

DEPARTMENT OF COMMERCE (CA)
TRAVEL AND HOSPITALITY SERVICES (Semester-III)

II M.COM (CA)

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UNIT-I

Tourism: Concept- Nature of Tourism: Significance of Tourism - Classification –Tourism in India – Future of Tourism – Basic and Geographical Components of Tourism –Definitions of Tourist and Foreign Tourist – Elements of Tourism.

TOURISM:

CONCEPT OF TOURISM:

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year (12 months) for leisure, business or other purposes.

NATURE OF TOURISM:

1. Soft Adventure:

- Moderate level of physical involvement
- Less physically challenging

2. Eco-Tourism:

- Learning

3. Hard Adventure:

- Physical
- Challenging
- Risky

4. Special interest & wildlife tourism:

- Bird watching
- Barristerial

SIGNIFICANCE OF TOURISM:

1. SOCIAL

- In developing countries, the social exchange between the host country and the foreign tourist occur.
- It helps them to understand one another , not only in learning their languages but also their culture.
- It gives importance to community structure, family relationships, collective traditional life styles, ceremonies and morality.

2. ECONOMIC

- Tourism is the one of the most important aspect for developing countries.
- Both domestic and international tourism must be considered to evaluate the impact of tourism on the economy.
- The level of economic activities of the area shall increase through the sale of products and services to the tourists.

3. CULTURAL

- Culture is about how people interact as observed through social interactions, social relations and material art fact
- Cultural impacts of tourism refers to changes in the arts, artifacts, customs, rituals and architecture of a people.
- Other potential significance of tourism include: – Tourism as a force for peace – Strengthening communities – Facilities developed for tourism can benefit residents – Revaluation of culture and traditions – Encourages civic involvement and pride

4. ENVIRONMENTAL

- Improved environmental management and planning
- Hotels can increase the benefits to natural areas
- This requires careful planning for controlled development, based on analysis of the environmental resources of the area.
- Proper planning can reduce expensive mistakes , avoiding the gradual deterioration of environmental assets.

CLASSIFICATION OF TOURISM:

1. Region

- Domestic tourism

- Foreign

2. Number

- Individual
- Mass

3. Duration

- Short term
- Long term

4. Season

- Winter
- Summer
- Rainy

5. Basic of attraction

- Mountain
- Space
- Adventure
- Sports
- Dark

6. Conference

- Business

7. Approach

- Eco

8. Purpose

- Cultural, Education
- Rural
- Heritage
- Historical
- Health

- Medical, Religious
- Agricultural, Farm
- Political
- Holiday

Tourism in India

The Travel and Tourism Competitiveness Report 2019 ranked India 34th out of 140 countries overall. India improved its ranking by 6 places over the 2017 report which was the greatest improvement among the top 25% of countries ranked. The report ranks the price competitiveness of India's tourism sector 13th out of 140 countries. It mentions that India has quite good air transport infrastructure (ranked 33rd), particularly given the country's stage of development, and reasonable ground and port infrastructure (ranked 28th). The country also scores high on natural resources (ranked 14th), and cultural resources and business travel (ranked 8th). However, some other aspects of its tourism infrastructure remain somewhat underdeveloped.^[12] The nation has many hotel rooms per capita by international comparison and low ATM penetration. The World Tourism Organization reported that India's receipts from tourism during 2012 ranked 16th in the world, and 7th among Asian and Pacific countries.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various central ministries/agencies, state governments, union territories and private sector representatives. Concerted efforts are being made to promote niche tourism products such as rural, cruise, medical and eco-tourism. The Ministry of Tourism maintains the Incredible India campaign focused on promoting the tourism in India.

FUTURE OF TOURISM

In the future the global tourism Industry is lightly to be affected by five key factors:

1. Human
2. Geopolitical
3. Economic
4. Technological
5. Environmental

COMPONENTS OF TOURISM

1. BASIC COMPONENTS

2. GEOGRAPICAL COMPONENTS

BASIC COMPONENTS

1. **Accessibility (Reachability/Transportation):** - Accessibility means reachability to the place of destination through various means of transportation. Transportation should be regular, comfortable, economical and safe. Today there are various means of transportation like airlines, railways, surface (road transportation) and water transportation. The transportation should be there for all kinds of tourists and destinations.

2. **Accommodation:** - It is a place where tourists can find food and shelter provided he/she is in a fit position to pay for it. There are various types of accommodation from a seven star deluxe hotel to a normal budget class hotel.

3. **Attraction (Locale):** - It is considered as the most important basic component of tourism. Attraction means anything that creates a desire in any person to travel in a specific tourist destination or attraction.

Locale is another basic component of tourism. The locale may be used to include the holiday destination and what it offers to the tourist. The holiday destination may offer natural attractions.

1. Accessibility

- Air
- Railway
- Sea
- Road

2. Accommodation

- Hotel
- Guest hotel
- Farm house
- Camping sites

3. Attraction

- Zoo

- Museum
- Rivers
- Hill station

GEOGRAPICAL COMPONENTS

1. Traveler generating region
2. Transit routes

TOURIST

A tourist is a person who is visiting a place for pleasure and interest, especially when they are on holiday.

FOREIGN TOURIST

Foreign tourists are foreign persons admitted under tourist visas (if required) for purposes of leisure, recreation, holiday, visits to friends or relatives, health or medical treatment, or religious pilgrimage.

ELEMENTES OF TOURISM:

Elements of tourism: - There are certain elements or ingredients of tourism. They are the fundamental attractions of tourism. They are.

1. **Pleasing weather:** - Fine weather with warm sun shine is one of the most important attractions of any tourist place. Particularly good weather plays an important role in making a holiday pleasant or an unpleasant experience. In some countries hill station resorts' have been developed to cater the needs of tourists. The best example for this is Shimla.
2. **Scenic attractions:** - No doubt scenic attractions are very important factors in tourism. Scenery consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, is strong forces attracting people to visit them. Thousands and thousands of tourists are attracted by the northern slopes of the Alps in Switzerland and Austria and the southern slopes at Italy and also Himalayan. Mountain slopes of India and Nepal.
3. **Historical and cultural factors:** - Historical and cultural interest exercised tremendous influence over travelers. Large numbers of tourists are attracted every year by the great drawing power of Strat food on Avon in England because of its association with Shakespeare, or the city of Agra in India because of its famous leaning tower.
4. **Accessibility:** - Accessibility is another important factor of tourism. There should be

accessibility for each and every location of tourist attraction. If their locations are inaccessible by the normal means of transport, it would be of little importance.

5. **Amenities:** - Facilities are very essential for any tourist centre. They are considered necessary aid to the tourist centre. For a seaside resort facility like swimming, boating, yachting surf riding and such other facilities like deeming recreations and amusements are an important feature. There are two types of amenities viz.

6. **Accommodation:** - The need and necessity of accommodation cannot be ignored in tourist destination. Accommodation plays a vital role in this field. Many changes have taken place in accommodation recently.

7. **Safety and Security:** Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors.

Reference:

1. Tourism and Travel Management – Bishwanth Ghosh

2. www.wikipedia.com

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