

1st SEM BTM-Bachelor of Travel and Tourism Management
UNIVERSITY OF CALICUT

PRINCIPLES AND PRACTICES OF TOURISM
2020 ADMISSION

Prepared By

Hajara C

Assistant Professor

Department of Tourism

CPA College of Global Studies, Puthanathani

SYLLABUS

TTM1B01: Principles and Practices of Tourism

Lecture Hours Per Week: 6

Credits :5

Module I

Tourism: Concept and Definition, History of tourism :(India& World), Ancient, Medieval and Modern history -Factors influencing the growth of tourism- Multi-disciplinary aspect of tourism – Tourism classification: inbound and outbound tourism-international and domestic-intraregional and inter regional. Tourism: Benefits and Impacts-An overview.

Module II

Motivation – Definition –Travel Motivation-Physical, Cultural, Interpersonal and status and prestige, with relevant examples and further divisions – Health, Rest, Recreation, Relaxation. Wander lust and sun lust-Plog's theory of tourism motivation- Maslow's theory of motivation and tourism-Career opportunities in tourism industry – International travel requirements (Passport, Visa, and Health Certificates & Insurance).

Module III

Tourism Demand – Demand Meaning, Definition, Measurement of Tourism Demand, Determinants of Tourism Demand- Indicators of Tourism Demand of a population -Measuring Demand for Tourism- Problems of measuring tourism demand-Tourist Statistics – Types of tourist statistics: Volume, value and visitor profile– Methods of measurement – Problems – Statistical review of spenders and earners of tourism – satellite tourism account – meaning – Statistical trends of tourism in India and Kerala.

Module IV

Tourism industry–components (5A'sAttraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements (Leeper's Model) – Tourism industry: the concept, Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, pricing competitiveness/Flexibility, Interrelationship of elements. Role of government in tourism: NTO and DMO- Industrial elements: principals and intermediaries-Travel Agent-Tour Operator-Transportation: Various modes of transport-Accommodation and Hospitality-Food and Beverage-Entertainment and Recreation-Shopping

Module V

Tourism organizations: Classification and purposes- International- Objectives and functions of UNWTO, IATA, WTTC, PATA- National Tourism Organizations: Objectives and functions of ITDC, DGCA, AAI, ASI, IRCTC, TFCI, IATO, Regional: Kerala Tourism Development Corporation (KTDC) Activities and functions.

MODULE 1

TOURISM DEFINITIONS:

- The World Tourism Organization (UNWTO) goes like this, "Tourism comprises the activities of persons traveling to, and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."
- In 1941, Hunziker and Kraft defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity."
- In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes."

- **HISTORICAL DEVELOPMENT OF TOURISM**

- Theobald (1994) suggested that "etymologically, the word tour is derived from the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle; the movement around a central point or axis'."

- **TRAVEL THROUGH AGES**

- In the beginning travel was largely unconscious and a simple affair. People travelled by foot over paths, open fields as also forests.
- There were no travel procedures and formalities as there were no frontiers. All human activity focused upon day-to-day survival.
- This often meant difficult and dangerous travel for entire communities.
- Around 4000 B.C. sailing vessels were built in Egypt.
- It was also during this period that animals were domesticated and trained to carry and transport community members, tools and agriculture supplies.

- Invention of the wheel during this period was also an important landmark which made movement of people to distant lands possible.
- The Sumerians invented the wheel around 3500 B.C. Invention of the wheel had considerably reduced the burdens of travel as also distance.

- **TRADE AND COMMERCE**

- Most early travel however was not undertaken for the purposes of pleasure.
- The primary motive for which the travel was undertaken was related to trade, exchange of goods, commerce and the activities associated with it.
- The traveler in the ancient past was thus a trader and a merchant looking for merchandise and engaging in trade and commerce.
- With the gradual opening of the trade routes, travel became easier as well as regulated.
- At the market-places, travelers made contacts with each other, resulting in increased flow of trade and commerce.
- Trade relations gradually matured into cultural relations and better understanding of each other's way of life.
- This was a favorable development towards increase in travel activity during this period.
- The invention of money and the development of trade and commerce beginning about 3000 B.C. perhaps can be said to be the most significant development of the time, which paved the way for the development and organization of travel.
- Early travel in the orient, particularly in India and in China, was also largely based on trade and commerce.
- Travel to India in particular was undertaken by travellers from all over the ancient world.
- Both India and China enjoyed the reputation of being countries of fabulous wealth where trade and commerce flourished.

- **EXPLORING NEW LANDS**

- The urge for exploring new lands and to seek new knowledge in ancient and distant lands was yet another motive of travelers in subsequent periods.

- **OTHER**

- There was, however, another type of traveler, whose motive was other than engaging in trade and commerce.

- This traveler was pilgrim, a scholar in search of ancient texts and a curious wayfarer looking forward to new and exciting experiences.
- Seeking knowledge was his primary purpose for undertaking travel.

- **TRAVEL FOR RELIGIOUS PURPOSES**

- Travel for religious purposes assumed a significant importance during the middle ages and became a well established custom in many parts of the world.
- By the end of the Middle Ages, a large number of pilgrims were travelling to the main shrines in Europe and elsewhere.
- The adoption and spread of Christianity subsequently led to numerous pilgrims making their way to the holy land.
- The term "Holy Land" usually refers to a territory roughly corresponding to the modern **State of Israel**, the **Palestinian territories**, western **Jordan**, and parts of southern **Lebanon** and of southwestern **Syria**. Jews, Christians, and Muslims all regard it as holy.

- **INDIA**

- Pilgrim travel assumed a great importance in India. Emperor Ashoka travelled a great deal in his eagerness to spread doctrines of Buddha.
- Ashoka and his followers first travelled to Nepal starting from Patliputra and then ventured to Lumbini Gardens, the land of Buddha's birth, on to Kapilavastu, the place where Buddha spent his childhood. From there, he went to Sarnath, where Buddha got enlightenment.
- Through his travels, Emperor Ashoka had special memorials set up at each spot and also test houses where travellers could rest.
- Harsha was another emperor who was greatly influenced by the Buddhist scriptures. He built institutions and Dharamshalas for the travellers.
- Rest houses were built in towns and villages, numerous monasteries and temples were also built for the pilgrims.
- The powerful influences of a crusading religion that slowly penetrated a foreign land, such as Christianity in Europe and later in America and Buddhism, Islam and Hinduism in Asia allowed an assimilation and perpetuation of very distinctive languages, literature,

art, architecture, philosophy and forms of government. Religion thus played and continues to play a crucial part in travel.

- **PLEASURE TRAVEL**

- Romans probably were the first pleasure travellers.
- Travel received a great stimulus from the good communication system and security of the Roman Empire.
- There existed a fine network of roads and new roads were built increasingly wherever the Romans went.
- Travel literature was published extensively giving routes, the names of the roads, distances between places and time required in travelling to them.
- The Romans were able to travel over a hundred miles in a day using relays of horses.
- They journeyed primarily to see famous temples in the Mediterranean areas, particularly the monuments and the famous Egyptian pyramids.
- The Romans travelled during the holiday occasions, particularly the famous Olympic Games.
- Spas and seaside resorts which developed during this period may be associated with pleasure travel.
- Medicinal baths and seaside resorts which were later named as spas were popular with the Romans ,It was a result of a demand for vacation travel.
- Subsequent development of spas, after their original use for recreational purposes by the Romans, played a big role in the development of pleasure travel in many counties in Europe.
- Both the spas and side resorts paved the way for the modern pleasure travel all over the world where millions of people visited various seaside resorts each year.
- The fall of the Roman Empire in the fifth century was a great setback for pleasure travel in Europe.

- **THE GRAND TOUR**

- The Renaissance marked the next important stage in the history of travel.
- The reappearance of tourism in Europe follows the Italian Renaissance and the development on a full scale urban system and network of roads.

- The Grand Tour was a journey round the main cities of Europe that young men from rich families used to make as part of their education.
- Thus Romans visited Greece and the eastern Mediterranean; the English, from sixteenth century onwards, visited Italy.
- By the end of the fifteenth century, Italy itself became the object of attention.
- At this time Italy was Europe's economic and cultural leader, It was, however, totally disunited politically.
- The Grand tourist respected the learning, antiquities and social refinements of the world.
- The eighteenth century is conventionally considered, the golden age of the Grand Tour, especially the thirty years between 1763 and 1793. With the new wealth of the English bourgeoisie, the number of tourists had multiplied.
- During this period a great many poets, authors and intellectuals visited Italy and other countries nearby with a view to broaden their knowledge and learn new arts and crafts.
- The Grand tourists paved the way for the popular tourism of the nineteenth and twentieth century's.
- The development of the Grand tourism followed a shift in the focus of culture and of economic and political power.
- **THE CONCEPT OF ANNUAL HOLIDAY**
- The introduction of Annual Holiday in Europe was yet another important landmark which enabled many people to undertake travel in large numbers during the eighteenth century.
- The annual holiday was the forerunner to the 'paid holiday' which later on was responsible for an extraordinary growth of tourism during the twentieth century.
- The term holiday derives from holy days associated with religious observances.
- A feature of ancient Rome, Holy days were among the most enjoyable events of the period.
- The most important and enjoyable Holiday was known as "Saturnalia"- the feast of Saturn- celebrated in the month of December, where everybody high or low in status indulged in feasting and frolic in the worship of God of Saturn.
- Also in Europe certain days commemorating religious festivals and saints' days became holy days.

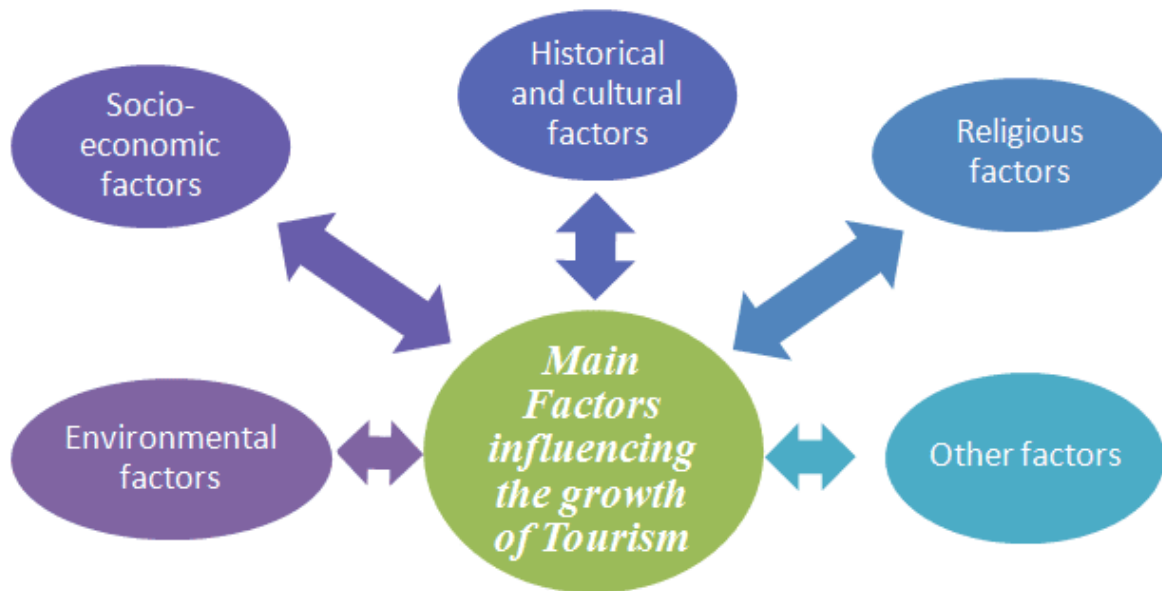
- There was no work on those days. In the year 1552 in England an act was passed during the reign of Edward VI “for the keeping of holydays and fasting days.”
- This act still continues to be on the Statute Book. Subsequently, public and semi official offices in England are closed on certain saints’ days.
- These holy days where no regular work was made turned to be called as holidays.
- There were, however, no general public holidays until the time of the Industrial Revolution.
- Right to paid holidays has universal recognition now. The trend is to grant longer holiday periods.
- Legal minimum in many countries at present is three weeks.
- **TRANSPORT DEVELOPMENTS**
- Tourism development was greatly improved through the development of transportation through Industrial Revolution.
- **Rail Transport:**
- Nineteenth century witnessed a great technological development, first in England, and later in Europe and America.
- The first rail link between Liverpool and Manchester was started in the year 1830.
- The newly completed railway track in England featured special provisions for carrying passengers in addition to freight.
- The birth of the organised rail travel, however, came in the year 1841.
- A Baptist preacher of Derbyshire on his way to a temperance meeting in Leicester was inspired with the idea of engaging a special train to carry the ‘friends of temperance society’ from Leicester to Loughborough and back to attend a quarterly delegate meeting.
- The man behind this idea was none other than **Thomas Cook** who later on came to be known as one of the greatest travel organisers of the times and, in fact, a pioneer.
- In the year 1843, nearly 3,000 school children were taken on a trip from Leicester to Derby.
- Many more excursion trips were arranged by Thomas Cook on a fully commercial basis. From the year 1848 to 1863, Cook conducted circular tours of Scotland with almost 5,000 travellers a season.

- By the year 1855, Thomas Cook had extended his field of operations to other countries in the continent, organizing the first all inclusive tours to the Paris Exhibition in that year.
- **Sea Transport:**
- Like the railways, shipping made a significant CONTRIBUTION to travel during the nineteenth century.
- While railways were responsible for inland travel, especially in Europe, the steamship crossed the boundaries and made strides in intercontinental travel.
- **EMERGENCE OF INDUSTRIAL SOCIETIES**
- The second half of the nineteenth century, in fact, witnessed the growth of travel as a result of development of industrial societies.
- These societies which developed in Western Europe and North America greatly felt the urge to travel purely for the purpose of rest and relaxation.
- The Industrial Revolution was responsible for changes both in the economic as well as social systems prevailing at that time.
- A large number of factory towns, both big and small, sprang up which in turn necessitated large-scale migrations from the countryside to town and cities.
- Escape from the routine of work began to be felt in greater intensity.
- By this time a large number of such resorts had been developed around the English coast and in nearby countries.
- A number of large scale pleasure zones were developed at some considerable distance from the large cities and towns of Central Europe.
- The French Riviera with Nice, Cannes and Monte Carlo were some of these pleasure zones.
- **TRAVEL IN THE TWENTIETH CENTURY**
- Pleasure travel continued to expand in the beginning of the century.
- Changes in mental attitudes towards pleasure seeking, the recognized value of travel for education, increase in material wealth coupled with social prestige, a growing need to find relief from working routine, improvements in passenger transport systems- all these factors produced a fertile ground for the development of excursion traffic on a large scale.

- **HISTORY OF TOURISM IN INDIA**

- In India, in the early days of agricultural abundance, export of cash crops created an important trade link.
- Manufacture of iron-ore into steel for weaponry was another important item of trade by the later Vedic period. Tools and textiles were other renowned Indian products.
- Owing to the predominance of trade routes over – land crossing between Asia and Europe, trade tours were an important development in this period.
- In the early days, pilgrimage or pilgrim travel assumed great importance. Ashoka the great, travelled a great deal in his eagerness to spread the doctrines of Buddha.
- Throughout his travels, from Pataliputra to Lumbini on to Kapilavastu and Sarnath and finally to Gaya, Emperor Ashoka had special memorials set up at each spot and also rest houses where travellers could rest.
- Trees were planted along the road sides so that the traveller would be protected from the harsh sun shine.
- Harsha was another great emperor who gently influenced by the Buddhist scriptures, built institutions and Dharamsalas for the travellers.
- Rest houses were built in towns and villages.
- Some of the first foreigners to visit India, were perhaps the Persians.
- There is also reference to trade, commerce and cultural exchanges between Persia and India.
- During the reign of Chandragupta Maurya, Persian customs have been practiced in the courts.
- Hieun-tsang, a devout Chinese Buddhist journeyed to India in 633 AD, his journey to India was hard and perilous. His mission was to collect and translate ancient Buddhist scriptures.
- When Alexander the Great reached India, it is said that he found good roads which were well maintained covered with shady trees.
- Marco Polo was another great traveller who in the 13 th century passed 3 through India on his way back from China.
- All travellers were much interested in seeing India and her fabled riches for themselves.

- This proves that India was a rich and prosperous country in those days.
- Travelling for pleasure on the rivers and to the hills was a tradition started by the royal courts.
- However such movement attracted all those who had business at the court to move with it from the heat and dust of the cities to the calm and serenity of the retreat.
- During the rule of the Mughals, the emperors travelled extensively and contributed towards resort development.
- **TOURISM IN THE MODERN PERIOD- INDIA**
- The Rail network in India placed the needs for recreation within the reach of an increasingly large number of people who had leisure time and the means to enjoy it.
- Air India came into existence with the enactment of Air Corporations Act on 1st August 1963, when the entire air transport industry in India was nationalised.
- In the early 1960's The ITDC (India Tourism Development Corporation) was started to provide western comforts to International visitors.
- There was also no allocation for tourism development during the First Five Year Plan.
- However, during the Second Five Year Plan (1956-61) tourism became a constituent of the Planning process with a token allocation of Rs.3.36 crores for both Central and State sectors put together.
- The First Tourism policy was announced by the Government of India on November 1982.
- In June 1986, the planning Commission of India set up the National Committee on Tourism to prepare perspective plan for tourism sector.
- National Action plan for Tourism was announced in May, 1992.
- National tourism policy 2002 is to position tourism as a major driver of economic growth.
- 2002, Incredible India
- 2009-Visit India campaign
- In 2012 FDI increased to 100% in Tourism sector
- 2014-15 by Union Ministry of Tourism launched PRASAD (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive).

FACTORS AFFECTING TOURISM GROWTH

- I. Environmental factors
 - a- Climate
 - b- Scenery
- II. Socio Economic factors
 - a- Accessibility
 - b- Accommodation
 - c- Amenities
 - d- Activities
 - e- Ancillary services (Supplementary services)
- III. Historical and cultural factors
- IV. Religious factors
- V. Other factors
 - **Environmental factors**
 - a-Climate
 - Climate is one of the most important features of attraction for any tourist place.

- Pleasant climate with warmth and ample of sunshine attracts tourists who come from the temperate and colder regions.
- For instance, in India places like Lonavala, Mahabaleshwar near Mumbai, Kullu and Manali, Shillong, Kashmir, so on are well-known for their cool and pleasant climate.
- b- Scenery
- Tourism booms at picnic spots with beautiful sceneries.
- For example, sunrise and sunset points, long sea beaches, fresh water lakes, waterfalls, etc., often attract large numbers of tourists.
- **Socio-economic factors**
- **a- Accessibility:** All tourist centers must be easily accessible by various modes of transportation like roads, railways, air and water.
- To enjoy nature's beautiful sites seeing traveling by roads and railways is a better option.
- If a tourist plans to reach a remote tour-destination in the quickest possible time, then airway is the most suitable choice.
- Generally, waterways are seldom selected unless a tourist decides to enjoy a luxury cruise experience in sea and/or interested to visit an isolated archipelago.
- **b- Accommodation:** Places of tourists' interest must be capable enough to provide good accommodation and catering facilities.
- A type of accommodation required by tourists depends on their lives-styles, standard of living, capacity to spend money, nature of services expected, etc.
- Classification of accommodation centers (i.e. various hotels, motels, dormitories, etc.) on basis of rating like five stars and below are essential so that tourists can make a proper choice and plan their trips appropriately.
- **c-Amenities :** Growth of tourism at a particular place is also influenced crucial factors like; how well the site is maintained for touring activities like skiing, roping, paragliding, rowing, fishing, surfing, safari adventure, etc.
- **d- Ancillary services :** If a tour destination is equipped by ancillary (supplementary) services like banking and finance, the Internet and telecom connectivity, hospitals,

insurance, so on, then such a place succeeds to hold (retain) more tourists for a longer time.

- **Historical and cultural factors**

- Many tourists are attracted to places of historical significance and that which have a legacy of rich cultural heritage.
- People love and enjoy exploring destinations where there are famous ancient monuments, marvelous forts, castles and palaces of earlier kings and queens, etc.
- Examples of places that are famous throughout the world for their historical and cultural accounts are; Taj Mahal in India, Nazca lines and Machu Picchu in Peru, Pyramid of Giza in Egypt, Great wall of China and Stonehenge in England.

- **Religious factors**

- People often make pilgrims to places of religious importance to seek inner peace, get blessing of their favorite deities and gurus, attain salvation before death, etc. Here, faiths, beliefs and sentiments of people contribute in booming tourism at holy places.
- Examples of places that are well-known for their religious significance are Jerusalem in Israel, Mecca and Medina in Saudi Arabia, Varanasi and Amritsar in India, etc.

- **Other factors**

- Sometimes other factors also contribute toward growth of tourism at unexpected places.
- Research activities and adventures of deep seas and caves, geological studies of hot-water springs and geysers, seismic analysis of active volcanoes, investigation of paranormal-activities in abandoned ghost towns.

- **INTERDISCIPLINARY APPROACH TO TOURISM**

- Tourism could be discussed and explained in many perspectives as tourism industry maintains a relationship with many sectors.
- 1. Geographical Perspective –
- From a geographer's perspective the main concern of tourism is to look into aspects like the geographical location of a place, the climate, the landscape, the environment, the physical planning and the changes in these emerging from provisioning of tourism facilities and amenities.

- 2. Sociological Perspective –
 - From a sociologist's perspective Tourism is a social activity; it is about interaction between different communities—hosts and guests—and encounter between different cultures.
- 3. Historical Perspective –
 - From a historian's perspective tourism is a study of the factors instrumental in the initiation of tourism to a particular destination, the order of happenings leading to tourism development, the reasons for happening of the occurrences in that order, beneficiaries of the tourist activity and an untimely and premature identification of negative effects.
- 4. Managerial Perspective –
 - From the management perspective tourism is an industry, and therefore needs managerial skills in order to be properly managed.
 - As the industry grows we see continuous changes in various organizations and services linked with the industry, the tourism products and so on so this approach concentrates on management activities such as planning, research, pricing, marketing, control etc.
- 5. Economic Perspective –
 - From an economist's perspective tourism is a major source of foreign exchange earnings, a generator of personal and corporate incomes, a creator of employment and a contributor to government earnings.
- **TOURISM: BENEFITS AND IMPACTS-**
 - It classified in to three categories.
 - 1. Economic Impacts
 - 2. Socio-cultural Impacts
 - 3. Physical Impacts
- **ECONOMIC IMPACTS**
 - **Positive Economic Impacts**
 - **1. Generating Income**
 - Tourism has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development.

- Tourists generate taxation revenue through the purchase of tourism offerings which are subject to sales tax, service charge, VAT etc
- **2. Creating Employment**
- The tourism industry has tremendous capacity to generate both direct, indirect and induced employment.
- It is a highly labor intensive industry and many jobs involve low-skilled work, it is beneficial to the vulnerable and unemployed sectors of the local community as formal education and prior work experience are not mandatory.
- **3. Source of Foreign**
- Exchange Earnings Tourism is an important source of foreign exchange earnings in many countries.
- Foreign Exchange Earnings from tourism in India to increase by 6.8% in 2019.
- Foreign Exchange Earnings (FEE) from tourism stood at USD 28.9 billion (INR 1.97 trillion) in 2018, which accounted for 5.4 per cent of the total exports, according to a latest FICCI-Yes Bank report.
- **4. Developing Infrastructure**
- Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors.
- **5. Multiplier Effect**
- The effect of the flow of money to various sections of society from one section is termed as Multiplier Effect Money earned from tourism activity is a major contributor to the national income of a country.
- **6. Contributions to Government Revenues**
- User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide Governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.

- **Negative economic impacts**

- **1. Economic Leakages**

- It refers to the process through which tourism receipts are withdrawn or leave the destination's economy.
- Foreign capital investment in tourism and the profit is taken to their country.
- Employing foreigners in tourism job and their income in the form salary is leaked out of the country.
- Importing good from other countries to cater to the requirements of the tourists.

- **2. Inflation**

- It is a phenomena happening out of tourism development at a particular region where the prices of land and other commodities is increased either by creating artificial demand or taking the advantage of the high spending capacity of the tourists.

- **3. Seasonal Employment**

- Most of the jobs created by the tourism industry are seasonal in nature.
- Because of this particular character, employees will be very busy and they will have hand full of money during peak season but as the industry moves to the off season much loss their job and it would be difficult for them to manage in rest of the period.

- **SOCIO-CULTURAL IMPACTS**

- **Positive Socio-Cultural Impacts**

- **1. Increase the Standard of Living**

- Tourism development enables the people to get employment and to increase their purchasing power.
- When a destination gets equipped with infrastructural facilities, the local people are also accessing the benefits and their standard of living improves.

- **2. Cultivate Brotherhood among People and Nation**

- Tourism is the movement of people across the nation where they get in touch with the people of different countries.
- This would enable the tourists interact with many types of people residing and visiting a destination.

- **3. Heritage Conservation**

- The conservational initiatives by the national and international organizations, plays an important role in the preservation of our heritages.
- Many of our heritage treasures are funded, maintained and promoted by the tourism department.

- **4. Promoting Peace and Stability**

- Tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness.

- **5. International Understanding**

- Through tourism, people can understand and appreciate the culture, history, geography, social, educational, political, and economic systems of other countries.
- This will lead to greater understanding, between various countries.

- **Negative Socio-Cultural Impacts**

- **1. Undesirable Social and Cultural Change**

- Tourism sometimes led to the destruction of the social fabric of a community. The more the tourists arrive into a place, the more the perceived risk of that place losing its identity.
- A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies.
- Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking.

- **2. Increase of Tension and Hostility**

- Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life.

- **3. Creating a Sense of Antipathy**

- In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers.

- Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence.
- **4. Demonstration Effect**
- It is the tendency of the local people to imitate the life style and culture of the tourists. Their eating habits, dressing style, behavior etc.
- **5. Commoditization of Culture**
- Every culture is unique and has a reverence attached to it.
- The various forms of culture are great attraction to the destinations.
- However, the unethical alterations to the actual form of performances of cultural arts for short-term money disturb its originality.
- **6. Urbanization of Rural Area**
- As more and more developments take place in rural area in the name of tourism, the virginity of the villages getting lost.
- Accordingly, people also are modernized. Since most of our new generation tourism resources are city centered, people are leaving their native villages and heading towards the urban areas.
- **PHYSICAL IMPACT**
- **Positive Physical Impact**
- **1. Regional Development**
- When tourism destinations equip with different sort of infrastructures and superstructures like roads, bridges, airports etc., it ultimately benefit the local people and the region.
- **2. Direct Financial Contributions**
- Tourism can contribute directly to the conservation of sensitive areas and habitat.
- Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas.
- **3. Preservation of National Heritage and Environment**
- Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples.

- **4. Improved Environmental Management and Planning**
- Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment.
- By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism.
- **5. Raising Environmental Awareness**
- Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment.
- **6. Protection and Preservation of Environment**
- Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources.
- Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks.
- **Negative Physical Impacts**
- **1. Depletion of Natural Resources**
- Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.
- Water, especially fresh water, is one of the most critical natural resources.
- The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists.
- Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply.
- Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation.
- Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes.

- **2. Pollution**

- Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution.

- **3. Destruction and Alteration of Ecosystem**

- An ecosystem is a geographic area including all the living organisms (people, plants, animals, and micro-organisms), their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them.

- **4. Adverse Effects on Environment and Ecology**

- One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality.
- Increased transport and construction activities led to large scale deforestation and destabilisation of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources.

- **TOURISM CLASSIFICATION:**

- **Inbound Tourism:** It means visits to a country by visitors who are not residents of that country.
 - Eg, An American person visiting India.
- **Outbound tourism:** It means visits by residents of a country outside that country.
 - Eg, An Indian visits Europe.
- **Domestic Tourism:**
 - It is also known as internal as well as national tourism.
 - Generally, Domestic tourism means the movement of people outside their normal domicile to other areas within the boundaries of the nation.
 - Eg, A Kerala person visits Agra
- **International Tourism:**
 - International tourism involves the movement of people among different countries in the world.
 - International tourism comprised of two forms of tourism.
 - 1) Inbound Tourism and 2) Outbound Tourism.

- **Intra regional tourism-**
- This is the type of tourism in which the tourist traffic flows to and from countries of the same region of the globe. Intra regional tourism is an important component of international tourism as the flow of the tourist goes internationally between two or more nations of the same region.
- **Inter- Regional Tourism-**
- Inter regional tourism refers to the tourism practice where the flow of tourist goes from one region to another region internationally.
- This is also a kind of International tourism as the movement occurs between two or more different regions of the world

Bibliography:

- <http://www.market-width.com/blogs/what-is-tourism.htm#:~:text=Tourism%20Definition,-Tourism%20as%20defined&text=The%20word%20or%20activity%20of,%2C%20business%20and%20other%20purposes.%22>
- PD Joseph, (2008). Tourism Principles, Policies & Practices, ISBN No. 978-93-81932-07-0
- <https://en.wikipedia.org/wiki/Tourism#Definitions>
- <file:///C:/Users/kabeer/Desktop/BTTM%202020/SYLLABUS/BTTM%202019%20ADMISSION%20ONWARDS.pdf>
- <http://articles-junction.blogspot.com/2013/07/five-main-factors-influencing-growth-of.html>
- [https://tourismbreakingnews.com/foreign-exchange-earnings-from-tourism-in-india-to-increase-by-6-8-in-2019/#:~:text=Home-,Foreign%20Exchange%20Earnings%20from%20tourism%20in,increase%20by%206.8%25%20in%202019&text=Foreign%20Exchange%20Earnings%20\(FEE\)%20from,latest%20FICCI%20Yes%20Bank%20report.](https://tourismbreakingnews.com/foreign-exchange-earnings-from-tourism-in-india-to-increase-by-6-8-in-2019/#:~:text=Home-,Foreign%20Exchange%20Earnings%20from%20tourism%20in,increase%20by%206.8%25%20in%202019&text=Foreign%20Exchange%20Earnings%20(FEE)%20from,latest%20FICCI%20Yes%20Bank%20report.)
- <https://www.slideshare.net/AffanAli5/hospitality-and-tourism-management-47335413>

MODULE 2

Motivation

- “Motivation is the act of stimulating someone or oneself to get a desired course of action or to push the right button to get a desired reaction.”-Michal, J. Jucius
- Motivation has been considered one of the most important reasons to move forward.

Travel Motivation

- Travel motivation is the inner state of a person, or certain needs and wants of the tourists that can be considered as one of the most important psychological influences of tourist behavior.
- Tourism motivation is the real reason for people to carry out tourism activities, which is the driving force to induce consumers to travel.
- **MAJOR TRAVEL MOTIVATIONS:**
- Basic travel motivators can be divided into four classes:
- 1.Physical motivators – include those related to physical rest, sports participation, beach recreation, relaxing entertainment and other motivations directly connected with health.
- 2.Cultural motivators – include the desire to know about other countries – their music, art, folklore, dances, paintings and religion
- 3.Interpersonal motivators – pertain to the desire to meet other people, visit friends or relatives, escape from family and neighbors.
- 4.Status and prestige motivators – concern ego needs and personal development.
- Included in this group are trips related to business , conventions, study and pursuit of hobbies and education.
- Travel would enhance one’s recognition and good reputation.
- **OTHER MOTIVATIONS:**
- **The need for Escape or changes**
- The greatest reason for travel can be summed up in one word, “escape”.

- Escape from the dull daily routine; escape from the familiar, the commonplace, the ordinary; escape from the job, the boss, the customers, the house and the accelerated pace of modern life.
- **Health**
- Developments in the field of medicine have influenced travel for centuries, giving rise to the concept of HEALTH TOURISM.
- The search for health and long life has popularized the spas, seaside resorts as well sun resorts.
- Majority of people think of vacationing as a means of regaining one's energies, interest and enthusiasm for the job.
- **Travel for Education**
- The search for knowledge and truth is inherent in every individual.
- Travel offers an opportunity to satisfy the urge to learn.
- Once an interest has been developed in a destination area, the urge to see that area emerges and the interest grows as knowledge increases.
- **Relaxation Rest and Reservation**
- Due to the industrialisation and urbanisation the modern early life has made still more necessary for people to get away from all this busy atmosphere and relax to keep the body and mind healthy.
- There may be form of various things such as relaxation and rest like changing environment and tourist spots.
- **Ethnic & Family**
- Every year thousands of American visits European countries.
- They feel that they are visiting their home land and it is an ethnic motivation.
- Visiting ones relatives and friends and making new peoples also as a personal motivation.
- **Religious**
- Travel for spiritual reasons like visiting religious places is also a personal motivation.
- For Christian a visit to Jerusalem or to Rome and for the Muslims a visit to Mecca are many auspicious.
- **Profession or Business**

- Attending concessions and conference related to the profession is very common.
- Businesspersons make extensive travel connected with their profession.
- **Participation in Sports**
- There has been increasing participation in a variety of sporting activities such as skiing, boating, trucking etc.
- May be as a part of Olympics, World Cup Football, ICC Cricket World cup, ISL, etc.

Wanderlust and Sunlust

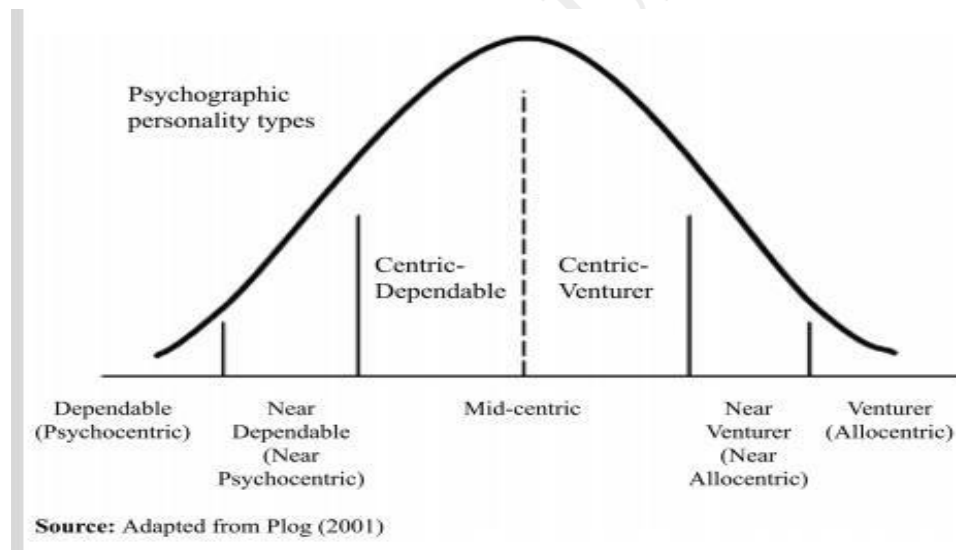
- It was proposed by Gray's 1979.
- Wander lust and sun lust both are the factors of motivation that create the desire in people to travel.
- **Wanderlust** is described as the desire to exchange the known for the unknown.
- People's motive to travel is to go from familiar environment to unfamiliar, to leave things, places to go and see different places, people and cultures or architecture of the past.
- This also involves seeing current fashions, music, attending seminars, etc.
- Their leading force to travel is curiosity. This type of tour is related to cultural tour and is of the short term.
- **Sunlust** lovers are the adventure travellers.
- Their activities are conducted out-door. They are mostly young tourists who prefer to take part in sport, trekking, rafting, mountaineering, etc.
- Most popularly they are the people who enjoy sea beaches and spas.
- The duration of their travel is of long term compared to wanderlust tourists.

Wanderlust	Sunlust
<ul style="list-style-type: none"> • Multi country visit 	<ul style="list-style-type: none"> • One country
<ul style="list-style-type: none"> • Travelers seek different culture, institutions and cuisine 	<ul style="list-style-type: none"> • Travelers seek domestic amenities and accommodations
<ul style="list-style-type: none"> • Special physical attributes likely to be manmade; less important on climate 	<ul style="list-style-type: none"> • Special natural attributes; climate is important

• Travel an important ingredient throughout visit	• Travel a minor consideration after arrival at destination
• Educational	• Relaxing and very active
• International	• Domestic

PLOG'S THEORY OF TOURISM MOTIVATION

- Plog developed a typology. A typology is basically a way to group people, or classify them, based on certain characteristics.
- Plog examined traveller motivations and came up with his classifications of tourists.
- Travelers can be divided into five segments.



- At one extreme are **Psychocentric (1)** travelers, described by Plog as “self inhibited, nervous, and non-adventuresome,” preferring the “familiar” in vacation-travel destinations.
- At the other end are the outgoing and self-confident **Allocentrics (2)**, who “want to see and do new things, and to explore the world.”
- **Mid-centric (3)** travelers lean in neither the tried-and-true direction of the psychocentrics nor the variety-seeking direction of the allocentrics.

- Those with **Near-allocentric (4)** tendencies are among the first major wave of adopters, after a destination has been found by the allocentrics, while the near psychocentrics are most likely to try a destination after it has been well traveled.
- **Psychocentric (5)** tourists are most commonly associated with areas that are well-developed or over-developed for tourism.
- Many people will have visited the area before them- it has been tried and tested.
- These tourists feel secure knowing that their holiday choice will provide them with the comforts and familiarities that they know and love.

MASLOW'S THEORY OF MOTIVATION

- Maslow's hierarchy of needs is an idea in psychology proposed by Abraham Maslow in his 1943 paper "A theory of Human Motivation" in Psychological Review.
- Maslow's hierarchy of needs is a motivational theory in psychology comprising a five-tier model of human needs, often depicted as hierarchical levels within a pyramid.
- From the bottom of the hierarchy upwards, the needs are: physiological, safety, love, esteem, and self-actualization.



- **1-Biological and physiological needs:**
 - Air, food, drink, shelter, warmth, sex, sleep, etc.
- **2-Safety needs :**
 - Protection from elements, security, order, law, stability, freedom from fear.
- **3-Love and belongingness needs:**
 - Friendship, intimacy, trust, and acceptance, receiving and giving affection and love, Affiliating, being part of a group (family, friends, work).
- **4- Esteem needs :**
 - Which Maslow classified into two categories: (i) esteem for oneself (dignity, achievement, mastery, independence) and (ii) the desire for reputation or respect from others (e.g., status, prestige).
- **5-Self-actualization needs :**
 - Realizing personal potential, self-fulfillment, seeking personal growth and peak experiences.
 - A desire “to become everything one is capable of becoming”

CAREER OPPORTUNITIES IN TRAVEL AND TOURISM SECTOR

- **AIRLINES:**
 - **1- Ground Staff:** Ground Staff is responsible for attending to the passengers before, after and in between the flight.
 - They are also responsible for solving the queries of the passengers, providing flight information and ensuring that they face no difficulties during the flight.
 - **2-Traffic Assistant:** Searches vehicles; assists arriving and departing passengers with parking issues; keeps traffic flowing smoothly; provides information about the airport parking situation and surrounding communities.
 - **3- Counter Staff:** Assisting passengers by answering questions, providing directions, or attending to their other needs.
 - This includes helping passengers with inquiries about delayed or lost baggage.

- Taking reservations from passengers who call in. Assisting passengers with luggage check-ins at the ticket counter.
- **4-Booking & Reservation Assisant:** Reservation agents make and confirm travel arrangements for passengers by using computers and manuals to determine timetables, taxes, and other information. .
- They determine whether seating is available, answer customer inquiries, check baggage, and direct passengers to proper places for boarding
- **HOTELS:**
- **1-Operation Manager:** Hotel operations managers oversee the entire operations of a lodging establishment.
- Operations include human resources, housekeeping, security, public relations, food service, sales and finances, creating a work schedule, hiring new employees, and training staff are all duties a hotel operations manager can perform.
- **2-Front office Staff:** Performing all check-in and check-out tasks.
- Managing online and phone reservations
- Informing customers about payment methods and verifying their credit card data.
- **3- Housekeeping Staff:** Clean and arrange guest rooms to hotel standards for guest arrival.
- Clean and maintain common areas of the hotel.
- Perform laundry duties as necessary.
- Stock and maintain housekeeping supply rooms.
- **4- Food &Beverage Server:** Greet customers and answer their questions about menu items and specials.
- Take food or drink orders from customers. Relay customers' orders to other kitchen staff.
- Serve food and drinks to customers at a counter, at a stand, or in a hotel room.
- **5-Accounting Assistant:** Assist in managing revenues received and dispersed including accounts receivable, accounts payable, payroll, audit, General Ledger reporting.
- Cash handling functions for the hotel and reconcile all cash dropped at the front desk.

- **6-Maintenance Worker:** As a hotel maintenance worker, your job duties are to inspect and repair various energy systems, such as the heating and cooling systems, plumbing, lighting, and kitchen equipment.
- Assist with repairing floors, roofs, and doors and installing new products, such as windows, carpets, and light fixtures.
- **7- Security Staffs:** Hotel security protects hotel guests, employees, and property.
- Hotel security typically works directly on the hotel property, patrolling the grounds, and in an office, monitoring security cameras or filling out paperwork.
- This is a full-time or part-time entry-level position that requires strategic thinking and a discerning eye.
- Hotel security may follow a chain of command, but they are sometimes only one among two or three guards who report directly to hotel management.
- **8-Sales Manager:** The hotel Sales Manager is responsible for prospecting for new business, while maintaining and nurturing old customers and accounts.
- They set goals for their activities each week or month by which type of activity they will be doing.
- For example, they may set a goal to make 30 cold calls that week
- **9- Public Relations Executive:** The primary responsibility of the public relations executive is to plan and execute annual public relations and marketing activities to support the business objectives of the hotel.
- The primary aim of a hotel PR officer is to increase market share and media coverage.
- **TOURISM DEPARTMENTS**
- **1- Tour planners & Guides:** A travel planner is a person who is responsible for making travel arrangements for a client based on their requirements.
- He also provide advises and suggestions about the destination, mode of transport, hotel accommodation, car rentals and tours to take.
- 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.
- **2- Information Assistants :** Answering customer queries in person, by phone and email.

- Finding information using computer systems, leaflets, timetables, guidebooks and national tourist information centre (TIC) reference kits.
- Making bookings for coach travel, theatre performances and accommodation
- **3-Reservations and Counter staffs :** Helping plan travel itineraries by suggesting local tourist attractions and places of interest.
- Processing payments and sending confirmation details to customers.
- Sorting out any issues that may arise with bookings or reservations
- **4- Sales and Marketing :** Sales and marketing directors are responsible for establishing and directing the marketing and sales activities of an organization including advertising and public relations.
- These activities affect the direction and goals of business
- **5- Interpreters:** Interpreters facilitate communication between parties who speak two different languages.
- They do this by interpreting, translating and re-communicating both verbal and written messages from one language into another.
- **TRAVEL AGENCY & TOUR OPERATION**
- **1- Travel Agency Manager:** Travel agency managers plan, organize, direct and control the operations of travel-related organizations.
- They also co-ordinate and direct the activities of staff, overseeing not only the day-to-day tasks, but the hiring, training and evaluating of staff members as well.
- Agency managers may also research new products and destinations, often by travelling to them and experiencing firsthand the services available.
- **2- Travel Counselor:** Travel counselors advise clients on travel options and tour packages, make bookings and reservations, prepare tickets and receive payment.
- They are enthusiastic about travel, and have good research and organizational skills.
- **3- Tour Operator:** Tour operators are involved in planning, development, promotion, administration and implementation of tourism products.
- They oversee all the day-to-day tasks and also supervise, motivate and train staff.
- They are employed by tour or transportation companies, resorts or attractions

- **4- Tour Director:** Tour directors lead and accompany passengers on multi-day tours.
- They manage arrangements and services, and provide relevant information and commentary.
- Tour directors work for tour companies, resort chains and transportation companies
- **OTHERS:**
- Foreign Exchange Executive
- Cruise Company jobs such as, Shore Excursion Managers, Water Sports Instructors, Deck Crew, Air/Sea Reservation Agents, Photographers, Customer Service Representatives, Casino Staff, Cruise Staff, Entertainers, Shore Excursion Staff, Lifeguards, Sales and Marketing Positions etc.

INTERNATIONAL TRAVEL REQUIREMENTS

- Certain documents need to be completed by tourists before they can leave their country or enter another country.
- This is in the interest of the tourists as well as the country being visited.
- These documents are in the form of official documents and endorsements which need to be procured well in advance.
- Travel documents that need to be completed before undertaking any travel abroad are as follows:
 - I. Passport
 - II. Visa
 - III. Health
 - IV. Travel Insurance
- **PASSPORT**
- Definition: An official document issued by a Govt. or competent authority to nationals /citizen of the issuing country.
- Contain information:
- Family name ,Date of issue ,Given name, Authority, Nationality, Date of expiry, DOB, Holder's signature ,Place of Birth, Holder's photograph, Gender .etc
-

- **TYPES OF PASSPORT**

- **Normal Passport:** This dark blue colored passport is issued to any ordinary citizen of India.
- **Diplomatic or consular passport:** This red colored passport is issued to persons holding diplomatic or consular status as per international law & custom.
- **Official passport:** This white/grey colored passport issued to Govt. officials or other persons travelling on government missions.
- **Alien's passport:** This type of passport may be issued to individuals living in a country, even though they are not citizen or nationals of that country.
- **Children's identity card:** Issued by some countries only instead of passport to minor children who have not reached a specified minimum age. Exp: the German "Kinderausweis".
- **Other passport:** International Red Cross & Laissez-passer (safe conduct) travel document supplied to refugees /stateless persons. These passports are issued by international organizations such as the: UN, Int. Red Cross etc.
- **Bona fide Certificate:** Issued to domiciles for travel to Nepal or Bhutan.
- **Pilgrim Pass:** This is issued by the Hajj committee for Hajj, Umma & Zirat pilgrims.
- **Continuous discharge certificate (CDC):** Issued to those seamen who have to join on duty or go off duty.
- **Collective (or group) passport:** It is a way for an organised group of young people to make a trip to certain European countries.
- **Documents required for obtaining a passport:**
- Photograph Address proof♣ Date of birth proof♣ Identity certificate♣ Education certificate♣ No objection certificate♣ Affidavit / marriage certificate

VISA (VISITORS INTENDED STAY ABROAD)

- **Definition:** A visa is an entry in a passport or other travel document made by an official of a government, indicating that the bearer has been granted authority to enter or re-enter the country concerned.
- A visa usually specifies the authorized length of stay, the period of validity and the number of entries allowed during that period.
- **Single entry:** A single entry visa will not be valid if it has been used once, even when the validity date has not expired.
- **Multiple entry:** Its validity expires on the date of its expiry.

Types of Visas

- **Tourist visa:** For a limited period for leisure travel, no business activities allowed.
- **Transit visa:** Usually valid for three days or less, for passing through the country to a third destination.
- **Transit without visa (TWOV):** Many countries have made agreements that allow other nationals to transit their country without the need to obtain a visa.
- **Visa on arrival:** This is in the form of an entrance fee, It can be obtained upon arrival at airport or Seaport.
- **Spousal visa:** Granted to the spouse of a resident or citizen of a given country, to enable the couple to settle in that country.
- **Schengen Visa:** This is an agreement between several member states of the EU and effectively creates a “borderless” region known as Schengen area (Est. 1995).
- **Fiancée visa:** Granted for a limited period prior to marriage based on proven relationship with a citizen of the destination country.
- For example: an Indian woman who wishes to marry an American man would obtain a fiancée visa (K-1 visa) to allow her to enter the USA.
- **Student Visa:** Allows its holder to study at an institution of higher learning in the country of issue. However, some countries such as Algeria, issue tourist visas to students.

Requirements for visas

- 1. Original passport valid for min. 6 months from DOD

- 2. Valid return tickets
- 3. Visa form duly filled & signed as per passport
- 4. Last 3 yrs IT return
- 5. Last 6 months bank statement
- 6. Latest passport size photograph (as per country rule)
- 7. Foreign exchange, to be endorsed in the passport
- 8. Accommodation confirmation
- 9. Letter of invitation
- 10. No objection certificate
- 11. Covering letter from the applicant stating purpose & duration
- 12. Travel Insurance

HEALTH CERTIFICATE & GENERAL INFORMATION

- Passenger should check for any compulsory vaccinations required to protect against disease & infection whilst travelling.
- It is necessary to check the health regulations of:
 - The country of destination
 - The country of origin or departure
 - Any transit countries
- Travelers are given a health certificate by their doctor or travel clinic when they receive compulsory vaccinations.
- Other vaccinations, which are not compulsory & therefore do not need a health certificate to be issued, may be recommended for travel to certain countries.
- The World Health Organization (WHO) collects & publishes individual country health requirements in its booklet entitled International Travel & Health.
- Agents and Passengers are advised to use TIM (**Travel Information Manual**) as the source of reference on health.
- The **Official Airline Guide (OAG)**, published quarterly by OAG worldwide, is another valuable reference source for information on passports & visas as well as vaccinations that are necessary or recommended.

- As per the WHO norms, vaccination of persons who arrive from infected areas, against certain diseases such as plague, cholera, yellow fever, hepatitis etc. is compulsory.
- A valid immunization certificate as approved by WHO should be completed & signed by a competent authority.
- **Compulsory & Recommended vaccinations**
- There are two types of vaccinations, which are compulsory & recommended.
- The compulsory vaccinations are required only by certain countries.
- Some countries may recommended certain immunizations, especially when the travelers normally travel outside the urban areas.
- The travelers should obtain a health certificate, providing that they have been vaccinated for a specified infectious disease (either yellow fever or cholera).
- If they are not able to produce the same, they could be deported back out of the country or they could be detained & kept in quarantine.
- Yellow fever & cholera vaccination performed together will take up to 20 days to take effect.
- Yellow fever vaccinations are valid for 10 years beginning 10 days after vaccination.
- Cholera vaccinations are valid for 6 months beginning 6 days after the first injection.
- Cholera vaccinations are valid for 6 months beginning 6 days after the first injection.

Cholera:

- Mainly in Africa (Senegal, Somalia, Swaziland, Togo, Uganda, Zambia, Zimbabwe, Congo, Malawi etc.)
- Asia (Afghanistan, Bhutan, Nepal, India, China, Iran etc.)
- S.America (Chile, Colombia, Brazil, Peru, Costa Rica etc.)

Plague:

- Mainly in Africa (Tanzania, Uganda, Zambia, Malawi etc.) in Asia (Vietnam)
- S.America (Bolivia, Brazil, Ecuador, Peru)

Yellow fever:

- Africa (Angola, Gabon, Gambia, Ghana, Nigeria, Sudan, Ethiopia, Togo, Rwanda, Tanzania, Uganda, Zambia etc.)
- S.America (Bolivia, Brazil, Colombia, Ecuador, Peru, Venezuela etc.)

- **COVID-19:**
- Needed to all the countries

TRAVEL INSURANCE

- Tourists going abroad need to insure themselves against any sudden and unexpected mishap, such as sickness, accident or death, which may arise when the insured person is outside his country of origin.
- To get the visa, travel insurance is mandatory of many countries. If not, then also tourist should have the same.
- From a travel insurance, a tourism organization can earn 25% - 35% commission on it.
- Travel insurance offers travellers the opportunity to protect themselves financially from the most common types of emergencies.
- Travel insurance can also provide helpful services, often 24 hours a day, offering general assistance & emergency travel assistance.
- Travel insurance Protecting risks by travel insurance, Accident during the journey (tour), Trip interruptions due to cancelled services Political or civil instability, Theft of luggage and personal effects and Health or loss of life.

Bibliography:

- <https://slideplayer.com/slide/7308895/>
- <https://en.wikipedia.org/wiki/Motivation>
- <https://www.igi-global.com/dictionary/modeling-tourists-opinions-using-ridit-analysis/57371#:~:text=1.,psychological%20influences%20of%20tourist%20behaviour>
- <https://prezi.com/z9sxb6uuxjlf/psychology-of-travel/?frame=f01544144fd5ecb6889d814dbdd3e31a42eb378d>
- <https://www.semanticscholar.org/paper/Being-away-or-being-there-%3A-British-holidaymakers'-Kesgin/101318d04cc5d2d27f107e41d8294b4010867e07/figure/85>
- <https://www.simplypsychology.org/maslow.html#:~:text=Maslow's%20hierarchy%20of%20needs%20is,esteem%2C%20and%20self%2Dactualization>
- https://en.wikipedia.org/wiki/Maslow%27s_hierarchy_of_needs
- <https://youthincmag.com/career-opportunities-in-travel-and-tourism-sector>
- <https://www.cruisejobfinder.com/JobDescriptions/>
- <https://www.scribd.com/doc/311142053/Travel-Formalities-and-Regulation>

MODULE 3

TOURISM DEMAND

Demand is the need or desire of the people for a particular goods or services. In economics demand deals with the amount of any product that people are willing to buy at a actual price at the right time.

Definitions

According to Goelder and McIntosh demand for travel to a particular destination will be motivation or interest of the individual and it is the link between the services and facilities available in origin and destination point.

wish to travel and use the tourism facilities & services away from their places of work and residence.

There are three types of demand for tourism

a. Actual demand

b. Suppressed demand

c. No demand

ACTUAL DEMAND

This shows the actual number of participants in tourism or the number of people who are travelling to specific destination. This shows the actual demand of tourism. This is most widely used for the measurement of tourism statistics.

SUPPRESSED DEMAND

It refers to all those people, who can undergo tours but are not utilizing any tourism product because of lack of motivation and sufficient information. This demand can be converted into active demand through variety of motivational effort. This demand is divided into two:

a. **Potential demand:** It refers to total number of people who are currently not utilizing different tourism products but may utilize or undergo any tour in near future at a particular place or market

b. **Differeddemand**: It refers to all those individuals, who have potential to undergo any tour but they have delayed their plan due to some reasons. These reasons maybe lack of leisure/free time, health issue or any family problem etc.,...

NoDemand

The category of people who do not like to travel or unable to take part in travel because of some reasons. E.g.: Terrorist attack, Natural calamities, Bad weather conditions.

IMPORTANT DATA FOR MEASURING TOURISM DEMAND

- How many visitors are arrived in the destination?
- Which modes of transportation are used by the tourist?
- How long the tourist stayed and the types of accommodation they used?
- How much money they spend?

There are three major measures of factual demand. These include:

- (i) Tourist Arrivals
- (ii) Tourist days / Tourist nights
- (iii) Amount Spent.

Tourist Arrivals

This category involves counting the no of people who arrived at a destination. Data on tourist arrivals is easy to obtain particularly if tourists arrive through public transport, train, plane or ship. Variation in numbers of visiting tourists month by month is an important indicator of rise and fall in demand during the year.

Tourist Days / Tourist Nights

The demand for a tourist location can also be measured in terms of the days or nights the tourists spend in a location. In fact, tourist days / nights are a far more accurate estimation of tourism demand than the number of tourist arrivals. The decision to spend a day or a night will

depend on the nature of the tourist location. Public parks and beaches will attract day tourists

while heritage locations with hotels and other accommodations will attract night visitors.

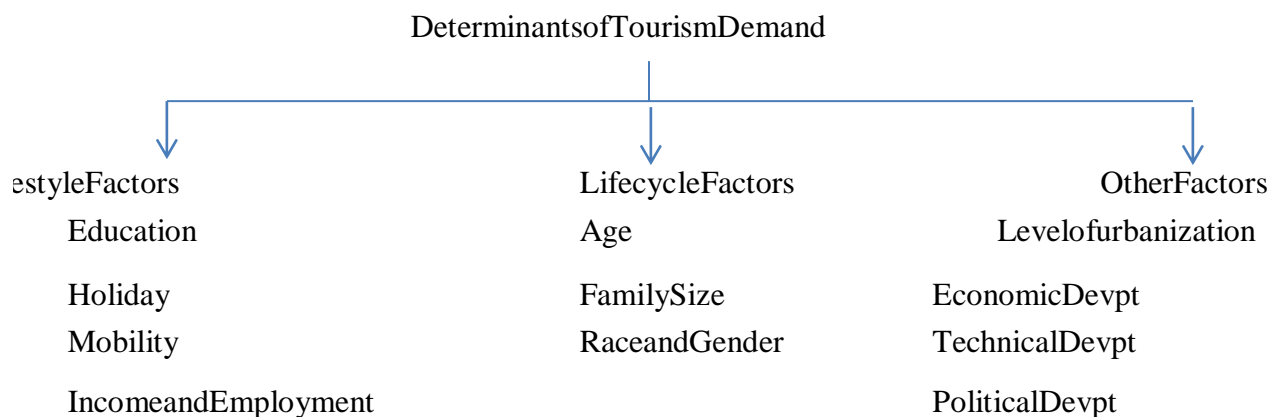
Demand (D)=NumberofVisitors XAverageNumberofDays/Nights atTouristDestination

Amount Spent

It is the most efficient, impressive and effective measure of tourist demand. It refers to the total expenditures incurred by tourists over the course of his / her day / night stays over a specific period of time—like a month or a year.

DETERMINANTS OF TOURISM DEMAND

The demand for engaging in tourism depends up on different factors from his / her personal side or from the supply side. The person may be motivated to travel, but it depends on various factors. These factors can be called as determinants of demand for tourism. They are present in the living environment of a person and also present in the destination environment. These factors can be summarized as lifestyle factors and lifecycle factors.



Lifestyle Factors

These are the factors which arise as a part of one's life and engagement in various activities for supporting life to be a successful one.

- Education

The level of educational attainment is an important determinant of travel propensity.

The education stimulates the desire to travel. Also more educated individuals will have higher awareness of travel opportunity.

- Holiday

The amount of free time of a person will have a direct relationship with travel propensity. The case is similar with paid holidays and also in developed countries, the share of such opportunities is high and it results in increased travel tendency.

- Mobility

The person's ability to move from one place to another can be referred as mobility and it has an important influence on travel propensity.

Eg: A person who owns a car may encourage him to take part in domestic tourism.

- Income and Employment

These are interrelated factors and income and the type of employment has a very important role in determining tourism demand. When income rises, the tendency to engage in tourism and to spend for various related activities also rises. Apart from this, employment opportunities will provide for participating in tourism.

Lifecycle Factors

These are the factors that automatically come during the lifespan of a person which may either encourage or discourage the travel propensity of a person. The major lifecycle factors are:

- Age

It refers to the age group to which the person belongs to. Different age groups can be distinguished with different travel propensity and different types of demand.

Eg: A person who belongs to a younger age will have more travel propensity as compared to an older age group. The demand will also be different.

- Family Size

Usually people with small household size will have more travel propensity than those with large family size. Family size is a factor determining travel propensity.

- Race and Gender

These are an important tourism demand. The different studies say that the white people

and males are travelling more when compared to females and other race group in the world

Other determinants

- Level of urbanization

The more urbanized countries are intended to travel more than unurbanized countries.

- Economic development

Economic development of a country has a big role in determining travel propensity. The more developed economy produces more tourists. Different inter – related factors are involved in it. Such countries will have better employment rate, better living condition, income, religion, higher education rate etc

- Political factors

Political atmosphere of a country can either encourage or discourage the travel propensity of the population.

Eg: Restrictions on foreign exchange can discourage the travel tendency of the population outside the country.

- Technological factors

The technological advancement of a country will always support inbound or outbound tourism. It acts in various ways like travel become safer and faster and increased accessibility to information etc.

INDICATORS OF TOURISM DEMAND

According to Chris Cooper travel propensity is the most useful indicator of actual or effective demand. T.P (Travel Propensity) is the term which refers to the penetration of tourism trip in a population. It is related to the tendency of the population to engage in tourism activities. These are of 2 types.

1. Net T.P

Net T.P refers to the measure of travel propensity among individuals in the population. It means the percentage of population that takes at least one trip in a given time. The equation for setting the value is

$$NETT.P = \frac{\text{No of people engaged in tourism}}{\text{Total no of population}} \times 100$$

2. Gross T.P

Here the measurement is done on the basis of the number of trip taken by the tourist. If a person is taking 3 trips in a year then 3 will be taken into consideration for calculating gross T.P.

$$GTP = \frac{\text{No of total trips}}{\text{Total no of population}} \times 100$$

TOURIST STATISTICS

Tourist statistics are basically concerned with the estimates of arrivals and departures, more particularly the former. In addition to statistics of arrivals and departures, the statistics of tourist spending during their stay at a destination have important implications for the country's economy and on its balance of payment accounts. Yet another type of tourist statistics is concerned with the information on the tourist himself. This information is very crucial as it deals with various aspects of tourist behavior and his characteristics. This information is necessary for the purpose of tourism marketing and development.

Types of Tourist Statistics

1. Volume statistics
2. Value/Expenditure statistics
3. Characteristics/Visitor profile statistic

Volume Statistics

The basic volume statistics consist of the number of tourist to a particular destination over a given period of time. The unit of period would be a month, six months or a year. Most of the countries, however, consider a year as the unit of period. While counting, it is normally the number of arrivals or visits not the number of tourist. This is because it is practicable that the tourist visit the same destination more than once in the same period. Length of stay is another main volume statistic. Length of stay is measured in terms of days or nights spent by a tourist at the destination and are normally expressed as the average length of stay.

Value/Expenditure Statistics

This, on the other hand is concerned with measurement of spending by the tourist at the destination and also on the journey. This statistics are very important as this measures the value of tourism to a particular economy. It makes it possible to determine the monetary value of tourist movements. Tourist spending at a destination determines how much of the total volume of foreign exchange enters a particular country.

Characteristics Statistics

This is yet another type of tourist statistics which are very essential for those concerned with marketing and development of tourism. Any information regarding the markets, the mode of transport used and the socio – economic characteristics of the visitors are all essential for tourism planning and development. The total volume of arrivals and tourist nights has to be divided into various market segments according to the purpose of visit, mode of transport use, place of origin, tourist profile characteristics and tourist behavior patterns in order to provide meaningful information for marketing and development purpose. The main profile characteristics of tourists include age, sex, occupation and income. The behavior characteristics includes such elements as time of visit, mode of transportation used, type of accommodation used, whether travelling alone or in groups and his activities at the destination.

METHODS OF MEASUREMENT

Measuring tourism demand is not an easy job. Tourists are in the course of journey and therefore the related collection of data is quite difficult. Measuring domestic tourism demand is comparatively difficult than international tourism. International tourism involves entry and exit of people to and out of a country and it is easier to measure.

The principle methods as far as basic volume statistics are concerned may be divided into three areas:

1. Enumeration at the arrival and departure points
2. Registration at hotels and other accommodation units
3. Sample surveys

Enumeration at arrival and departure points is an administrative procedure which assists measurements. For example; frontier arrivals may be counted by way of checking passports, visa, disembarkation cards and the like. The counting in the case is done at the point of entry or exit from the destination.

Registration of tourist at the place of their stay is another method of measurement. Use this method at the registration of hotel and other such establishment or even the cashing of travellers cheque. The registration forms of hotels and other such accommodation units are the sources of eliciting information from the tourist who fill this forms at the time of registration. From this registration form data are reported periodically to a central bureau which in turn supplies this to concerned authorities.

The data collected by way of registration at hotels and other such establishments provides a variety of valuable information which includes information on members, length of stay and tourist nights.

Sample Surveys of foreign tourism can be divided into several types according to scope and purpose and also according to work and when interviews take place. This survey is carried out at points of arrival and departure or en route. The biggest advantage is these interviews can be conducted in the visitors' own language.

International tourism statistics can be measured by following method:

- Volume statistics can be obtained using counting procedures at the entry and exit point of a country.
- Records of international carriers can also be used for international volume statistics.
- Registration at accommodation establishments can give volume statistics and to some extent visitor profile statistics also.
- Sample surveys can also be conducted for getting visitor profile statistics and volume statistics.
- Foreign exchange statement can be utilized for getting value statistics or international tourism.

ation,foreigner registration etc

GENERAL PROBLEMS OF MEASUREMENT

Almost all international tourists have three actions in common. These are:

1. They cross international boundaries
2. They exchange their own currency for foreign currency.
3. They spend time outside their own country and this implies using some form of accommodation.

The main problems of statistical measurement are:

- Lack of records
- Lack of accuracy
- Risky to differentiate the foreigners as they are tourist or traveller
- Chance of double counting / malty counting

The main difficulty is perhaps the risk of **double counting**. Absolute figures of tourist visiting almost every country tend to be inflated because of double counting. For example, an Italian tourist on his way to holiday in Spain may travel by car for two days through France and on his return journey to Italy will also travel two days through France, hence his journey therefore his arrival in France is recorded twice.

Another problem of statistical measurement in tourism arises from the difficulty of differentiating between tourists and other travellers and between them and the residents and working populations and their movements and stay at various places at destinations. It became difficult at times to distinguish between them and the residents and the working populations.

Also regarding the **use of transport to destinations**, tourist may use public transport or use their own private transport. They normally enter various destinations without stopping and without registering their own arrival. They do so increasingly even when crossing many national boundaries.

IMPORTANCE OF STATISTICAL MEASUREMENT IN TOURISM

- To assess the contribution of tourism to the economy.
- To assess the area development policy and planning.

- For legislative and administrative purpose
- **For evaluating the magnitude and significance of tourism to a particular destination.**

The destination would be a country or region or a district within a region. The data collected can be utilized to quantify the role and contribution of tourism.

- **For planning and development of physical facilities and for infrastructural requirements.**

- **For marketing and promotion,**

it is very essential to know the profile of tourist, both actual and potential.

It is only after ascertaining the psychological, sociological wants of visitors that an effective marketing campaign can be launched.

- **For understanding changes in tourist fashion.**

Regular returns of statistics help the countries to find out about the flow of the tourist traffic to various destinations. The flow will indicate whether a tourist patronizes a beach holiday, winter resorts, archeological sites or any other areas.

- **For legislative and administrative purposes.**

Since legislators may apply to certain activities alone and not to others.

SATELLITE TOURISM ACCOUNT (STA)

The TSA is a standard statistical framework and the main tool for the economic measurement of tourism. It is developed by UN. Through this STA each and every country can measure relative size and importance of Travel & Tourism industry. It is a worldwide measuring instrument only applicable to tourism industry.

To ensure the accuracy and reliability of measuring the economic benefit of tourism, the UNWTO and WTTC joined hands with the blessing of the UN to develop a tourism accounting system. This system is called TSA.

The system has already been adopted by major tourist countries like USA, Canada, France, Sweden, Singapore etc.

Canada was the first country in the world to publish a TSA.

Following are some important features of STA

1. It provides credible data of tourism industry.
2. It is a standard tool for organizing statistical data on tourism.
3. It is a statistical instrument initiated by UN statistical commission.
4. It provides whole data on tourism industry national balance of payment.
5. It provides global tourism information.
6. It provides the contribution of tourism sector to the GDP of each country.
7. It provides tourism ranking compared to other economic sectors.
8. It provides the data on number of jobs created by tourism field.
9. To calculate tax, revenue generated by tourism industry.

Benefit of STA

- It helps to measure contribution of tourism to GDP (Gross Domestic Product)
- To measure tourism investment
- To identify jobs created by tourism sector
- To identify the human resources required to meet the demand
- Collects data on revenue generated by tourism industries

Partners of TSA

1. WTO
2. UN Statistical commission.
3. EuroSAT
4. Organization for Economic Cooperation and Development.
5. Govt statistical Agency.

MODULE 4

Characteristics of Tourism

- 1) Intangibility
- 2) Perishability
- 3) Variability
- 4) Inseparability
- 5) Heterogeneous
- 6) Multitude of industry
- 7) Pricing competitiveness/Flexibility
- 8) Interrelationship of elements.

1. Intangibility

- It means we cannot be touched, gripped, handled, smelled, tasted or heard before purchase.

- Unlike goods, which can be touched and inspected before purchase, tourism services are essentially intangible.

2. Perishability

- Tourism service cannot be stored like tangible products.
- A hotel room or aeroplane seat that is not sold on a particular night/day can never be sold.
- Unused capacity cannot be stored for future use.
- For example, spare seats on one aeroplane cannot be transferred to the next flight, and query-free times at the reference desk cannot be saved up until there is a busy period.

3. Heterogeneity (or variability):

- The extensive involvement of people in the production of a tourism service introduces a degree of variability in the outcome.
- There is a strong possibility that the same enquiry would be answered slightly differently by different people (or even by the same person at different times).
- The same employee may hence render services of varying standard, depending on his mood, the time of the day, the day of the week or the customer involved.

4. Inseparability

- The tourism service consumer is inseparable from service delivery because he is involved in it from requesting it up to consuming the rendered benefits.
- Tourism service cannot be separated from its provider.
- The hotel guest cannot experience counter service if the receptionist is not available, nor can the receptionist render the service if there is no guest.

Role of government in tourism:

NTO and DMO

NTO

- The national **tourist** organization(**NTO**) is the body responsible for the formulation and implementation of the national **tourist** policy.
- It is the proper agency and instrument for the execution of the national government's responsibilities for the control, direction, and promotion of **tourism**.
- This organization is also responsible for coordinating the different activities of all the bodies interested in tourism development.
- The national tourist organization may be a full-fledged ministry, a directorate general, a department, corporation or board.

Functions of N T O:

(i) Research

- (ii) Information and promotion within the country,
- (iii) Regularization of standards of lodging and restaurants,
- (iv) Control of activities of private travel agencies
- (v) Publicity overseas
- (vi) Technical and juridical problems,
- (vii) International relations,
- (viii) Development of select areas and
- (ix) Overall tourism policy and promotion.

The Organization and Work of the NTO

The National Tourist Organization is likely to be concerned with the following four broad areas:

- i. Administration
- ii. Production
- iii. Marketing
- iv. Financing

DMO

- Destination Management Organization is a collaboration of multiple private and public sector organizations working together towards a common goal, to promote and market the destination, and to retain its tourism value all the time.

Objectives of DMO

The objectives of DMO are as follows –

- To steer destination development.
- To increase tourism influx.
- To spread the benefits of tourism.

- To reduce tourism impacts on the environment and local culture.
- To promote and market the country ultimately for tourism.

Characteristics of DMO

Some common characteristics of a DMO are –

- It is an independent, non-profit organization.
- It is a membership-based organization comprising public, private, non-profit, and academic tourism stakeholders from the region.
- It is governed by a board of directors.
- It has diverse set of revenue generation from membership fees, hotel taxes, retail opportunities, online booking commissions, advertising in publications and websites. It provides services mostly at zero cost to the end users.

DMO Partnerships

The DMO partners with various other organizations as –

- Accommodation providers who provide serviced and non-serviced accommodations such as hotels, bed and breakfast, self-catering establishments, holiday caravans, and camping sites.
- Attraction managers who provide maintenance of attractions, museums, galleries, countryside sites, boat trips, and walking tours.
- Food and beverage providers such as restaurants, pubs, and cafes.



Industrial elements:

Principals and Intermediaries

Intermediaries means a Firm or a person who acts as a mediator on a link between parties to a business deal, investment decision, negotiation etc.

In tourism for example intermediaries are people or businesses that link the tour package with the tourist

Travel Agent

- Travel agent is a person whose job it is to arrange travel for end clients (individuals, groups, corporations) on behalf of suppliers (hotels, airlines, car rentals, cruise lines, railways, travel insurance, package tours).
- Their task is to simplify the travel planning process for their customers in addition to providing consultation services and entire travel packages.
- Travel agents may specialize in leisure, business and/ or other niche travel markets.
- They may be generalists or specialists (i.e. specialise in cruises, adventure travel, conventions and meetings.).
- The agents typically receive a 10 to 15% [commission](#) from accommodations, transportation companies and attractions for coordinating the [booking](#) of travel.

Tour operator

- Tour operator is an organization, firm, or company who buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the public directly or through middlemen
- Tour operators generally offer a variety of package tours to cater to the needs of different kinds of travelers.
- Tour operators are basically categorized into **four types**. These are categories on the basis of their nature of the business and its operations.
 - Inbound Tour Operators
 - Outbound Tour Operators
 - Domestic Tour Operators
 - Ground Operators

Various modes of transport

The various mode of transport can be broadly **divided into** the following **four categories**:

Accommodation and Hospitality

- Accommodation is a group of rooms, or building which someone may live or stay and is important to any tourists who want to travel to another destination or on a trip as you are always going to need a place to stay such as hotels, caravan parks, camp sites et.
- Accommodation is one of the basic needs for any tourism activity.
- Travelers and tourists need lodging for rest, while they are on a tour.
- Accommodation in the form of low budget lodges/hotels to world class luxury hotels is available at all the major tourist destinations to provide the tourist a home away from home.
- These are establishments that provide a place for the tourist to stay i.e. lodging facilities which are paid for the duration of the stay by the tourist.

- There are various types of accommodation which are being used by tourists regularly.

Hospitality

- Hospitality and tourism is a massive, collective industry consisting of tourism and other hospitality-related businesses.
- Tourism companies are technically considered hospitality businesses because they rely on strong customer service to generate revenue.
- They must provide a welcoming, enjoyable experience to their guests.
- Otherwise, those guests won't return in the future, and some guests may share their bad experience with friends or family members.

F&B Services

Food and Beverage Services can be broadly defined as the process of preparing, presenting and serving of food and beverages to the customers.

F&B Services can be of the following two types –

- **On Premise** – Food is delivered where it is prepared. The customer visits the premise to avail the food service. The premises are kept well-equipped and well-finished to attract customers to avail F&B service.

For example, restaurants, pubs, etc.

- **Off Premise or Outdoor Catering** – This kind of service includes partial cooking, preparation, and service at customer's premises. It is provided away from the F&B Services provider's base on the occasion of major events which call for a large number of customers.

Entertainment and Recreation

Entertainment In **hospitality** services include restaurants, nightclubs, theaters, stadiums, amusement parks, golf courses, guided tours, vehicle rentals, boat and sporting equipment rentals, hotels, motels, inns, bed and breakfasts and campsites.

4. Recreation

Recreation is any activity that people do for rest, relaxation, and enjoyment. The goal of recreation is to refresh a person's body and mind. Any business that provides activities for rest, relaxation and enjoyment, to refresh a person's body and mind is in the recreation business.

Entertainment businesses which provide shows such as movie or theater, attractions which are places of special interest of visits such as zoos and museums, spectator sports and participatory sports are all parts of the recreation business

MODULE 5

UNWTO

- ❖ **The World Tourism Organisation** is a united nations agency which is responsible for the development and promotion of tourism at the world level.
- ❖ The World Tourism Organisation needs its beginnings as the International Congress of Official Tourist Traffic Associations set up in 1925 in the Hague.
- ❖ In 1934 International Union of Official Tourist Propaganda organization (IUOTOP) was created.
- ❖ However, it was renamed as the International Union of Official Travel Organisation (IUOTO) after World War 2nd in Geneva.
- ❖ IUOTO was a technical, non-government organization, whose membership at its peak included 109 National Tourist Organisation (NTOs) and 88 associated members, among them private and public sector organizations.
- ❖ With passes of time as tourism grew and became an integral part of the fabric of modern life, its international dimensions increased and national Governments started to play significant as well as a proactive role in tourism activities such as infrastructure development.
- ❖ During the 1960s. It was recognized that there is a need for tourists' development of international, regional, and national levels, and to keep to the peace of tourist development, specialized inter-Governmental machinery is required.
- ❖ That is why in 1967 IUOTO members called for its transformation into an intergovernmental body empowered to deal on a worldwide basis with all matters concerning tourists and cooperated with other international bodies
- ❖ In 1970, on the 27th Sept. IUOTO's Extraordinary General Assembly adopted the statutes of the World Tourism Organisation in Mexico.
- ❖ Thus, **IUOTO became the World Tourism Organisation** and its first General Assembly was held in **Madrid in May 1975**.
- ❖ The Secretariat was installed in Madrid and the Spanish Government provided the initial infrastructure.
- ❖ In 1979, **World Tourism Day** created, to be celebrated every year on 27th September.
- ❖ Since the inception of UNWTO, it has been playing a pivotal role in the field of travel and tourism.
- ❖ In fact, UNWTO is acting as an umbrella organization, and plays a catalytic role in promoting technological transfers and international cooperation, stimulating and developing public-private sector partnership, encouraging the implementation of the Global Code of ethics for tourism, maximizes the possible economical-social, cultural impact of tourism and minimize its negative social, cultural and environmental impact.

Aims & Objective of UNWTO

Through tourism, UNWTO aims at stimulating economic growth and job creation, providing incentives, protecting the environment, and cultural heritage, promoting peace, prosperity, and respect for rights. The UNWTO's main missions/aims are as:

- To create employment opportunities.
- To improve international understanding and contribute peace among all the nations of the world.
- To create intercultural awareness and personal friendships.

- To promote and develop responsible, sustainable, and universally accessible tourism.
- To stimulate and develop responsible, sustainable, and universally accessible tourism.
- To stimulate and develop public-private sector partnerships.
- To develop and encourage the implementation of the Global Code of ethics for travel and tourism.
- To help in equalization in Economic opportunities.
- To coordinate and cooperate with the other international Agencies in tourism promotion and development.
- To focus on destination development.
- To promote the use of information technology.
- To develop Human Resources.
- To promote and spread the message of peace, harmony through quality educations and training.
- To develop a conceptional framework for tourism an encourage to use.

International Air Transport Organization (IATA)

- IATA is a trade association whose members are of airlines around the world.
- It was established in the year 1945 with a mission ‘to be the force for value creation and innovation driving a safe, secure and profitable air transport industry that sustainably connects and enriches our world.
- IATA’s headquarters is located in Montreal, Canada.
- IATA has been instrumental in formulating global aviation policies and standards, and further has been constantly supporting member airlines in various activities.
- Over 265 airlines in over 117 countries are members of IATA, carrying 83% of the world’s air traffic.
- IATA membership is open to both cargo and passenger airlines.

Role & Mission of IATA

- IATA was founded with the mission to promote and support global aviation.
- The 3 important missions that guide IATA are as below:
 - a) Representing the Airline Industry by improving ‘understanding of the air transport industry among decision makers and increase awareness of the benefits that aviation brings to national and global economies.
 - b) Leading the Airline Industry by developing ‘global commercial standards upon which the air transport industry is built.
 - c) Serving the Airline Industry by helping ‘airlines to operate safely, securely, efficiently, and economically under clearly defined rules.
- The role of IATA in aviation is wide ranging which can be highlighted in the below discussed priority areas:
 - i. Increasing Safety and Security for passengers, crew and cargo, and also for the aircrafts.
 - ii. To enable Payment and Distribution Transformation.

- iii. To reduce charges, fees and taxes to make flying accessible to all.
- iv. Implement practices globally to remove existing regulatory restrictions for Fast Travel solutions.
- v. Improving the Regulatory and Legal Environment in order to foster the growth of aviation industry.
- vi. Promoting Sustainable Aviation Fuel Projects in order to mitigate ecological issues associated with aviation.
- vii. Monitor and maintain high levels of membership satisfaction in order to represent lead and serve the global aviation industry better.

Functions of IATA

- IATA was formed with the below discussed objectives:
 - a) To promote safe, regular and economical air transport for the benefit of the people of the world.
 - b) To promote means for collaboration among air transport enterprises engaged directly or indirectly in international air transport service.
 - c) To cooperate with ICAO and other international organisations.

Membership

- Membership of IATA is open to all airlines operating scheduled and non-scheduled air services that maintain an IATA Operational Safety Audit (IOSA) registration.
- The members of IATA enjoy various benefits and advantages such as,
 - International recognition,
 - Networking opportunities with various international airlines and agencies,
 - Reduced cost in various transactions and settlements,
 - Platform for training and other services

Organization and Governance Structure

- IATA has 54 offices in 53 countries and it represents close to 265 airlines from 117 countries.
- Flights by IATA member airlines represent over 83% of total traffic globally.
- The IATA regions are divided into 5 regions namely,
 - a) Africa and Middle East
 - b) Europe
 - c) China and North Asia
 - d) Asia Pacific
 - e) The Americas