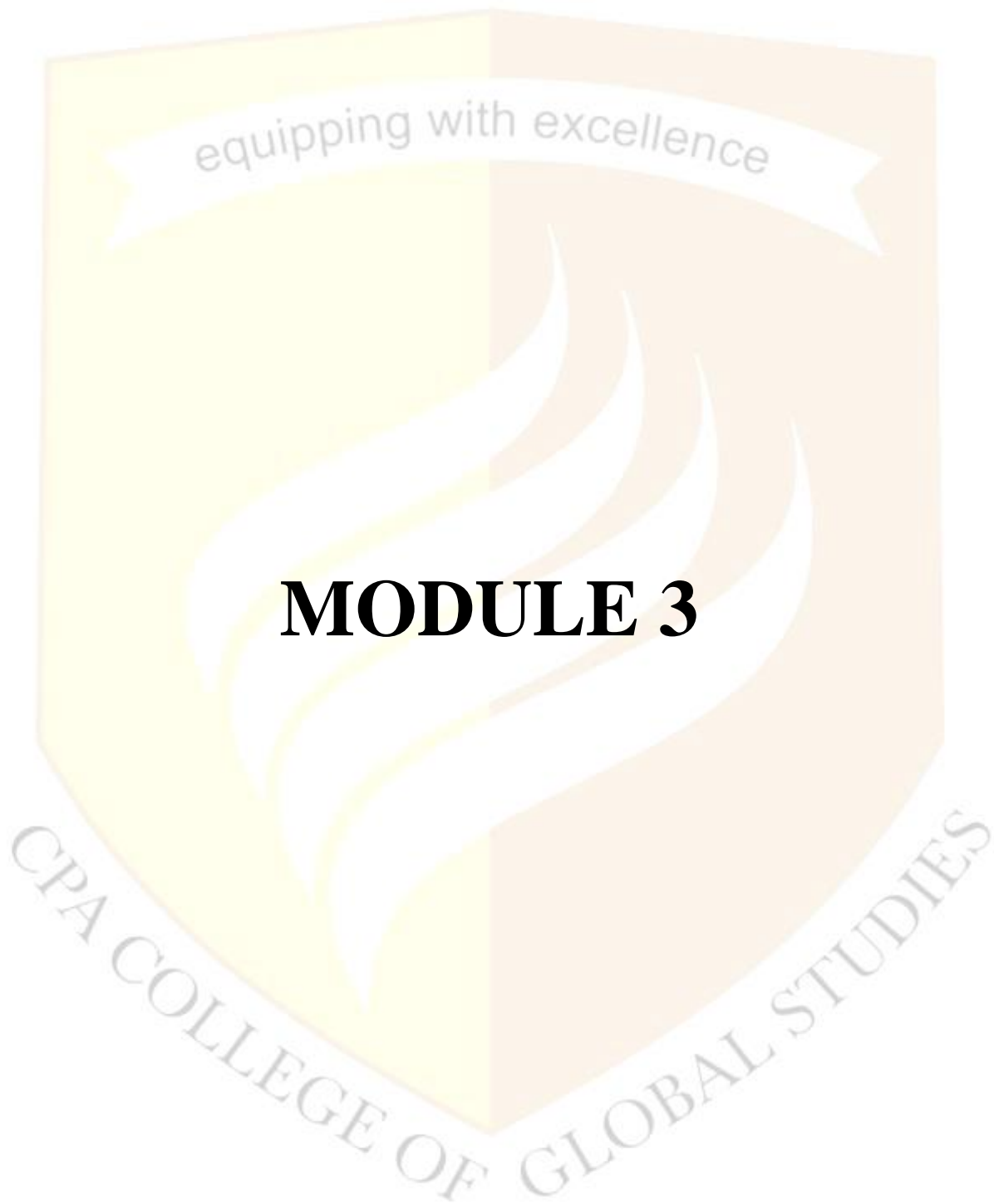
Prepared By

Muhammed Nishad C P

Assistant Professor

Department of Tourism

CPA College of Global Studies, Puthanathani



MODULE 3

Professionalization of tourism – strategic management in tourism – impact of globalization on tourism and travel – tourism education and training – world tourism promotion by WTO and others – international alliance and foreign collaboration in tourism

PROFESSIONALIZATION OF TOURISM

- ❖ ‘Professionalism’ is an ambiguous term, but certain principles are always seen as essential in any of its definitions; these include trust, knowledge, ethics and character.
- ❖ Professionalism secures certain employment conditions, such as a higher level of autonomy, status in the wider community and collegiality, and importantly, employees regulate themselves to these values.
- ❖ Professionalism provides employees with “a sense of dignity in work, through self-worth, status and meaning”.
- ❖ Communicating the values, practices and qualifications deemed the essential characteristics of a professional are crucial to achieve this sense of meaning for employees.
- ❖ Effective organisational employee training, on-the-job support processes, clear ethical expectations and values need to be embedded to help create identification with the concept of professionalism.
- ❖ All this has typically seen business outcomes such as committed employees, lower turnover rates, and attracting prospective staff with the right skills – all of which contribute to an authentic and excellent hospitality service climate.

STRATEGIC MANAGEMENT IN TOURISM

- Strategic management is a proactive process of achieving long-term compatibility of the corresponding area in planned tourism.
- This management represents most profitable way for implementation of priority development goals in tourism, defined by the national economy which is affected by development of tourism.

- Strategic management basically has all the necessary features that promise efficiency and effectiveness in achieving development goals in tourism.
- Strategic management consists of the analysis, decision and actions that are undertaken in an organization order to create and sustain competitive advantages.
- Strategic Management is concerned with analysis and strategic goals (vision, mission and strategic objectives) including the internal environmental analysis.
- 7 most effective steps in the Strategic Planning Process that have been used in many organisations in the past and proven to be very practical in implementation.

The key processes of this typical Strategic Planning Process are lined up into 7 steps. Which are,

- 1) Review or develop Vision & Mission.
- 2) Business and operation analysis (SWOT Analysis etc) ...
- 3) Develop and Select Strategic Options.
- 4) Establish Strategic **Objectives**. ...
- 5) Strategy Execution **Plan**. ...
- 6) Establish Resource Allocation. ...
- 7) Execution Review.

1) Review or develop Vision & Mission.

- To review or develop the company's Vision and Mission with the involvement of other stakeholders to ensure it is still current with the business changes and new challenges. Also, use this session as a means for communication

2) Business and operation analysis (SWOT Analysis etc).

- One of the key considerations of strategic planning is to understand internal (own organisation) Strengths and Weaknesses as well as external Threats and Opportunities. These are commonly known as the four factors of a S.W.O.T. analysis

3) Develop and Select Strategic Options.

- It is quite normal that an organization would have several key issues to tackle, you will be able to use proper tools to select a few from the possible strategies.
- You will be able to apply several prioritizing tools as introduced in this step.

4) Establish Strategic Objectives.

- While it is quite common that measures and timeline are given by top management, it is the intention of this 5 step, these measures and timeline are S.M.A.R.T. Which stands for,
 - ✚ Specific (S)
 - ✚ Measurable (M)
 - ✚ Achievable (A)
 - ✚ Realistic (R) and
 - ✚ Time-bound (T).
- When the strategic options are SMART, it will help to ease the communication toward the lower level of the organizational hierarchy for implementation.

5) Strategy Execution Plan.

- Many organization failed to realise the full potential of its strategies is due to weak implementation.
- In step 5, a proper deployment plan is developed to implement these strategies.

6) Establish Resource Allocation.

- The management team assigned selected strategies to key personnel and left it to the individual to carry out the task.
- While most organizations operate with minimum resources, it often ends up work overloaded by an individual

7) Execution Review.

- One of the key success factors for an effective strategy deployment is a constant review of its progress and make the decision for any deviations to plan.
- It is vital to decide what to review and with who the review is done.
- The new decision may be required as the status of the strategies progressed.

IMPACT OF GLOBALIZATION ON TOURISM AND TRAVEL

Globalization

- Globalization is the word used to describe the growing interdependence of the world's economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information.
- It is the process of interaction and integration among people, companies, and governments worldwide.

Impacts

- ✚ The tourism industry in India is substantial and vibrant, and the country is fast becoming a major global destination.
- ✚ India's travel and tourism industry is one of them most profitable industries in the country, and also credited with contributing a substantial amount of foreign exchange

Tourism and airline industry

- ✚ Airlines plays an important role in the development Indian tourism industry, almost Indian flight services are all over the world the, tourist from all over the world flying to India by various planes Air travel remains a large and growing industry.
- ✚ It facilitates economic growth, world trade, international investment and tourism and is therefore central to the globalization taking place in many other industries

Factors affecting tourism

a) Social Factors

- Population
- Change in climate
- Change in trends

b) Political factors

- Terrorism and security
- Poor infrastructure
- Poor relationship with neighbour countries
- Religious tolerance

- Lack of international representation
- c) **Environment factors**
 - Pollution
 - change in climate
 - poor air quality
- d) **Technology factors**
 - bad quality standards in airport
 - bad quality standards in railway station and in bus stand
 - poor communication system
 - slow growth of e-commerce
- e) **Other factors**
 - Poor transportation
 - Lack of basic hygienic amenities at halting points
 - Non-standardization of rates and fares
 - Lack of sound marketing and promotion strategies
 - Poor maintenance of heritages
 - Issues regarding security and harassment
 - Lack of passionate and trained professionals

TOURISM EDUCATION AND TRAINING

Tourism education

- Educational tourism is about learning new things, acquiring new knowledge about culture or history of other destinations.
- Its main focus is on studying new things, learning about other cultures, study tours, or to apply the learned skills.
- This is one of the most famous type of tourism activity for past few years, for example people travel to learn foreign languages.

Educational tour:

- Most of the schools and colleges have educational tour as a part of the academic experience.
- Educational tours help the students with firsthand experience of various subjects.

Example: Educational tours organised by the schools to the zoos and parks to acquaint the students with flora and fauna.

Classification of Educational Tourism

- a) Youth Travelling
 - It involves school excursions, youth exchanges, and the design and creation for children and adolescents, such as visits to historical, cultural and educational sites, the purpose of the camp of the learning environment, the other tourism projects may also involve access to certain destinations abroad.
- b) International research programs
 - Around the world more and more students decide to complete their degrees in different countries.
- c) Student Exchange Program
 - Due to a variety of higher education reform and the introduction of the European Credit Transfer System (ECTS) University students while studying abroad are still one or two semesters studying at the chance to own universities.
- d) Workshop Travels
 - It usually involves seminars, workshops and Edu-Tourism Symposium.
- e) Language Travel
 - Languages schools for foreign language learners today to learn the language in a country, it is spoken, and there is the opportunity to become even more important to interact directly with the native language.

Benefits of Educational Tourism:

- Development of infrastructure
- New training courses
- More employment opportunities
- Availability of skilled manpower
- Entrepreneurship development
- Exploration of hidden places
- Social welfare and development

- Cultural exchange
- International collaboration
- Image building of region
- Global reorganization of destination

Training

- Tourism education plays a major role in preparing students to gain professional and practical skills required by the tourism industry.
- Given that the tourism industry is a labor-intensive sector, it is undeniable that practical training is as important as theoretical training.
- Training can give staff the knowledge and ability to create a customer focused experience.
- A company that provides great customer service is more likely to retain customers and stay competitive.
- Increasing staff value: Training helps staff to feel valued and appreciated.

WORLD TOURISM PROMOTION BY WTO AND OTHERS

Tourism Promotion by UNWTO

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of **economic growth, inclusive development** and **environmental sustainability** and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

To realize the Management Vision, UNWTO's work is based around five distinct pillars:

1. making tourism smarter through celebrating innovation and leading the digital transformation of the sector;
2. making tourism more competitive at every level through promoting investment and promoting entrepreneurship;
3. creating more and better jobs and providing relevant training;
4. building resilience and promoting safe and seamless travel; and
5. harnessing tourism's unique potential to protect cultural and natural heritage and to support communities both economically and socially.

Tourism Promotion by WTTC

WTTC has a huge responsibility for safeguarding the environment and ensuring that the growth of their sector is managed responsibly, finding the balance between people, planet and profits. WTTC continues to promote the very best in sustainable tourism through their Tourism for Tomorrow Awards. They are also spearheading environmental initiatives and their Members' global reach means that they are in a unique position to drive greener practices into core business models.

Tourism Promotion by PATA

PATA's main aim is the progressive development and promotion of tourism to its member countries. The contribution, role, and functions of PATA towards its members can be studied under the following points:

- PATA conducts research studies on tourism.
- PATA organizes marketing programs.
- Provides detailed and up-to-date information.
- Organize events in the Pacific region.
- Helps in economic development.
- PATA helps in the improvement of tourist plants and service facilities.
- PATA helps the member countries to introduce a corrective measure to increase tourist traffic.

INTERNATIONAL ALLIANCE AND FOREIGN COLLABORATION IN TOURISM

- ❖ International strategic alliance is typically defined as a collaborative arrangement between firms headquartered in different countries.
- ❖ The majority of existing studies are about international strategic alliances formed between a foreign firm and a local firm (eg, home-host).
- ❖ It is a strategic alliance between one or more resident and non resident entities
- ❖ Only two or more native entities Cannot make a foreign collaboration possible for its formation and as a per above Definitions, it is mandatory that one or more non resident (foreign) entities must always Collaborate with one or more resident entities

- ❖ Before starting a foreign collaboration, both entities, for example :- A resident and nonresident Company must always seeks permission from the governmental authority of the domestic country
- ❖ During an ongoing Process of seeking Permission the collaborating entities prepare a preliminary agreement
- ❖ After establishing foreign collaboration, resident and non-resident entity Start business together in the domestic country
- ❖ Collaborating entity share their profits as per the profit sharing ratio mentioned in their executed Contract

Objectives

- + Improves the financial growth of the collaborating entities.
- + Occupy a major market share for the Collaborating entities.
- + Reduce the higher operating Cost of a non resident entitie.
- + Make an optimum and effective use of resource available in the resident entities Country.
- + Generate employment in the resident entity's Country

Definition

“Foreign collaboration is an alliance incorporated to carry on the agreed task collectively with the participation (role) of resident and non-resident entities”.

“ Foreign collaboration is such an alliance of domestic (native) and abroad (non-native) entities like individuals, firms, companies, organizations, governments, etc... that come together with an a intention to finalize a contract on some tasks or jobs or projects”.

Major Types of Foreign Collaborations

- a) Technical Collaboration
- b) Marketing Collaboration
- c) Financial Collaboration
- d) Consultancy Collaboration

Tourism collaboration

- In order to engage tourism's possibilities and responsibilities in the creation of more sustainable futures, collaboration is vital.
- Collaboration leverages the sustainable development of tourism between diverse groups of agencies, organisations, businesses and people with many different values and agendas.



MODULE 4

Responsible tourism –Economic Responsibility-Social Responsibility-Environmental Responsibility-Remedial and precautionary measures against bad effects of tourism–tourism legislations–rules and regulations–benchmarking–standards in tourist services – public awareness – role of the govt – tourist Guides – tourist Police other emerging trends-responsible tourism activities of Kerala

RESPONSIBLE TOURISM

- Responsible tourism is any form of tourism that can be consumed in a more responsible way.
- It refers to the responsibility that both visitors and hosts take to ensure this sustainability is addressed and maintained.
- A responsible tourist will make decisions based on what is best for the local communities in the long term, making sure that the actions based on those decisions have a positive impact on those communities.
- Responsible Tourism is about "making better places for people to live in and better places for people to visit."
- Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable.

Characteristics of Responsible Tourism

- Minimises negative economic, environmental, and social impacts.
- Generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry.
- Involves local people in decisions that affect their lives and life chances.
- Makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity.
- Provides access for physically challenged people.

Impact of Responsible Tourism

- a) Economic Responsibility
- b) Social Responsibility

c) Environmental Responsibility

a) **Economic Responsibility**

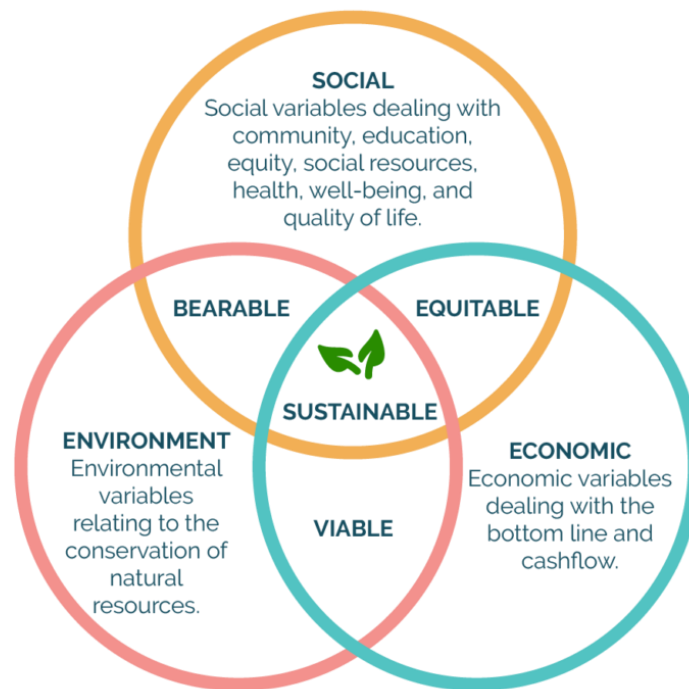
- ✚ Tourist enterprises attract domestic and international tourists and create opportunities for small entrepreneurs and economic linkages
- ✚ Increased and more equitably distributed GDP production of conventional goods and services
- ✚ Innovation, access and uptake green technologies
- ✚ Increased production of unpriced ecosystem services or their reduction prevented
- ✚ Economic diversification

b) **Social Responsibility**

- ✚ Socially responsible tourism is tourism that aims to limit or mitigate the potential negative impacts that it may have on visited communities.
- ✚ Increased productivity and efficiency of natural resources use
- ✚ Reduced adverse environmental impacts and improved risk management
- ✚ Natural capital used within ecological limits
- ✚ Other types of capital increased through use of non-renewable natural capital

c) **Environmental Responsibility**

- ✚ Increased livelihood opportunities, income and/or quality of life, notably of the poor
- ✚ Decent jobs that benefit poor people created and sustained
- ✚ Enhanced social, human and knowledge capital Reduced inequality
- ✚ Protect the govt.



REMEDIAL AND PRECAUTIONARY MEASURES AGAINST BAD EFFECTS OF TOURISM

- a) Take Fewer Flights & Reduce Your Creation of Carbon.
- b) Offset Your Carbon.
- c) Bring Your Own Waste-Free Tools.
- d) Use Public Transportation & Walk/Bike.
- e) Choose Eco-Friendly Activities & Tour Operators.
- f) Book Eco-Lodging & Stay in Sustainable Resorts/Air BnBs.
- g) Support Local People & Businesses.
- h) Eat Seasonally, Locally & Sustainably.
- i) Refuse, Reuse, Reduce *then* Recycle.

TOURISM LEGISLATIONS

- ❖ The various types of tourism related laws, enacted in different countries, relate to protection of tourists, border controls, quality of services, protection of environment, conservation of historical sites and monuments, tourism industry regulations and the relationship between the various segments of the travel and tourism industry.
- ❖ These laws are derived from different sources. Generally, the demand for tourism legislation was voiced from the point of view of tourism industry or for protecting the interests of international tourists as regards their safety or establishing standards of services.

According to Ronald A. Kaiser (Travel and Tourism Law, 1994), tourism regulation creates and describes 7 fundamental ideas:

- i. Travel is a legal right,
- ii. Reliable and safe transportation must be readily available,
- iii. Safe and adequate accommodations must await the traveller, 16
- iv. All tourists should have access to such accommodations,
- v. Travel and accommodation costs must be reasonable,
- vi. Guideline of the travel and tourism trade is compulsory, and
- vii. Redressal method for transgressions of rights and regulations is compulsory.

In general terms, tourism law would seek to define in well-defined and clear-cut terms the rights and duties of the different sectors of tourism vis-à-vis the user as well as the service provider. Till date the types of tourism legislation that have been created or introduced in various countries can be classified into the following useful capacities:

- ✚ Persons associated to the protection of tourists,
- ✚ Those associated to border regulators,
- ✚ Those associated to class of facilities,
- ✚ Those associated to safety of ecosystem,
- ✚ Those associated to preservation of historical monuments and sites,
- ✚ Those associated to economic growth,
- ✚ Those regulating the connection of different sectors of the tourism industry, etc

There are variety of laws in India which are directly or indirectly related to tourism. Some of these are as follows:

a) Environment related

- The Indian Forest Act
- The Wildlife Protection Act
- The Forest Conservation Act
- The Air Prevention and Control of Pollution Act
- The Environment Act
- The National Environment Tribunal Act
- Coastal Zone Regulations, etc.

b) Monuments

- The Ancient Monuments Act
- Regulations made by the Archaeological Survey of India
- Guidelines issued by the Ministry of Culture, etc.

c) Accommodation

- The Sarais Act
- Department of Tourism Regulations for Categorisation of Hotels, etc.

d) Protection of Tourists and Health

- Indian Penal Code
- Consumer Protection Act
- Prevention of Food Adulteration Act, etc.

RULES AND REGULATIONS

Tourism Regulations

- Those in the tourist trade should know all the legal & quasi-legal regulations which concern the tourist trade.
- A traveller who is also a tourist is governed by the laws & regulations in force in the country which he visits.
- As a tourism professional, therefore, it is of vital concern to you that you are well versed in such regulatory controls that will be able to provide them with all the necessary information.

1) Passport and Visa Requirements

- ❖ It is extremely important for all the visitors (except from Nepal, Bhutan and Bangladesh) from abroad to possess a valid passport issued by their respective countries before they enter Indian territory through land, sea or air route.

Passport

A passport is a travel document, usually issued by a country's government to its citizens, that certifies the identity and nationality of its holder primarily for the purpose of international travel.

Visa

An endorsement on a passport indicating that the holder is allowed to enter, leave, or stay for a specified period of time in a country.

There are several kinds of Visas are listed below, available to foreign nationals:

- Business Visa
- Transit Visa
- Student Visa
- Medical Visa
- Tourist Visa
- Conference Visa
- Research Visa
- Entry Visa

2) Special Permits

- ❖ Normally there is no restriction on Indian & foreign nationals for movement within India.
- ❖ But in case of Border States & the two groups of island (Andaman & Lakshadweep), a visitor requires a special permit. This permit is valid for 15 days only.
- ❖ For group tourists, the application for special permit must be made at least two weeks in advance of the intended date of visit

We have given below detailed information with regard to the issuance of such permit state-wise,

a) Andaman & Nicobar Islands:

Foreigners visiting the islands require prior permission. This can be obtained from Immigration officer, Port Blair on arrival. Permits can be obtained in advance from Chief Immigration Officers at Delhi, Calcutta, Mumbai & Chennai

b) Arunachal Pradesh:

All foreign nationals intending to visit Arunachal Pradesh require restricted area permits issued by Deputy Secretary, Ministry of Home Affairs, Government of India, Lok Nayak Bhawan, Khan Market, & New Delhi. Indian nationals (domestic tourists) can obtain permits from Arunachal Bhawan, New Delhi, Calcutta, Guwahati & Tezpur.

c) Assam:

Only Guwahati, Sibsagar, Halflong & Kaziranga are open for foreigners. To visit these places, permits are issued by Assam State Tourist Information Centers at Delhi & other parts of the country.

d) Gujarat:

Border regions of the Runn of Kutch are restricted areas. Permits to visit Banni region & areas beyond the India Bridge are issued for both foreign & Indian nationals by DM, Bhuj.

e) Himachal Pradesh:

Lahaul & Spiti & the district of Kinnaur are restricted areas for which entry permits are granted to a group of 4 or above, sponsored by a travel agency for a fixed itinerary. These permits are issued by Deputy Commissioner, Shimla, Kullup, Keylong & Rampur.

f) Lakshadweep:

Only the island of Bangaram (which had no habitation) is open to foreign tourists. Permits are issued by Foreigners' Regional Registration officers. For domestic tourists, entry permits & travel arrangements are handled by the Commissioner's Office in New Delhi.

g) Manipur:

Foreign nationals require an inner line permit from the Deputy Secretary, Ministry of Home Affairs, Government of India, Lok Nayak Bhawan, Khan Market, New Delhi

h) Meghalaya:

Foreigners intending to travel in groups of 4 or more can obtain restricted area permits from Meghalaya House at Delhi, Bombay & Calcutta

i) Mizoram:

Mizoram is a restricted area for foreign tourists. Permits may be obtained from the Deputy Secretary, Ministry of Home Affairs. Indian citizens can obtain inner line permits from Resident Commissioner of Mizoram at Delhi, Calcutta, Bombay & Chennai

j) Nagaland:

Foreigners cannot enter without a special permit which can be obtained from the Deputy Secretary, Ministry of Home Affairs.

k) Sikkim:

Foreigners can get permit for Gangtok, Rumtek, Penayangtse & Thodong from Sikkim Tourist Information Centre at Delhi, Kolkata & Siliguri.

l) Tripura:

Tripura is a restricted area. Foreign tourists visiting Tripura are required to obtain a permit from the Deputy Secretary, Ministry of Home Affairs

m) Uttar Pradesh:

Foreigners must have permission from the Government of India to enter the Tehsil Dharchola & Tehsil Muspari areas near the border of Tibet.

n) West Bengal:

Parts of Sunderbans area are restricted for tourists. Conducted tours by West Bengal Tourism Authorities require no prior permission

3) Economic Regulations:

The inbound as well as outbound tourist is subject to several economic regulations. We have dealt with some of the more important ones in the following sub-sections,

a) Currency:

- Tourists are not allowed to bring Indian currency into the country or take it out of the country. However, there is no restriction on the amount of foreign currency or travellers cheques that may be brought into India.
- On arrival, visitors should declare all foreign currency above \$1,000. They are supposed to exchange currency only at banks & through authorized dealers.
- With each exchange of currency, they are issued an exchange certificate which should be retained to re-exchange unused rupees on leaving the country. It is also their proof that they exchanged currency through legal channels.

- The foreign tourist must not exchange currency in black-market. Foreigners are not allowed to leave India with any local currency. For their convenience, banks at international airports are open 24 hours daily to convert unused rupees.

b) Income Tax:

- If a person not domiciled in India intends to stay in the country for more than 120 days, an Income Tax Clearance Certificate is required in order to leave the country. This document will prove that the person's stay in India was financed by his own money not by working or selling his goods.
- The foreign sections of the Income Tax Department at Delhi, Kolkata, Chennai & Mumbai issue these certificates on the basis of the person's passport, visa & currency exchange receipts which have been used by the person.

c) Foreign Travel Tax:

For international travel from Indian airports Rs. 150 must be paid for travel to neighbouring countries and Rs. 300 for travel to all other countries.

BENCHMARKING

- ❖ A method for identifying and importing best practices in order to improve performance
- ❖ The process of learning, adapting, and measuring outstanding practices and processes from any organization to improve performance
- ❖ Benchmarking is the process of improving performance by continuously identifying, understanding, and adapting outstanding practices found inside and outside the organization.

Definition

- ✚ Benchmarking is the process of continuously measuring & comparing one's organisational processes against comparable processes in leading organisations, to obtain information, that will help the organisation, identify & implement improvements. (Kaiser Associates)
- ✚ "Benchmarking is a continuous systematic process for evaluating the products, services and work of organizations that are recognized as representing best practices for the purpose of organizational improvement." (Spendolini, 1992)

Features

- Benchmarking has three main features:
 - i. Continuous method of measuring and comparing a firm's business processes against those of another firm.
 - ii. Discover performance gaps between one's own processes and those of leading firms.
 - iii. Incorporate leading firm's processes into one's own strategy to fill the gaps and improve performance.

Process**STANDARDS IN TOURIST SERVICES****Tourist service**

Tourist service means the provision of services in travel, transportation, accommodation, meals and drinks, entertainment, information, guidance and other services to satisfy the needs of tourists.

Standards in Tourism Services

- The mechanism through which standards are awarded and further dictated are called CERTIFICATIONS and LICENSE.

- As it is with some industries, occupations and products, the tourism industry has several certifications and license (the governing mechanism for established standards) required for operation, development, delivery and use of tourism products.

Standards in Tourism

- a) HAACP
 - A preventive food safety system in which every step in the manufacture, storage and distribution of a food product is scientifically analyzed for microbiological, physical and chemical hazards.
- b) ISO 14001
 - An internationally agreed standard that sets out the requirements for an environmental performance through more efficient use of resources and reduction of waste, gaining a competitive advantage and the trust of stakeholders.
- c) Hospitality Assured-CTO
 - This certification for the Caribbean for which the Caribbean Tourism Organization (CTO) holds the license, seeks to actively encourage tourism and hospitality businesses in the region to put in place a service quality framework that meets the requirements for the European foundation for quality management excellence model.

Other standards in Tourism

- ✚ UNWTO
- ✚ GTSC – Global Sustainable Tourism Council
- ✚ Green Globe Certification

PUBLIC AWARENESS

- In addition to building acceptance of tourism, the public awareness program must help the community to understand the tourist.
- This involves two separate topics: understanding that the tourists are, and their problems, and understanding their motives for journeying to the area.

- This means that the higher the awareness is of a destination, the better the destination's image is, and the motivation for the existence of the destination will all increase the desire of people to visit the place

Raise Awareness for Tours and Activities

- a) Create tour packages that are different and unique.
- b) Use your brand marketing materials with each tour and activity you are promoting.
- c) Set expectations and deliver on them.
- d) Use social media as a promotion tool.
- e) Design specials and discounts for certain tours at different times.

ROLE OF THE GOVT

Role and Functions of the Ministry of Tourism

The Ministry of Tourism functions as the nodal agency for the development of tourism in the country. It plays a crucial role in coordinating and supplementing the efforts of the State/Union Territory Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources.

The functions of the Ministry in this regard mainly consist of the following:

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

Role and Functions of the State govt. in Tourism

- Ensuring the legal and regulatory framework for the development of tourism industry entities.
- Development of short - term and long-term plans for tourism development.
- Monitoring and promotion of improving the quality of tourist services provided.
- Development and implementation of tools to ensure the safety of tourists.
- Training of professional specialists for the tourism sector.

- Implementation of innovation policy in the field of tourism.
- State support of tourist companies, operating on international level.
- Monitoring compliance with the principles of environmental policy and preservation of the country's cultural and historical heritage.
- Supporting the development of the national tourism product and preserving the country's tourist image.

TOURIST GUIDES

- ❖ **Tour Guides** are responsible for helping people to visit unfamiliar areas.
- ❖ They usually make special trips with groups of **tourists** in order to show them important places of cities.
- ❖ Providing directions to **tourists**.
- ❖ Tour guides accompany groups of visitors to tourist attractions, whether on day trips or longer visits, and give them information and insights that help them make the most of the experience.
- ❖ Potential tour guides should be fit and healthy with lots of energy and confidence.
- ❖ Tour guides show groups round attractions such as historic monuments, cultural centres and beauty spots, and provide them with background information to help them make the most of their visit.
- ❖ They may work with day-trippers or on walking tours, or support tourists on longer visits that involve overnight stays, perhaps to rural or remote locations.

Responsibilities of Tourist Guides

- Undertaking research and planning tours
- Preparing and giving presentations
- Offering sightseeing advice
- Organizing and leading excursions
- Problem solving
- Translating and interpreting
- Transporting and accompanying tourists

Key skills for tourist guides

- ✚ Potential tour guides should be fit and healthy with lots of energy and confidence be able to work effectively without supervision, possess a calm 'customer focused' manner, and have excellent interpersonal skills.
- ✚ Language and first aid skills are useful, as is a driving license.

TOURIST POLICE OTHER EMERGING TRENDS

- ❖ The scenic beauty and vibrant traditions of Kerala have long made it a coveted tourist destination with both domestic and international tourists.
- ❖ A separate wing of the police called the tourism police has been created particularly to cater to the needs of tourists.
- ❖ Such tourist police are handpicked and trained to interact with tourists and are on many occasions able to speak multiple languages including Tamil, Hindi, English and French apart from Malayalam.

Tourist Police in Kerala

- Over the years Kerala has acclaimed laurels for the ways the state plans the tourism resources.
- Kerala is the first state which has got a Tourism Police Station.
- The police station complex located at Mattancherry is having a police museum also.
- The police museum showcases the history of the police force in the State, with police uniforms, armory and rank insignia in the force, right from the colonial period to the present, put on display.
- Recently, Kerala tourism has succeeded in the implementation of a new system namely Tourist Alert Service, aimed at promptly attending the calls of Tourists at different Tourist locations.
- The “Tourist Alert Service” is an additional service fully dedicated to the Tourists.
- Kerala is the first state implementing Police-community partnership through its “Janamaithri Suraksha Project”.

- The basic objectives of the scheme are to reduce crime levels, detect crimes and forge a partnership between the police and the public in the area of security.
- The project centres on a beat officer who is in daily contact with the people in a locality, typically with around 1,000 houses.
- The officer knows the area and gains the support and trust of the people.
- Under Janamaithri Suraksha, schemes such as combined night patrolling, traffic safety, environmental safety, blood and organ donation and legal awareness classes for women were implemented in different police station limits.
- In addition to all these initiatives, the Police Department is maintaining a separate wing of police force whose services are available in all the major tourism destinations.
- The training for the force is imparted by Kerala Institute of Tourism and Travel Studies, a premier institute in the state of Kerala.

Duties and Responsibilities of Tourist Police

- ✚ The prevention of crime and the maintenance of law and order in the tourist destination.
- ✚ To obtain knowledge of the people addicted to the crime at tourist attractions and to maintain adequate supervision over them.
- ✚ To ensure that all cognizable crime are reported and registered as well as the tourists are encouraged to give full information in this respect.
- ✚ Taking charge of the kiosks, which act as reporting points for tourists in case of any security breach or for availing any similar kind of services.
- ✚ Curbing the activities of touts, beggars and hawkers of the concerned area.
- ✚ The entry of unauthorized people, beggars and persons hawking articles for sale in the tourist areas shall be reported as and when it is required.
- ✚ Taking charge of the kiosks, which act as reporting points for tourists in case of any security breach or for availing any similar kind of services.
- ✚ Curbing the activities of touts, beggars and hawkers of the concerned area.
- ✚ The entry of unauthorized people, beggars and persons hawking articles for sale in the tourist areas shall be reported as and when it is required.
- ✚ Making the travel of the tourists hassle free by immediate intervention in case of any mishap.

- ✦ Providing emotional support to the victims when they are cheated, their belongings are stolen, or whenever they fall prey to any other mischief or wrong doing.
- ✦ Imparting information to the tourists about locations, transport systems, facilities in the destinations, legal information, information about authorized shopping centres, information regarding medical help in case of physical assault etc
- ✦ Every Tourist Police person should show civility to all tourists and advice where they can get appropriate transport, accommodation and other services needed.
- ✦ The tourist police person should be able to intervene in the event of pick pocketing, eve teasing, and harassment.
- ✦ The Tourist Police person should also interfere in case the tourists are involved in drug trafficking and consumption.
- ✦ Tourist police should assist tourists while dealing with foreign currency exchange and guide them to do the same in authorized exchange counters and banks.
- ✦ To deal with immigration issues and liaising with Foreigners Regional Registration Offices (FRROs) at entry/exit points as and when it is required
- ✦ Restricting the entrance of unlicensed tourist guides and other unauthorized agencies into the destinations and places of tourist interest.

RESPONSIBLE TOURISM ACTIVITIES OF KERALA

Responsible Tourism

Responsible tourism is about `making better places for people to live in and better places for people to visit “. Responsible tourism requires that operators , hoteliers, government , local people and tourists take responsibility, take action to make tourism more sustainable.

Objectives

- ❖ Minimizes negative economic ,environmental and social impact.
- ❖ To the conservation of natural and cultural heritage, to the maintenance of the world diversity.
- ❖ Involves local people in decisions that affect their lives and life changes.
- ❖ Generate greater economic benefits for local people and enhances the well being of host communities.

- ❖ Provide more enjoyable experiences for tourists through the eco friendly nature.

Initiative of Kerala

The Kerala a state rich by its traditions, culture and role model state pioneer in the innovative tourism practices has framed `responsible tourism initiative aimed at creating awareness among stakeholders for a better environment to live and visit.

Responsibilities

- a) Environmental responsibilities
 - Uses resources sustainably as well as reduces waste and over consumption
 - Manage natural diversity sustainably and where appropriate helps to restore it.
 - Promotes education and awareness for sustainable development and responsible tourism.
 - Consider the volume and type of tourism that the environment can support.
- b) Social responsibilities
 - Actively involves the local community in planning and decisions making
 - Combats the sexual exploitation of human beings , particularly the exploitation of children
 - Is sensitive to the host culture , maintaining and encouraging social and cultural diversity
 - Endeavors ensure that tourism contributes to improvements in health and education
 - Actively involves the local community in planning and decision - making
- c) Economical responsibilities
 - Ensure that local communities benefits from development and investments and negative impact of those are minimized on local livelihoods
 - Maximizes local economic benefits ensuring that communities are involved in and benefits from tourism , and wherever possible tourism should be used to assist in poverty reduction;
 - Provides offers that include quality products that reflect, complements and enhance the destination

BIBLIOGRAPHY

➤ Link

- <https://elanaloo.com/reduce-your-environmental-impact-while-traveling/>
- <https://www.slideshare.net/giannahsmith2017/standards-in-tourism-111328502>
- <file:///C:/Users/hp/Downloads/Unit6%20Toursim%20Regulations.pdf>