

INTRODUCTION TO TOURISM

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UNIT I

Concepts of Tourism: Definition of Tourism – Traveller – Tourist – Excursionist – Travel Motivations: Push and Pull Motivations of Travel – Basic Components of Tourism: Transport, Attraction, Accommodation – Elements of Tourism: Weather, Amenities, Accessibility, Historical and Cultural Factors

THE AIM OF THE COURSE

“Fundamentals of Tourism” is the introduction to the tourism course. It provides the foundation for all of the other tourism and hospitality-related courses in the degree program. The travel and tourism industry is expanding in many countries around the world, making an understanding of the components of the industry and the system within which it operates increasingly important. As future managers working in travel, tourism, and hospitality, it is essential that you have a comprehensive understanding of the fundamental principles of tourism and the characteristics that differentiate it from other industries and fields of study. The impacts of tourism development and planning for sustainable tourism development will also constitute an important part of the curriculum for this course. The main aim of this course is to introduce students to tourism and to discuss in detail the fundamental ideas that distinguish the study of tourism from other fields.

- To understand the various perspectives for defining tourism and tourists,
- To describe and understand the whole tourism system and its significance when studying tourism;
- To identify the key elements and structure of the tourism industry and their economic contribution on a global scale;
- To understand the tourism product and the role of attractions in the whole tourism system,
- To understand tourist motivations,
- To identify the key socio-cultural, environmental, and economic impacts of tourism and a more sustainable approach to tourism development and management

INTRODUCTION

India is a country that attracts millions of tourists every year and is considered one of the most popular tourist destinations in the world. **Thomas Cook**, the father of modern tourism, died in 1958. According to the United Nations World Tourism Organisation (UNWTO), tourism entails

the movement of people to countries or places outside their usual environment for personal, business, or professional purposes. Tourism is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure while making use of the commercial provision of services. Foreign travellers help India obtain foreign exchange. Tourism is one of the largest industries in the world. More than its industrial status, tourism is a concept and activity that is widely known and applied. Although the word tourism is familiar to everybody, the relationship between the concept of tourism and tourism activity is not known to many. So this is an attempt to learn about tourism as a concept and its application as an activity. Before examining the components of tourism, let us check the meaning of each component. What is a component? You know that water is made up of hydrogen and oxygen. i.e.H₂O. They are the components of water. Without hydrogen, there is no water. Without oxygen, water formation is also not possible. Similarly, tourism is also made up of a few components. If one of these is not present, the activity of tourism does not work out. Let us check out the components of tourism now.

Tourism and tourism are words that are commonly heard or mentioned in everyday life. Pick up any newspaper and you will find some references to terrorism, i.e., in relation to government policy, tourist arrivals, products, destinations, impact on the economy, hostility or hospitality of the local people, etc. But how often have you attempted to understand the meaning of tourism or asked the question, Who is a tourist? Well, this unit attempts to define for you the words "tourism" and "tourist" —both technically as well as conceptually. Then it goes on to discuss the concepts related to tourism and its characteristics. It also takes into account the different forms and types of tourism, along with explaining to you terms like tourist destination, tourist product, etc. Knowledge of these aspects is a must for tourism professionals as well as for anyone interested in pursuing tourism studies.

Finally, tourism has also become a status symbol in modern society and is thought to be necessary for one's health. Today, 40% of free time is devoted to travel in developed countries. 429 million tourists spent U.S. \$429 billion in 1990, and by the year 2000, tourism services will probably be the largest sources of employment in the world. These statistics reflect the fact that many new tourist sites are opening all over the world, and tourism is now a global phenomenon.

WHAT IS TOURISM?

The term tourism comprises several social practices. These have the minimal common characteristic that they are different and a 'departure' from normal life. These minimal characteristics help us to define tourism, which according to the W.T.O. is the movement of people away from their normal place of residence and work for a period of not less than 24 hours and not more than 1 year. The journey to and stay at a site is outside the nominal place of work and residence for a short period. There is a clear intention when "going away" to "return home." We must remember that tourism sites are not connected with paid work, and they preferably offer some connection with sites where a person's work and residence are located.

A substantial proportion of the population engages in going away on holiday. Hence, new socialised forms of the provision of goods and services are developed in order to cater to the mass character of tourism practices. The third is, therefore, different from 'the traveller, because travel has an individual character, whereas tourism has a mass character. Tourism is directed at places chosen for the anticipation (often built on daydreaming and fantasy) of intense pleasure because such places are different from what we otherwise encounter. Such anticipation is sustained through a variety of experiences that influence our daily lives, like FM, TV, fiction, magazines, records, videos, etc.

Defining Tourism Over the years, the definition of tourism has undergone a change along with the historical changes. According to Hunziker and Krapf, tourism is "the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as it does not lead to permanent residence and is not connected to any earning activity." This definition emphasises travel and stay but excludes day trips, business trips, etc., and the overlapping of these boundaries with other practices. The League of Nations in 1937 recommended that tourism cover the social activity of those who travel for a period of 24 hours or more in a country other than the one a person usually lives in. However, the limitation of this definition was that it excluded domestic tourism and emphasised only international tourism.

The Rome Conference on Tourism in 1963 adopted the recommendation to replace the term "tourist" with the term "visitor" and defined tourism as a visit "to a country other than one's own or where one usually resides and works" for the following reasons: i) **Tourism:** the activity of temporary visitors staying at least 24 hours for leisure, business, family, mission, or meeting. ii)

Excursion: the activity of a temporary visitor staying less than 24 hours but excluding people in transit. This definition also excluded the domestic tourist, although it did recognise the day visitor. In 1976, the Tourism Society of Britain proposed to clarify the concept of tourism by saying that "tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during their stay at these destinations, including day visits and excursions."

AIEST in 1981 refined this concept and held that "tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home." These definitions indicate that tourism has expanded in its range and scope. ' The concept of tourism has broadened to include all forms of the phenomenon of leisure activity. Today, we may define mass tourism as the quest of someone who travels to see something different and is dissatisfied when he finds that things are not the same as at home. This definition reflects the orientation of global tourism, which is concentrated in Western societies, where 60% of international tourist arrivals are received and from which 70% of the tourists originate. Because the control of tourism is centred in the West, the concepts associated with tourism are necessarily influenced by the social practices of these societies rather than the travel heritage of non-western cultures and developing societies.

There are 10 benefits to tourism.

Advantages of Tourism

- Economic Growth.
- The Development of a Country
- Employment Creation.
- Unification of Various Societies
- Preservation and protection
- enriches geographic identity globally.
- Objecting to stereotypes

These key elements are known as the 5 A's: access, accommodation, attractions, activities, and amenities.

Tourism is a social, cultural, and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal, business, or professional purposes.

Concept and definition

What is tourism?

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

Environmentally sustainable development and tourism

Ecotourism

Responsible travel to natural areas conserves the environment and improves the well-being of local people.

Tourism as a Development Tool

- 1970s: Infrastructure Development
- 1980s: departure from tourism (left to the private sector)
- 1990s: Emphasis on the Environment
- 2000s: Increased emphasis on local communities and economic growth

There are three basic forms of tourism: domestic tourism, inbound tourism, and outbound tourism.

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 their stay at each destination. It includes movements for all purposes, "a national fund for the promotion of tourism."

They are tourist destinations in Tamil Nadu.

- Chennai,
- Ooty,
- Pondicherry,

- Kodaikanal,
- Coimbatore,
- Yelagiri,
- Masinagudi,
- Conoor,
- Madumalai,
- Yercaud,
- Madurai,
- Thanjavur,
- Mahabalipuram,
- Kanyakumari
- Kotagiri,
- Nilgiri,
- Krishnagiri,
- Auroville,
- Theni,
- Hullathy,
- Rameshwaram,
- Kalhatty Ghat, and more.

TOURISTS

A tourist, apart from being a holiday maker or businessman, can also be in terms of region, nationality, socio-economic class, age, and sex. Behavioural aspects like stage in the life cycle, personality, and educational levels help the producer of services design products that fit specific target groups or market segments. This is termed profiling the tourist (see TS-2 Block-1). Such a definitional refinement helps us collect data on what the tourist is really looking for at the destination. Such data also helps us to understand tourism and to see how travel and tourism-related practices differ between different markets. Such information helps the industry to design products and develop strategies appropriate to the needs of the market. Such data also enables activists, who may be local activists or networking with international groups, to determine the form of tourism being developed at a particular destination and to intervene in the type of development being planned, maximise the benefits from tourism, and minimise negative impacts.

MEANING OF EXCURSIONIST

An excursionist is a person taking a trip that does not include an overnight stay at a main destination outside of his or her usual environment.

PUSH AND PULL MOTIVATIONS FOR TRAVEL

Push factors refer to motivations such as escape from a perceived mundane environment, exploration and evaluation of self, relaxation, and regression, while pull factors relate to destinations, such as sunshine and friendly natives, to attract tourists and meet their needs (**Dann, 1981**). The travel experience; novelty seeking; escapism and relaxation; relationships; and self-development Travel motivation is the inner state of a person or certain needs and wants of tourists.

Several tourist motivations are listed in travel literature. Some of these are: the need for escape or change; travel for health; sports; social contact; status and prestige; education; personal values; cultural experience; shopping bargain hunting; professional and business motives; and the search for natural beauty. What are the travel motivations of students? It was revealed by the study that students are motivated to travel to areas with attractions because of admiration for nature, prestige reasons, socialisation, academic pursuits, and influence from their peers (advertisement). What are the four basic travel motivators? The basic travel motivators are physical motivators, cultural motivators, interpersonal motivators, and status and prestige motivators.

THE ESSENTIAL TOURISM SYSTEM COMPONENTS

The five vital components of the tourism system are attraction, accessibility, accommodation, amenities, and activities.

Attraction: Tourism activity starts with the attractions. At a place or destination, there has to be some attraction, and only then will people or tourists visit that area. Attractions are believed to be the greatest influencers of all the components. They can make or break a destination. Attractions are of two types: natural attractions like lakes, rivers, mountains, etc., and man-made attractions like monuments, museums, shopping areas, etc. The ultimate motive of any tourist is to experience the attraction, though accessibility and accommodation also partake in this phenomenon. But it can be said that without attractions, there will be no tourism; however, Transport, hotels, activities, and amenities can also act as attractions. Attractions are the first step in the tourism supply chain.

- Attractions are one of the most important components or elements that attract people to travel from one place to another.
- Attractions consist of archaeological sites, cultural sites, historical buildings, monuments, or scenery like beaches, flora and fauna, mountains, resorts, wildlife sanctuaries, national parks, and zoological parks.
- Attractions also include events like exhibitions, trade fairs, festivals, sports events, etc. Attractions are the preconditions of travel. It attracts more and more people and offers pleasure.
- Attractions also attract and connect people to enjoy and be involved in various tourism activities.

The Three A's of Tourism

The three basic components of tourism start with the letter A. So these are known as the Three A's of tourism.

3 A's of Tourism:

A ttraction

A ccessibility

A ccommodation

Concepts and Impacts of Tourism Mainly, there are two types of attractions:

Natural Attraction

Natural attractions are places made by nature itself for, e.g., natural beauty, climate, mountains, landscape, flora and fauna, water resources, beaches, wild life, caves, safaris, etc.

Man-Made Attraction

Man-made attractions are those attractions made or developed by humans, e.g., movements, historical buildings, festivals, music, churches, temples, Disney lands, leisure parks, museums, casinos, disco clubs, etc.

b) Accessibility: Accessibility, otherwise known as transportation, is an essential component of the tourism system as it creates a linkage between the market source and the destination. Transportation is not usually a target but a mandate for the conduct of tours. But in some cases, transport can also become an attraction; for example, tourist trains run by IRCTC like Maharajas' Express, Royal Rajasthan on wheels, etc. There are various modes of transportation available, like roadways, airways, waterways, and railways. Ideally, transport should be comfortable, reliable, affordable, and appropriate for the traveller, whichever mode it may be.

- Transportation is a crucial factor that has a huge impact on the growth and development of the tourism industry.
- Attractions may be manmade or natural, but without accessibility, tourists cannot reach a destination from their origin or place of origin.
- There are different modes of transportation that help a tourist reach his destination in any part of the world.

There are mainly three types, or modes, of transportation:

Surface transportation: Surface transportation includes both roadways and railways through land. It is one of the cheapest means of transportation as compared to other modes of transportation.

Air Transportation: Air transportation is one of the fastest and costliest means of transportation.

Transport is mainly used for travelling to long-distance destinations or places. It has helped a lot, as people can travel long distances as well as through high mountains.

Water Transportation: Water transportation is one of the oldest modes of transportation through water. It made an important contribution to travel in the 19th century, after the innovation of shipping technology.

Tourism System: Components, Elements, and Models

c) **Accommodation:** Accommodation is one of the most crucial aspects of a destination. Any traveller choosing to visit any destination would first look for accommodations suited to his or her needs. It should provide him or her with food and beverage services, resting facilities, etc. up to his or her satisfaction level. Accommodation units themselves act as tourist attractions for a large number of people. There are a few places that are visited by tourists only for their hotels. Palace Hotel Chail, Umaid Bhawan Palace, and Jodhpur are some examples of hotels where tourists have to pay just for visiting the hotel property. In this way, there are several places throughout the world where accommodation units are being treated as tourism products.

Accommodation includes food and lodging facilities for different types of guests. Accommodations should be comfortable, and good-quality services and facilities should be provided to the guest.

ACCOMMODATION

HOTELS

International hotels

Youth Hostels

Caravan and camping sites

Floating hotels

Heritage hotels

SUPPLEMENTARY ACCOMMODATION

Hotels

Commercial Hotels

Pension

Bed and breakfast establishments

Tourist holiday villages

There are various types of hotels. They differ in size, facade, architectural features, and amenities. The following are the main types of hotels:

International Hotels: The modern western-style luxurious hotels situated in major cities and tourist centres are known as international hotels.

Mainly, there are two types of accommodation:

Serviced Accommodation: It refers to the services provided by the hotel, resorts, guest houses, motels, boutique hotels, homestays, star-category hotels, heritage hotels, lodges, etc. Different hotels are established to provide lodging and food services to guests. Self-Catering or Supplementary

Accommodation: It refers to the premises that offer accommodation but not the services of a hotel. It provides food and accommodation in return for cash per day. e.g., youth hostels, Dharamshalas, PatiPauwa, tourist holiday villages, etc.

d) **Amenities:** Every tourist travelling to a new destination desires world-class facilities and services. In order to fulfil their demand, efforts are made by the industry. High-quality facilities are an important aid to every tourist destination or centre. For a coastal resort, services like swimming, boating, yachting, surfing, and other amenities like recreation, dancing, and other entertainment and amusement services are very essential for each and every tourist destination. Facilities can be of two kinds: natural, i.e., sea-bathing, beaches, and possibilities of fishing, opportunities for trekking, climbing, viewing, etc., and man-made, i.e., different kinds of entertainment facilities that can cater to the unique requirements of the various tourists. Outstanding beaches, sheltered from sunshine with palm and coconut trees and providing good bathing conditions, make it a very good tourist centre. Various other natural facilities, like large bodies of water for the purpose of cruising or the chances for hunting and fishing, are equally significant.

Amenities are the services required by the tourist to facilitate his travel. Amenities generally include infrastructure facilities like roads, sewage systems, power grids, phone lines, etc., and other facilities like police stations, ATMs, Fore booths, hospitals, etc. In the terminology of tourism products, these facilities are known as 'resident-oriented products'.

- Amenities include various extra services and facilities required of the guest while travelling to different destinations.

- Concepts and Impacts of Tourism Amenities are those facilities that complement the attraction.
- Amenities also include facilities like providing visas, flight tickets, train tickets, etc.

MAINLY, THERE ARE TWO TYPES OF AMENITIES:

a) **Natural:** seashores, sea baths, fishing, rock climbing, trekking, sightseeing, rivers, sunrises, etc.

b) **Man-made:** dance, music, drama, cinema, swimming pool, fairs and festivals, the Internet, etc.

c) **Activities:** Attractions are often accompanied by various activities that enhance the visitor's experience. For example, a lake in Neonatal may have boating and cruise facilities; a monument in Agra may offer a guided tour by a tour guide or a light and sound show in Khajarahoh; hiking in a mountain; skiing in the snow slopes in the Himalayas; whitewater river rafting in the Ganges River; fishing in the Manalsu River; paragliding in Bir; trekking in Hampta Pass, et al.

Human Component: The human element comprises tourists. UNWTO has defined tourists as “a temporary visitor intending to spend overnight at a destination away from his usual place of residence for purposes such as leisure, business, or recreation. A key difference between a tourist and a visitor is that in the former, the length of stay cannot exceed a period of 12 months.

According to Gunn, a tourist must be motivated to undertake travel. Those who do not have the interest, incline, or desire would not be counted as tourists.

People who arrive at a destination to

- engage in any business activity,
- undertake education
- or any traveller traversing a country or region without having any intent to stay there will not be considered a tourist.

Another category is excursionists, who are temporary visitors for a period of less than 24 hours in the country visited (including travellers on the cruises).

ii) Industrial Component: The tourism industry is fundamentally a synergy between its four sectors.

Transportation: Transportation is a crucial element of the tourism industry. Transportation has made travel possible. It is also noteworthy to mention that advances in transportation have made travel quicker and more comfortable.

Transport is **divided into**

- Air
- Land (roadways and railways)
- Water

Tourists require travel at three destination points. Firstly, to and from the point of origin and destination region Secondly, to travel between two destinations (in the case of tourists travelling to more than one destination), and lastly, within a destination.

b) Accommodation: The accommodation sector comprises establishments providing lodging facilities to tourists at a particular price. This includes hotels, bed-and-breakfast inns, motels, resorts, home stays, and the like. The accommodation varies in terms of amenities (budget hotel or resort), location (city centre or airport hotels), and many more.

Ancillary Services A destination's ancillary services include activities and attractions. Besides this, shopping, F&B services, and Wi-Fi facilities are also included. Some of the ancillary services have been explained as below:

Tourism System: Components, Elements, and Models Tourist Publication (Online and Offline): Knowledge about the destination both before and during the visit is pivotal to the tourism phenomenon. The information should give details about the dos and don'ts at the destination, lodging facilities, attractions (both natural and man-made), local community (their language,

culture, food, traditions, et al.), and many more. This will help in familiarising tourists with the destination beforehand.

Public Services and Amenities: A destination's infrastructure should suffice for the requirements of tourists. It includes well-built roads with accurate signage, sewage facilities, the availability of potable water, communication facilities (phone booths, secured networks), medical facilities (hospitals, dispensaries, etc.), and many more.

- **Financial Services:** Tourists require funds to arrange for their travel. Foreign exchange becomes important in the case of inbound tourism. Besides this, the availability of ATMs and banks at various locations in a destination is very important.
- **Entertainment:** It includes facilities for recreation and enjoyment such as gaming arenas, theatres, casinos, etc.

Sales and Distribution: A tourism product, similar to other products, is separated from its customers owing to some geographical constraints. Thus, a sales distribution system was developed to bridge the gap between the two. Tourism sales distribution, similar to its counterparts, is carried out through service providers like hotels, airlines, travel agents, tour operators, etc.

iii) Geographical Component:

The geographical component is composed of three elements:

Traveller-Generating Region:

Traveller-Generating Regions (TGR) represent that part of the tourism system from where human beings undertake journeys to any other area of their choice. It is the generating market for tourism and acts as a push force to stimulate and inspire journeys.

It is from here that the traveller searches for information, makes reservations, and departs.

Transit Route Region:

Evidently, there is a distance between the TGR and TDR. This region is called the Transit Route Region. It comprises lodging facilities (like motels), F&B services (restaurants), etc. It may also include intermediate attractions that may be visited en route to the final destination.

Tourist Destination Region:

The tourist destination region is the place that a traveller ultimately seeks to visit. It acts as a pull force for tourists, offering a variety of attractions, rejuvenation, and leisure opportunities. It is in the tourist destination region that the ultimate impact of tourism is felt. Thus, a systematic approach to the development of tourism is a prerequisite. 90 Concepts and Impacts of Tourism

iv) The Environmental Component:

The last element or component in Leiper's model of the tourism system is the environment component, which is surrounded mainly by three geographical regions. There is interaction between tourism and the external environment since tourism is an open system. These forces either induce positive or negative influences on the tourism system.

There are various environmental components that affect the tourism system, which are as follows:

- 1) Economic Factors
- 2) Political factors
- 3) Technological Factors
- 4) Social and cultural factors
- 5) Legal Factors

ENVIRONMENTAL FACTORS

Economic Factors Economic factors have a huge impact on the tourism system, as tourism as an activity is directly linked to the economy, or the per capita income of the tourist-generating area, the standard of living, and the disposable income of the locals. On the other hand, if different

tourist destinations across the globe offer or provide cheap or affordable tourism services or products to the various tourists travelling to such destinations automatically, there will be a growth in tourism development, and new opportunities will be created for tourism activities. Therefore, the income and expenditure of the tourists will be balanced, ensuring tourist flow. Economic factors are also directly related to the general global financial situation. The financial depression that was prevalent in 2008 severely affected the tourism industry as per capita income decreased all over the world.

POLITICAL FACTORS

The current political situation and political stability have a huge impact on the tourism system. An unstable situation at a particular destination hampers tourism growth and development. Political harmony and law and order, if executed in a proper way, help the tourism system function in an effective and efficient manner. If the government in power comes up with proper planning for tourism, encourages more investment in tourism projects, and gives tax benefits to the stakeholders, there will be enough growth in the tourism industry. Government policies and relationships with foreign countries in tourist destination regions and tourist-generating regions will grow at a very good speed and will also flourish in the times to come. Otherwise, tourism growth will be adversely affected.

TECHNOLOGICAL FACTORS

Technology is another important factor that affects the tourism system. Technology has been developing swiftly, and it has spread its wings in all sectors, especially in tourism. It has changed the travel behaviour of the tourists in the generating region, and the organisations of the tourism industry are using technology to market their services and products in the tourist destination region. The Internet is a tourism system. components, elements, and models used by the tourists to gather information about the destinations, the transit routes, and the attractions to decide on their travel. They make reservations online instead of approaching travel agents and tour operators using traditional methods of distribution. The suppliers of the destination region and the transit

route region, like airlines, hotels, and tourism attraction operators, make direct contact with the tourist-generating region and create a great challenge for the intermediaries.

SOCIAL/CULTURAL FACTORS

Social or cultural factors have significant influences on the tourism system. Based on the attitude of the local people in the tourism destination region, tourists from the generating region will be pulled towards it. The experience of the tourists depends on the receptive nature of the hosts of the destination. If aversion prevails over the behaviour of the tourists in the minds of the host people, loyal tourists cannot be pulled by the destination region. Tourists will not prefer to visit a destination that is not tourist-friendly.

LEGAL FACTORS

The legal factors refer to the prevalent law and order in the tourist-generating region, the transit route region, and the tourist destination region. These laws act as a framework to protect tourists and the organisations of the tourism industry. It leads to the proper development and management of tourism and the components of the tourism system. There are laws pertaining to tourism infrastructure, conservation of rich natural biodiversity, and cultural resources.

ENVIRONMENTAL FACTORS

The environmental factors are related to the rich biodiversity existing in the tourist destination region. Both the tourists from the generating zone and the operators of the tourism industry have a n impact on the destination region's ecosystem. Negative impacts like pollution, loss of greenery, congestion, and overuse create the imperatives for making tourism sustainable for the future. Therefore, such negative impacts have to be eliminated or reduced by the government, which must thus eliminate or minimise these negative effects and raise stakeholders' understanding of the sustainability of tourism resources. creating awareness about the sustainability of tourism resources in the minds of the stakeholders; otherwise, severe losses will be exerted on the **tourism system.**

The **history of travel and tourism**

Travel is as old as mankind on earth. At the beginning of his existence, man roamed about the planet's surface in search of food, shelter, security, and a better habitat. However, with time, such movements were transformed into wanderlust. About five thousand years ago, climate changes, dwindling food and shelter conditions, and hostile invaders made the people leave their homes to seek refuge elsewhere, like the Aryans left their homes in Central Asia due to climate changes. Perhaps this leads to the development of commerce, trade, and industry. Religion, education, and cultural movements began during the Hindu and Chinese civilizations. Christian missionaries, Buddhist monks, and others travelled far and wide carrying religious messages and returned with fantastic images and opinions about alien people.

Self Assessment Question

1. What is Tourism?
2. Explain the fundamental components of tourism and elaborate on how each (Transport, Attraction, Accommodation) contributes to the overall tourism experience.
3. Discuss the differences between a traveler, a tourist, and an excursionist, highlighting their characteristics and motivations for travel.

UNIT II

Types and Forms of Tourism: Domestic and International Tourism – Long Haul and Short Haul Tourism – Leisure Tourism – Pilgrimage Tourism – Special Interest Tourism – Adventure Tourism – Eco Tourism – Cultural Tourism – Desert Tourism – Agro Tourism – Culinary Tourism – Medical Tourism – Sustainable Tourism

TYPES AND FORMS OF TOURISM

Objectives

- Apply knowledge of tourism types in creating tailored travel packages or itineraries for different target audiences, considering their preferences and interests.
- Apply the principles of sustainable tourism in developing strategies for destination management and marketing, emphasizing community engagement and environmental conservation

TOURISM: FORMS AND TYPES

Today, people are feverishly participating in tourism. This may include short trips during the week, weekend breaks, or longer journeys during holidays. Older pensioners have a dream of retiring to a place where the weather is good and the prices are low. Without any outside pressure, millions of people flock to destinations of their own free will. Long lines of cars, crowded buses and trains, and jumbo jets go all over the world. As a result, the beaches become too small, shops and restaurants too crowded, port facilities and the environment degrade and wear down after years of being admired and used, and the world shrinks. For an increasing number of people, work is no longer the main purpose of life, and this encourages tourism. Modern tourism is one of the most striking phenomena of our times, and tourism offers us an opportunity to learn, to enrich humanity, and to identify what may be termed goals for a better life and a better society. But conservationists want to change things. They want to arrest the spread of the "landscape eaters" who have transformed the countryside with their mass migration.

Forms and types of tourism emerge within the context of changing social values. For example, the importance of "having" has supplanted the value of "being" in contemporary culture. Possession, property, wealth, egoism, and consumption have become more important than community, tolerance, moderation, sensibility, and modesty. As a result, in all parts of the world:

An economy is characterized by an increasing concentration of wealth, division of labour, and specialization.

- The environment is being treated as if resources are renewable.
- The limits of the ecosystem are stretched without considering the negative aspects, and
- People's rights are constantly eroded to meet the needs of the power system, etc.
- Forms of tourism emerge from different fields of tension, such as worksheets, awake/asleep, exertion/relaxation, income/expenditure, job family, freedom/necessity, and risk/security. Similarly,

Dirt, noise, rush, pollution, trouble, etc. are all key expressions of such tension. The possibility of going away is very important in such a context.

The desire for tourism is therefore determined socially. Governments promote tourism, people talk about their holidays, unions sponsor holidays, health insurance covers visits to spas, tax rebates are given for holiday homes, and corporations reward employees with travel instead of bonus money. Seasonal pressures strengthen the urge to get away from home. Annual vacations, the media, literature, and fashion all strengthen the holiday mania. The tourism industry whets the appetite with tantalising offers of entertainment and pleasure. The commercialization of recreation functions within the well-established principles of a free market economy. In the past, in the erstwhile socialist countries, holiday homes and limited foreign travel was subsidised for workers. In India, we still have a transport subsidy called the Leave Travel Concession, and most companies provide holiday homes for their workers, but tourism is primarily a private enterprise. A study of tourist brochures indicates the successful design of a tourist visit.

- Create a holiday mood by emphasising informality, abandonment, serenity, freedom, and pleasure. Tourism Phenomenon
- Show time. standing still, romanticism and relaxation, peace and space.
- Show something beautiful that is not available at home. And typical holiday symbols like the sun, a beach umbrella, a palm-fringed coastline, etc.
- Show people from other cultures who are always beaming and happy. friendly and idle.

All four ingredients are from the tourism mix. However, in today's context, the different types of tourism are as follows:

- **Rest and Recuperation** Taking a break from everyday life helps relieve the stress of societies that have shifted from manual to sedentary work. Tourism as diversion or compensation to holiday destinations is what may be called holiday or vacation travel, which is focused on resorts and beach holidays, both domestic and international.
 - **Escape tourism** is a mass flight from everyday reality to an imaginary world of freedom. This flight takes place within the movements from centres to peripheries, or, in other words, a north-south migration.
 - **Communication** Spending quality time with family and friends helps make new friends and acquaintances. This is mass tourism in herds, enjoying the facilities of tourism enclaves.
4. **Culture and Education:** Such tourism is based on sight-seeing tours to experience and see other countries of the world, though not necessarily in depth.
- **Freedom Tourism** frees you from home and work and is directed towards facilities and comforts rather than experience.
 - 6. **Health:** visit spas, go to saunas, and undergo cures for chronic ailments. Visit health clubs for workouts or do yoga, i.e., travel for health.
 - **Special Interest Tours** It is organised as per the special interests of the tourists, ranging from medical, historical, archaeological, and other interests to golf or fishing.
 - **Adventure and Wild Life** Far away from modern civilization, with bearers and porters and mules, camels, elephants, or jeeps, mixing trekking and hiking and camp life with the luxury of a first-class hotel
 - **Convention Tourism** to mix leisure with work, holding conventions or meetings at tourist destinations.

Different forms of tourism also give rise to different types of tourists.

1) A tourist who is dressed in funny clothes and views everything through the lens of a camera. 2) The naive tourist, who is inexperienced in travel, always asks unnecessary questions and has no language skills.

3) The organised tourist who feels at home with a guide and a group of fellow tourists. 4) The ugly tourist who behaves as if he owns the world.

Types of Tourism in the World: What a Travel Agency Needs to Know

The tourism realm is vast, comprising numerous types. From birth tourism and space tourism to garden tourism and beyond, the types of tourism available to travellers are truly remarkable. Showcasing a wealth of options and catering to a wide range of travellers can capture prospective travellers. Many experts predict that the tourism industry will recover gradually over the next few years. The UNWTO, for example, projects that **international tourist arrivals will reach 1.5 billion by 2025, a significant increase compared to the all-time low of around 880 million in 2020.**

63 TYPES OF TOURISM IN THE WORLD

The tourism sector keeps evolving from the basics, like domestic tourism, inbound tourism, and outbound tourism. As travel agencies, you can use this information to pull out strategies and grow your tourism business.

ADVENTURE TOURISM

Adventure tourism involves the exploration of remote places where travellers can expect the unexpected. It involves connecting with a new culture or new landscape and, at the same time, being physically active. Some of the adventure tourism activities involve day hiking, backpacking, zip-lining, free-falling, rafting, mountain biking, skiing, and snowboarding.

AGRITOURISM

Agritourism, or agro tourism, normally occurs on farms. It gives travellers an opportunity to experience rural life, taste the local genuine food, and get familiar with various farming tasks. This type of tourism is also referred to as farm stays in Italy. Some of the types of agritourism are direct market agritourism, experience and education agritourism, and event and recreation agritourism.

CULINARY TOURISM

Culinary tourism, or food tourism, is for food enthusiasts who love to explore new food destinations. This is a welcome change from the standard travel itinerary, as the trip involves the

opportunity to learn new cooking techniques or attend a food tasting. Some of the top culinary tourism destinations in the world are Italy, Spain, Dubai, Thailand, India, Tokyo, Bangkok, Japan, Peru, Ethiopia, and New Orleans.

Alternative Tourism or Sustainability

Alternative tourism, also known as specific interest tourism (SIT), involves travel that encourages interaction with local government, people, and communities. Many travellers choose alternative tourism because they love nature and want to preserve it. Some of the approaches to alternative tourism involve ecotourism, adventure tourism, rural tourism, sustainable tourism, solidarity tourism, etc.

BUSINESS TOURISM

Business tourism involves travelling to a destination away from home or a normal workplace. It is a type of travel for professional purposes rather than personal ones. Some types of business tourism are incentive travel, exhibitions and trade fairs, conferences and meetings, and corporate events.

BIRD WATCHING

Bird watching is observing birds in their natural habitat. These birds are observed with the naked eye or with visual enhancement devices such as binoculars, telescopes, and listening devices. The world's top bird-watching destinations are South Georgia Island; Cape May, New Jersey; Patanal, Brazil; Broome, Western Australia; New Guinea Highlands; Nagaland, India; Kakum National Park, Ghana; Mindo, Ecuador; Hula Valley, Israel; and Kruger National Park, South Africa.

CULTURAL TOURISM

Cultural tourism is where travellers engage with a country's or religion's culture, especially the lifestyle and other elements that shaped the lives of the people. Tourists get immersed in related activities such as rituals and festivals. Some of the popular cultural tourism destinations in the world are Madagascar; Lombok, Indonesia; Latvia; Haida Gwaii, British Columbia; Northern Sri Lanka; Chiang Mai, Thailand; Aristi, Greece; Western Cape, South Africa; and Tamil Nadu, India.

MEDICAL TOURISM

Medical tourism refers to people travelling to another country to get medical treatment. People from developed countries travel to developing countries to get low-priced medical treatment. Popular medical tourism destinations in the world are India, Malaysia, Brazil, Thailand, Mexico, Costa Rica, Taiwan, South Korea, and Singapore.

POLITICAL TOURISM

Political tourism refers to journeys taken with political intent. Such trips involve travelling to the areas of conflict to study the circumstances, understand the situations on both sides, and develop knowledge about local history. Some of the popular political tourism destinations are Israel, Palestine, and Africa.

DISASTER TOURISM

Disaster tourism, or dark/black/grief tourism, involves visiting environmental disaster places that are either natural or man-made. People are attracted to this type of tourism because of its social, academic, or cultural essence. Some of the most famous disaster tourism spots in the world are Hurricane Katrina, Pompeii, Exxon Valdez Oil Spill, Naval Air Engineering Station Lakehurst, Nevada National Security Site, Johnstown Flood National Memorial, and 9/11 Memorial.

DOMESTIC TOURISM

Domestic tourism involves residents of a country travelling within the same country. For example, if you are living in Manhattan and travel to Texas, it is called domestic tourism.

ESCORTED TOUR

An escorted tour is a type of tourism where travellers are guided in groups. Usually, it is a walking tour where a guide takes the group to historical or cultural sites. Under escorted tours, the guide or agency will take care of all the planning. Travellers can sit, relax, and enjoy the trip knowing that they are doing the best of everything.

ECOTOURISM

Ecotourism involves visiting undisturbed natural areas. It promotes conserving the environment and improving the well-being of local people. Some of the best ecotourism destinations in the world are Alaska, the Amazon, Antarctica, the Australian Blue Mountains, Borneo, Botswana, Costa Rica, Dominica, the Galapagos Islands, and the Himalayas.

INDUSTRIAL TOURISM

Industrial tourism refers to visits to industrial sites in a particular location. This concept has gained renewed interest in recent times and attracts tourists to visit industrial heritage and modern sites. Some of the most popular industrial tourism destinations in the world are Kawasa, Japan; Saint-Nazaire, France; Belle Isle, United States; Bataan, Philippines; and Munich, Germany.

LITERARY TOURISM

Literary tourism deals with tourists visiting birthplaces, burial sites, museums, and other sites associated with authors or literary creations. Some scholars refer to this as a contemporary type of secular pilgrimage. Popular literary tourism destinations are London, Stratford-upon-Avon, Edinburgh, Dublin, New York, Concord, Paris, San Francisco, Rome, and St. Petersburg, Russia.

Militarism heritage tourism is a type of tourism where people visit former military sites. Some of the famous militarism heritage tourism locations are World War I and II, the Pacific Wars, Holocaust remembrance, the American Revolution, and more.

MUSIC TOURISM

Music tourism involves visiting a city or town to see a musical festival or music performance. In recent years, music tourism has transformed into a massive global phenomenon. Popular destinations for music tourism are Liverpool, Havana, Pune, Trinidad and Tobago, Tokyo, Vienna, Asheville, Essaouira, and Berlin.

UNIT III

Travel Agency: Meaning of Travel Agent - Types of Travel Agency - Roles of Large Travel Agent
- Characteristics of a Professional Travel Agent

Objectives

- Assess the impact of technological advancements on the role and functions of travel agents, considering the shift towards online booking platforms and their influence on traditional agency models.
- Investigate how professional development and training contribute to the enhancement of a travel agent's skills and competencies, highlighting their adaptability in a dynamic industry.

TRAVEL AGENCY

Travel Agency: Meaning of Travel Agent

A travel agency is a private retailer that sells travel-related products and services to consumers. This includes package holidays as well as individual holiday elements such as hotel rooms, flight tickets, and travel insurance. Travel agents typically use global distribution systems (GDS). These systems enable travel agent staff to receive real-time updates on availability and prices and to make bookings.

A **travel agent** is a person who has full knowledge of tourist products—destinations, modes of travel, climate, accommodation, and other areas of the service sector. He acts on behalf of product providers or principles and, in return, gets a commission. Technically, a travel agent is the **owner or manager** of an agency.

TYPES OF TRAVEL AGENCY

Travel agencies are basically categorised into two types: **retail travel agencies** and **wholesale**

TRAVEL AGENCY

A RETAIL TRAVEL AGENCY'S DEFINITIONS

According to the **Airlines Reporting Corporation (ARC)**, a retail travel agency is defined as "a business that performs the following functions: quotes fares and rates, makes reservations, arranges

travel tickets and accommodation, arranges travel insurance, foreign currency, documents, and accepts payments.”

WHOLESALE TRAVEL AGENCY

These agencies are specialised in organising package tours, which are marketed to customers or tourists through the network of a retail travel agency or directly to prospective clients (if the wholesale travel agency has a retail division). A wholesale travel agency purchases tourists’ product components in bulk and designs tour packages.

THE ROLES OF TRAVEL AGENTS

Travel Agency A travel agency is one that makes arrangements for travel tickets (air, rail, road, and sea); travel documents (passports, visas, and other documents required to travel); accommodation, entertainment, and other travel-related services from principle suppliers.

Travel agents help clients manage everything from transportation to accommodations when planning a vacation. They also help with itinerary planning so that their trip is as fun-filled as possible. Whether it's family activities or ensuring a good hotel, agents make their clients' lives easier while on vacation.

Characteristics of a PROFESSIONAL Travel Agent

KNOWLEDGE

When travellers choose to use a travel agent instead of booking a trip themselves, they are looking for expertise. Turn yourself into an information sponge and soak up everything there is to know about airlines, airports, destinations, dining, and accommodations. Read travel articles and publications to stay current. Don’t be afraid to ask your supplier questions about the products you are buying.

PROFESSIONALISM

Set high expectations of professionalism for yourself and your employees. Check the spelling of your emails and quotes. Put efficient processes in place for making and managing bookings rather than just “winging it” as you go. Consider implementing or following a personal dress code to help you feel at the top of your game—even if you work from home!

ENTHUSIASM

Enthusiasm is contagious. Stay excited about what you sell, and your clients will catch on. Be that crazy person who loves Mondays. Keep your standards high and your goals ahead of you. Make sure to save plenty of time in your year for your own travels. This will keep you excited and passionate about what you do!

PEOPLE SKILLS

Are you able to pick up on subtle communication cues? Can you figure out what a client really wants when they’re having a hard time expressing it clearly? Do you know how and when to close the sale? Some of these things come naturally, but much of it is learned simply by paying attention. Become a student of human nature even when you are not on the job, and you will start to develop a keen ability to read people.

INTEGRITY

Be honest and upfront about fares, rules, and regulations. Don’t try to sell something you don’t think your travellers would love. Take the high road. Referrals and recommendations are your best form of advertising, but they simply won’t happen if you don’t maintain the highest standards of integrity.

RESOURCE FULNESS

A great travel agent has the ability to think on their feet and adapt to new situations. Whether it’s a forced schedule change, an unusual request, or a missed connection, quick thinking is essential.

Learn to stay calm and navigate emergencies like a pro. Figure out what resources you have at your disposal and make it happen! Your clients will think you are a miracle worker!

EMPATHY

Even when you do all the right things in the booking process, travel arrangements can often go awry. Airlines are delayed, bags get lost, and travellers can get sick. Just because an incident is not your fault doesn't mean you have no compassion. Be your client's advocate whenever you can. Use your experience to take up their cause with airlines and travel insurance underwriters. If there is truly nothing you can do, offer your best suggestions and your genuine empathy. Be a listening ear, and make them feel heard and understood.

Self Assessment Questions

1. Define a travel agent and describe the types of travel agencies, emphasizing their roles in the tourism industry?
2. Explain the characteristics of a professional travel agent and discuss how these traits contribute to the success of travel agencies?

UNIT IV

Tour Operator: Meaning of Tour Operator - Types of Tour Operator: Inbound, Outbound, Domestic, Ground and Specialized - Role of Tour Operators - Itinerary Planning: Principles, Resources and Guidelines

Objectives

- Assess the impact of technological advancements on the role and functions of travel agents, considering the shift towards online booking platforms and their influence on traditional agency models.
- Investigate how professional development and training contribute to the enhancement of a travel agent's skills and competencies, highlighting their adaptability in a dynamic industry.

TOUR OPERATOR

Tour Operator: Meaning of Tour Operator

A tour operator is a business that typically combines and organises accommodations, meals, sightseeing, and transportation components in order to create a package tour. They advertise and produce brochures to promote their products, holidays, and itineraries.

A tour operator is an organisation that purchases individual travel components from vendors individually and packages them into a trip that can be offered directly to the public or through intermediaries at their own price. An incoming call is started by a potential or current client. The operator of the call centre starts an outgoing call. Call centres: inbound and outbound. Incoming calls to a company or organisation are handled by inbound call centres.

Although this is only partially accurate, tour operators are frequently referred to as wholesalers since a wholesaler prepares a tour package by purchasing products and services in bulk on his own account and then retails it to customers directly or through travel agencies. On the other hand, a tour operator that owns one or more components of tourism goods (SOTC, TCI, Thomas Cook, Indo Asia KUONI) creates a new tourism product, such as "inclusive tours." In order to meet the needs of various types of travellers, tour companies typically provide a variety of package travel options.

Definitions of Tour Operator

Poyther (1993) defines, “tour operator is one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation.”

Holloway (1992) stated that tour operators undertake a distinct function in the tourism industry, they purchase separate elements of tourism products/services and combine them into a package tour which they sell directly or indirectly to the tourists.

- Inbound tour operators,
- Outbound tour operators,
- Domestic tour

We can say that tour operators play a key role in deciding the volume of tourists reaching a destination. They also have direct control over the tourist's choice of products and create demand for a destination through their representation of the destination packages.

Plus Skills and Education

Tour operators advise customers about travel options and organise tours for individuals or groups of travelers. These professionals can have many job responsibilities, such as preparing tour itineraries and coordinating with vendors. If you enjoy travelling and working with people, you may want to learn more about a career as a tour operator, including their typical job duties. In this article, we explain a tour operator's roles, outline the necessary skills and education for these jobs, and describe their typical work environment.

Types of tour operators and their roles

Tour operators are basically categorised into **four types**. These are categories on the basis of the nature of the business and its operations.

1. Inbound Tour Operators

2. Outbound Tour Operators
3. Domestic Tour Operators
4. Ground Operators

Incoming tour companies They go by the name "incoming tour operators" as well. Inbound tour operators are, technically speaking, those who receive visitors, clients, or tourists and manage the arrangements in the host nation. For instance, if TCI Ltd. arranges for and manages a group of American tourists travelling to India, the company is referred to as an inbound tour operator. Coincidentally, over the past 20 years, there has been a decline in foreign travel to the country. Basically, to meet the specific requirements of Japan, the United States, France, and Britain, tour operators need to implement creative marketing techniques and launch particular focus tours. people.

Tour operators that operate outside outbound tour operators are those who promote travel to foreign countries, generally on a business or leisure excursion. When American tourists travel to India, for instance, and Thomas Cook makes every preparation in America (booking hotels, tickets, etc.), Thomas Cook is referred to as an outbound tour operator in the US.

DOMESTIC TOUR OPERATORS

Domestic tour operators are those who assemble and combine tourist components into inclusive tours and sell them to domestic travelers. In general, these tour operators provide travel services within the tourist's native country. The domestic tour operators operate within the boundaries of the home country and offer package tours to the travellers, viz., domestic inclusive tours or independent tours.

Tour operators function An organisation, business, or individual in charge of taking care of the actual arrangements for lodging and transportation on any trip or holiday is known as a tour operator. Additionally, they are in charge of organising and delivering vacations by hiring, scheduling, and bundling all of the tour's extras, including lodging, transportation, meals, guides, and occasionally even flights. A tour operator Similar to a supplier of goods, a tour operator offers travellers the most practical way to arrive, stay, and depart from the city. A tour operator is in charge of a lot of travel.

Role of Tour Operators

Tour operators may specialise in developing tour itineraries for specific destinations, while others provide support to customers travelling to many destinations. While a tour operator's role can vary based on their position and employer, these professionals are commonly responsible for:

- **Developing tour packages:** These professionals develop tour packages for individual customers or groups of travelers. They work with customers to understand their interests and recommend a variety of attractions, accommodations, and transportation options to help customers choose their tour packages.
- **Negotiating rates:** Tour operators commonly negotiate rates with other vendors, such as hotels and transportation companies. For example, they may ask a hotel to reduce rates for a block of rooms for a large group of travellers.
- **Arranging travel:** These professionals help arrange travel plans for customers so they can get to their destinations. For example, they may book train tickets to help customers travel between cities or reserve a rental car so customers can get to various attractions.
- **Providing customer support:** A tour operator provides customer support to help their clients prepare for trips. For example, they may answer customers' questions about a destination, provide information about currency exchange rates, or notify them of any changes to an itinerary.
- **Preparing tour budgets:** Tour operators work with customers to help them prepare a budget for their tour. They develop different itineraries with varying price points and advise clients on accommodations and attractions within their preferred budget.
- **Researching travel options:** These professionals research various travel options to provide recommendations to their customers about where to visit, stay, and eat on their tours. They read articles and search online for information about travel trends and new destinations to stay current in their field.

Functions of Ground Tour Operators

In order to adapt to the evolving tourism business, organisations have undergone significant changes in their functions and activities throughout the years.

Actually, travel agencies these days have grown more specialised and are required to offer travellers

individualised services. Operating ground tours are responsible for the following functions performed by ground tour operators:

Over the years of functions and activities of the destination, companies have changed drastically to cope with the changing environment of the tourism industry. In fact, today's destination companies have become more professional and are bound to provide personalised travel services to tourists. The following:

1. Land arrangement
2. Contract and negotiate with other vendors
3. Handling of Arrival and Departure Procedures
4. Planning and organising a local package tour
5. Escorting the tourists
6. Providing market information
7. Costing and pricing package tour

Practically, if we see the workings of the travel agencies and tour operators in the industry, we find that most of the organisations are performing different types of activities, like retail travel agencies, wholesale travel agencies, and tour operators. When we observe how travel agencies and tour operators operate in the real world, we see that the majority of the businesses engage in a variety of activities.

Why ground operators?

It goes without saying that tour operators have little direct contact with suppliers, governments, locations, and so forth. The only option left to the firms is to designate handling agencies at the locations. The primary causes are:

- Lack of government regulations
- Lack of a personal contract
- Language problem
- The company cannot establish its own branch.

Since the reputation, performance, and profitability of a tour company within its own market are largely dependent on the efficacy and efficiency of ground operators, the company must take into account a number of factors before choosing a handling agency. These factors include the following: the size of the business; the presence of professional staff; the length of the business; and the area of operation or product.

Planning a tour

The most important function of the tour operator is to plan a tour. Tour operators plan a tour and make a tour itinerary that contains the identification of the origin, destination, and all the stopping points in a traveller's tour. A prospective tour operator also gives advice to intending tourists on various types of tour programmes that they may choose for their leisure or commercial travel.

Making a Tour Package

The tour operator buys individual travel components separately from their suppliers and combines them into a package tour. Tour operators make tour packages by assembling various travel components into a final product called a tour package, which is sold to tourists with their own price tag. Making tour packages is also an important function of the tour operator.

Arranging a Tour

Tour operators make tour packages and also arrange a tour according to tourist demands. Tour operators arrange the tour package and various tourist activities to provide the best experience to tourists and travellers.

Travel Information

Whatever the size of the tour operators, they have provided necessary travel information to the tourists. This task is utterly difficult and very complicated. A tour operator must give up-to-date, accurate, and timely information regarding destinations, modes of travel, accommodation, sightseeing, immigration, health and security rules about various permits required to travel in a particular area, etc.

Reservation

It is a very important function of all types of tour operators and travel agencies. The tour operator makes all the reservations by making linkages with the accommodation sector, transport sector, and other entertainment organisations to reserve rooms and seats in cultural programmes and transportation.

Travel Management

Tour operators manage tours from the beginning to the end of the tour. A tour operator has the responsibility to look after the finer details of a vacation or tour, such as the hotel, accommodation, meals, conveyance, etc. Tour operators provide travel guides and escorting services and arrange all travel-related needs and wants.

Evaluate the options available.

Tour operators evaluate all available options to provide a unique or unforgettable travel experience to tourists during their journey. Tour operators evaluate the various options available for a tour package and provide the best of them to tourists.

Promotion

Tour operators make tour packages and promote them in various tourist markets at the domestic and international levels. Tour operators promote a travel destination to attract a large group of tourists at the domestic as well as international levels. In the promotion of tourist destinations, tour operators play a key role. Travel agencies, or tour operators, are called image *builders* for a country.

Importance of Tour Operators

Tour operators are also called handling agencies, which handle tour packages and take care of all the glitches and problems that arise during a tour package. Tour operators fix the glitches and

provide the best available alternative to tourists during their journey. Apart of the tourism industry are played tour operators.

- Travel agents produce tourism goods, market them, and then sell them to travellers.
- Travel agents provide tourists with the most affordable and competitive rates.
- Tour operators bargain with providers of travelrelated goods, including lodging facilities and airlines, to give travellers the best deal.
- Travel agents purchase tourism goods in bulk and receive significant savings from vendor So that they can offer low-cost tourism offerings was expertly planned by tour operators. They customise the tour and ensure that every detail is taken care of during a tour, tour operators offer the greatest possible travel experience. Travellers save money and time by using tour providers.

Difference between a Travel Agent and a Tour Operator

There is a lot of confusion about the difference between tour operators and travel agents and what exactly makes them different. The main differences between a travel agent and a tour operator are as follows:

1. A travel agent is a person who has full knowledge of tourist products—destinations, modes of travel, climate, accommodation, and other areas of the service sector. He acts on behalf of the product providers or principals and, in return, gets a commission.
2. A tour operator is an organisation, firm, or company that 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.
3. Tour operators are like wholesalers, and travel agents are retailers.
4. A tour operator makes the package holidays up, and the travel agents sell them on.
5. The tour operator takes up the bulk of the responsibilities, and his fee is obviously much greater than that of a travel agent.
6. A tour operator has the responsibility to look after the finer details of a vacation or tour, such as the hotel, accommodation, meals, conveyance, etc.

The wholesale travel agencies may offer or operate the package tours or may specialize in developing tours for inbound as well as outbound travelers.

Self Assessment Questions

1. Differentiate between various types of tour operators (Inbound, Outbound, Domestic, Ground, Specialized) and evaluate their roles in shaping tourist experiences. (8 marks)
2. Elaborate on the principles, resources, and guidelines involved in itinerary planning, showcasing the importance of effective planning for tour operators. (7 marks)

UNIT V

Travel Documents: Passport - VISA - Health Certificates - Tax - Customs - Currency - Travel Insurance - Role of Information Technology in Tourism related Services - Computerized Reservation System (CRS) and Global Distribution System (GDS)

Objectives

- Assess the impact of technological advancements on the role and functions of travel agents, considering the shift towards online booking platforms and their influence on traditional agency models.
- Investigate how professional development and training contribute to the enhancement of a travel agent's skills and competencies, highlighting their adaptability in a dynamic industry.

TRAVEL DOCUMENTS

TRAVEL DOCUMENTS:

PASSPORT, TRAVEL VISA, AND NATIONAL ID CARD

Proper identification is the foundation of international travel. As a result, you should always have an official identification document with you. You can even consider having multiple documents, such as your passport, national ID card, or driver's licence. If you don't feel comfortable bringing several documents, you can consider bringing copies. These can be especially useful if you lose your passport and must take steps to prove your citizenship at your country's embassy or consulate.

When travelling abroad, it is also essential to have a valid passport. Many travellers don't realise that most countries have rules with regard to passport expiration dates. For most countries, visitors must have a valid passport for six months after they plan to arrive at their destination; however, this period can vary. Either way, if you are planning a trip abroad, always make sure to check the passport validity requirements and the expiration date of your passport. This will help avoid unfortunate issues at the airport or at immigration in your destination country.

HEALTH TRAVEL DOCUMENTS

Health travel documents are not new to international travel. Certain countries have long-lasting entry requirements, such as yellow fever vaccination

certificates; however, these are only applicable to those countries; in contrast, most countries around the globe have implemented COVID-19 travel document entrance requirements. Currently, we are seeing a reduction in COVID-19 travel restrictions; however, it's still important to check the latest rules before your departure, as some might be implemented at short notice. The common platform (database) used to verify the latest COVID-19 travel document requirements is IATA Timatic. Timatic is powered by human-validated data, meaning a team of immigration specialists checks each update manually with IATA's Compliance Requirements Network of official sources to make sure the information is correct. An update is only done once one of the 2,000 government or airline officials from the respective country confirms the change. The team also verifies conflicting reports and makes updates only when they're 100% sure they're accurate.

TRAVEL ITINERARY DETAILS

Flight ticket details, accommodation reservations, and car rental confirmations are all important for your trip. Keeping up with all your reservations can be difficult, and having copies of your itinerary and reservations with you can make your trip go much smoother. It can help sort out any issues during check-in at the airport or hotel, and it's a simple way of helping you keep track of your travel plans. You can have these as printed copies or use one of the several travels. There are planner apps or tools that you can find online. You can even set yourself a reminder to do your check-in or to book a taxi to the airport in advance.

MEDICAL AND TRAVEL INSURANCE PROOF

Unforeseen situations can occur, and they can be especially stressful when you are abroad. That is why travel insurance is important. Travel insurance can be summed up in two main categories:

1. Insurance for medical expenses and
2. Insurance for trip cancellations

It is important to have a copy of your travel insurance certificate with you. Insurance companies often provide a printer-friendly card or summary that includes emergency contact details, which you should always have with you, or you can use their mobile app so that you have all the required

information at your fingertips. It is also recommended to contact your insurance provider to verify what exactly is covered under your insurance plan.

OTHER DOCUMENTS

Since the start of the COVID-19 pandemic, several countries have introduced passenger locator forms, which must be presented at check-in or at immigration. After filling out the form, travellers are often provided with a QR code or a reference number. Other documents could also be required. That is why it is always important to check what is required for your trip when planning your holiday and, ideally, verify the requirements once again closer to your departure date as entry rules and regulations change on a daily basis.

ROLE OF INFORMATION TECHNOLOGY IN TOURISM-RELATED SERVICES

The Role of Information Technology in Tourism The ever-blooming hospitality industry is one of the major contributors to the economies of developed and developing countries, and with the introduction of IT in this sector, it has been stronger than ever. With the IT (information and technology) sector undergoing tremendous changes in the last 20 years, it is revolutionising the world hospitality industry with innovative technologies that have made landmarks, set various benchmarks, and paved the way for future advancements in automation and mechanisation in the coming years. ICTIs are critical for the strategic management of organisations as they allow: · expansion into new markets; · empowerment of employees; · lowering of costs; · enhancing distribution.

Following are some of the many uses of IT/ICT in the field of travel and tourism (e-tourism): E-tourism, or travel technology, is the digitization of all the processes and value chains in the tourism, travel, hospitality, and catering industries that enable organisations to maximize their efficiency and effectiveness. The scope of e-tourism includes not just a computerised reservation system but also incorporating the broader tourism sector as well as its subset, the hospitality industry.

Travel technology includes all business functions such as: · e-commerce and e-marketing; · e-finance and e-accounting; · e-HRM; · e-procurement. E-Strategy · E-Planning · E-Management
Application of E-Tourism: “ Flight Tracking System “ Dynamic Packaging “ Computer Reservation System (CRS) “ Global Distribution System (GDS) “ Extensible Markup Language (XML) “ Customer Relation Management “

Audio Tours, GPS Tours, Biometric Passports, Virtual Tours, Mobile Technology, and Social Networks Space

CRS and a GDS

The Global Distribution System (GDS) is an online network that connects travel agents directly with hotels' or airlines' central reservation systems (CRS). The major examples of GDS are Sabre, Travel port, and Amadeus. The GDS allows travel agents to view rates and inventory for a given hotel in real-time.

Global Distribution System (GDS)

A global distribution system, or GDS, is a worldwide reservation system that acts as a conduit between travel bookers and suppliers, such as hotels, other accommodation providers, and other travel-related services. The GDS communicates live product, price, and availability data to travel agents and online booking engines for automated transactions.

A global distribution system is often used to tap into the corporate travel market because it has the ability to present hotels, flights, and car rentals in one simple interface, providing convenience for users. Whether your hotel is struggling to attract enough attention from travellers or the guests you're attracting aren't the correct audience group, signing up for a global distribution system (GDS) might be a worthwhile option for your hotel's business. Despite the growth of third-party online travel agencies (OTAs) like Booking.com and Expedia, GDS systems remain the number one way to promote your hotel to the corporate travel market globally and attract travellers to your hotel.

Computer Reservation System Guide: CRS in the Travel Industry

Travel is one of the top business areas. It employs various technological advances and offers numerous benefits to both travellers and travel agencies. The computerised reservation system (CRS) is one of the most widely used tools in the travel and tourism industry. In fact, it has revolutionised the whole industry. Get partnered with a leading travel website development company, as they help to recognise the pivotal role of Computer Reservation Systems (CRS) that is revolutionising the travel sector. With their cutting-edge travel website development services, they seamlessly integrate CRS to enhance booking efficiency, streamline operations, and enrich the overall user experience. In this blog, let's find out what CRS is and how it has helped to dial down the workload of many travel agencies.

COMPUTERISED RESERVATION SYSTEM

A computerised reservation system, or a central reservation system (CRS), is web-based software used by travel agencies and travel management companies to retrieve and conduct transactions related to air travel, hotels, car rentals, or other activities. It was originally designed to be used by airlines but was later extended to be used by travel agencies and Global Distribution Systems (GDS) to book and sell tickets for multiple airlines.

The main objective of CRS was to create a one-stop service shop and eliminate physical and geographical distances between mediators and consumers. With universal coverage, these distribution systems provide information for airlines, hotels, car rental companies, travel agencies, corporations, and more. If customers want to focus only on a specific travel-related service, like offering air tickets, a CRS will be useful. If you want to tap into multiple services, using a CRS is not advisable. The term CRS is not much used as it has become part of a bigger system known as the Passenger Service System (PSS), which comprises CRS, an airline inventory system, and the departure control system (DCS).

Self Assessment Questions

- Analyze the role of information technology in tourism services, focusing on the impact of Computerized Reservation Systems (CRS) and Global Distribution Systems (GDS) on the travel industry.
- Explain the importance of various travel documents (Passport, Visa, Health Certificates, Travel Insurance) and their significance for travelers, including the procedures involved in obtaining them.

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