

INTRODUCTION TO TOURISM GEOGRAPHY

After going through this chapter you will be able to understand the following features:

Unit Structure :

- 1.1 Objectives
- 1.2 Introduction
- 1.3 Subject discussion
- 1.4 Definition of Tourism Geography
- 1.5 Nature and Scope Geography and Tourism
- 1.6 Trend of tourism Development in world
- 1.7 Factors of Tourism Development - Geographical components
- 1.8 Factors of Tourism Development - Socio-cultural and political
- 1.9 Summary
- 1.10 Check your Progress/Exercise
- 1.11 Answers to the self learning questions
- 1.12 Technical words and their meaning
- 1.13 Task
- 1.14 References for further study

1.1 OBJECTIVES

By the end of this unit you will be able to –

- Understand Definition of Tourism Geography
- Learn Nature and Scope Geography and Tourism
- Know about Development of Tourism Study
- Understand Role of Tourism in National Economy

1.2 INTRODUCTION

In the first unit we have learnt the definition of Environmental Geography along with its Nature and Scope. We have discussed Ecosystem also. In the previous chapters we have studied the concept of resources, classification of resources and Environmental problems associated with forest, water and minerals. Bio-diversity, its concept and types along with hotspots of bio-diversity and biodiversity in India with emphasis on Western Ghat have also been studied. We studied air, water, land and noise pollution in details. In the fourth unit we studied the concept and need of sustainable development along with various environmental issues. In the last unit we studied environmental issues and movements primarily. Development projects and displacement of people and environmental movements in India with special reference to Maharashtra have also been learnt in the last unit. Now in the present unit we are going to study the definition of Tourism Geography at first. After that Nature and Scope of Geography of Tourism will be learnt. In the latter part of this unit development of Tourism and the role of Tourism in National Economy will be discussed.

1.3 SUBJECT-DISCUSSION

Although the economic importance of tourism varies from place to place it has made significant contributions to many countries wealth.

The perception of tourism as a new human activity slowly evolved. The first attempts to define it emerged in the transition period from the 19th to the 20th century. Earlier tourists were “the English travellers who journeyed to France, Italy or Switzerland”. Their purposes of travelling included mere curiosity and relaxation. But with the expansion of travelling visit to other nations came into being. Also the purposes of travelling changed as journeys no longer remained merely wanderings but acquired a sedentary nature. Moreover the changed motives for travelling like rest, health and amusement increased the number of travellers. With time tourism also emerged as an economic activity. Tourism may be defined as “the activity of persons travelling”.

1.4 DEFINITION OF TOURISM GEOGRAPHY

Geography of Tourism is that branch of science which deals with the study of travel and its impact on places. In other words it is the study of travel and tourism as an industry as well as a social and cultural activity. Tourism geography has a wide range of interests covering the environmental impact of tourism, the geographies of tourism and leisure economies. Moreover the sociology of tourism and locations of tourism also fall within the framework of Geography of Tourism. Therefore Tourism Geography is a subject that studies the relations between places, landscapes and people, describing travel and tourism as an economic, social and cultural activity.

1.5 NATURE AND SCOPE GEOGRAPHY AND TOURISM

Tourism is a phenomenon that demands attention. It is regarded as the world's largest industry as it prompts regular mass migrations of people. Tourism also brings about exploitation of resources, processes of development and inevitable repercussions on places, economies, societies and environments. Tourism Geography on the other hand reveals how geographic perspectives can inform and illuminate the study of tourism. So, Geography of Tourism is the study of travel and tourism as an industry, as a human activity, and especially as a place phenomenon. From a geographical point of view, tourism consists of different parameters such as the places of tourist origin, tourist destinations, and the relationship between origin and destination places, which includes transportation routes, business relationships, and traveller motivations. Geography forms a necessary base to the study of tourism because tourism is geographical in nature. Tourism occurring in many places involves movement and activities between those places. The essential background of tourism is provided by Physical geography because against this branch of geography dealing with natural features, tourism places are created. Furthermore environmental impacts and concerns are considered as major issues in managing the development of tourism places. Human geography imparts an understanding of the social and economic relationships. This helps recreation opportunities and activities in tourism. Different place has different meaning to the individuals and human geography acts as aid to the special meaning that these places have. Denoting a place that people will make a special trip to visit is often a key element behind tourism development. This is because without the uniqueness and diversity of places, tourism would lack excitement. It would rather become dull and uninteresting. Geography, as an intrinsically eclectic subject with a tradition in the synthesis of alternative perspectives, is better placed than many to make sense of the patterns and practices of tourists. Geographical approaches can aid wider understanding of tourism, including the spatial distribution of tourism, analysis of impact, tourism planning and spatial modelling. The scope of tourism geography is also vast. Tourism is a main economic activity of man, hence geography and geographers have contributed much more in tourism research and have developed ideas about tourist generating and tourist receiving areas by linking them.

Geography of tourism has three basic components. They are as follows:

- a. **Generating Area:** The tourists who come from different countries are known as generating area.
- b. **Local Areas:** The destination area means tourist receiving countries or regions or local areas.
- c. The **routes** travelled between the respective locations.

A. K. Bhatia in his book, *Tourism Development-Principles and Practices*, 1986 has opined that the three basic components of tourism

are Transport, Location and Accommodation. Nowadays people can get joy, relief, entertainment, recreation from tourism activity. These activities in turn help the tourists to become fresh, energetic from their busy and hectic schedule. Therefore on the basis of its nature of place and geographical relation tourism can be classified into two categories like Internal or Domestic tourism and International Tourism.

1.6 TRENDS OF DEVELOPMENT OF TOURISM WORLD

Tourism is a relatively new area of business for many countries. It has etched a significant area in the fields of applied human geography and other social scientific fields. It has been the direct subject of geographical analysis since the 1920s. During that period with the change of methodologies and philosophies the subject matter also changed. In American and German economic geography in the 1920s and 1930s research regarding tourism was basically undertaken in the post-war period on the economic impact of tourism. By 1947 research on issues such as seasonality and travel motivations was undertaken. The geography of recreation and tourism played a significant role in this discipline in the United States in the 1950s. Britain showed a different scenario when sufficient research was done pre and post Second World War on the development of British seaside resorts. This research on tourism and recreation in the United Kingdom continued till the 1960s. During the 1960s researches were done on geography of tourism and recreation in Anglo-American geography also. French geography has a strong tradition of research on tourism and recreation also. The reason behind this may be the long recognition of tourism as a factor in the economic development of French alpine regions and its impact on the cultural and physical landscape. There was a rapid phase of development since 1980 in the study of geography of tourism. This phase is still continuing. There are several reasons behind this. Recognition of the economic importance of tourism by government and industry and increased use of tourism as a mechanism for regional development are the most important reasons behind this development. Due to this recognition funding for university courses in tourism increased. Monies for tourism research though in lesser extent were also made available. Study of geography of tourism developed further because government, industry and the public identified that tourism development may have substantial positive and negative impacts which require effective management and planning.

1.6.1 Tourism development in India

Tourism development in India has many phases. The first organized efforts to promote tourism in India were made in 1945. At this time a committee was set up by the Government under the Chairmanship of Sir John Sergeant, the then Educational Adviser to the Government of India. At Government level the development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning

of a new era when tourism began to be considered a major instrument for social integration and economic development. After the 80's tourism activity gained impetus as the Government took various noteworthy steps. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan to achieve a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, the New Tourism Policy recognises the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism were. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organisations and the local youth in the creation of tourism facilities has also been recognised. When the India Tourism Development Corporation was set up in 1966 a major development in this field took place. This was set up to promote India as a tourist destination. The Tourism Finance Corporation in 1989 was set up to finance tourism projects. 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes in total were established to impart specialised training in hotel management and catering.

1.7. FACTORS OF TOURISM DEVELOPMENT – GEOGRAPHICAL COMPONENTS

Following are some of the main factors influencing the growth of tourism.

Two main physical factors that have led to the growth of tourism are stated under:

a. Good climate :

Climate is either the main tourism resource or it acts as a facilitator that makes tourism activities possible and enjoyable. So, good climate is an important factor in tourists' decision making. It also influences the successful operation of tourism businesses. But tourist's expectation of certain climatic conditions when they travel to a place may differ from that of their experience of the actual weather. Hence, in the first place tourists and tourism businesses are likely to be affected by weather conditions. But efficient travellers and tourism agencies in the long term will follow systematic changes according to different climate change scenarios.

Pleasant, warm climate with ample sunshine attracts tourists from the temperate and colder regions. This is the reason why most of the sea-side resorts in U.S.A and U.K are located on a warmer southeast. People from summer areas on the other hand prefer to visit cooler regions to enjoy cold environment. For instance, in India locations like Lonavala, Mahabaleshwar near Mumbai, Kullu and Manali in Himachal Pradesh, Shillong in Meghalaya and the state of Kashmir etc. are well-known for their cool and pleasant climate. Some European countries with cooler climate that attract tropical tourists are Switzerland, Sweden, etc.

b. Beautiful scenery :

There are many beautiful tourist places around the world which attracts the tourists for their natural beauty. Some places are rugged and barren while others are blessed with lush greenery and amazing forests. Most tourists visit these places to see the natural wonders in pristine condition. Thus tourism booms at those spots with beautiful sceneries. For example, sunrise and sunset points, long sea beaches, fresh water lakes, waterfalls, etc., often attract large numbers of tourists.

1.7.1 Economic factors :

One of the major factors that have indirect influence on tourism within a region or around the globe is the economic factor. Tourism plays a major role in most economies in the world. Even though this role varies from country to country, economic factors influence the performance of the tourism industry. A slight fluctuation in the economy can make people spent less or more in the tourism industry. Tourism and hospitality will perform poor when the global economy is declining.

There are many hidden costs attached to tourism. These have unfavourable effects on the host country. Research on tourism reveals that benefits from tourism in richer countries are higher as compared to those that are less developed. While this is the case, most poor nations are usually in need of income and creation of new jobs for their local people and hardly realize these benefits from the tourism industry. This is because most of the tourism revenues are always transferred to foreign countries, leaving host nations in poor economic states. Moreover, tourism leads to exclusion of domestic products and businesses. As a result some people or leaders are not eager to embrace tourism activities that have negative effects on the performance of their local commodities.

- Tourism industry includes employment in the following sectors:
 - i. Hotel and other tourist accommodation,
 - ii. Restaurants and cafes etc.
 - iii. Bars, public houses and night-clubs
 - iv. Travel agencies and tour operators
 - v. Libraries, museums and other cultural activates
 - vi. Sports and other recreation activity.

Tourist can buy their product in through internet, telephone, email, fax etc. Tourism industries have their own website and they provide full package or individual product for travellers.

Countries support tourism initiatives to get revenues for their economies that are earned after eliminating taxes, wages and profits. In most countries around the world, about 80% of travellers' expenditures are directed to airlines, international companies and hotels. When this

happens, the local workers and companies hardly feel the fruits of tourism. This is called leakages.

Sometimes local businesses are reluctant to support tourism since the industry affects their businesses. As present day tourists go for all-inclusive packages local business is hampered and they lose the chance to make money from visiting guests. For example, when tourists choose to operate from a resort or cruise ship, they deprive the locals the market for their products. Research shows that all-inclusive accommodation hotels make a lot of money even though they usually have a limited economic impact to the host country.

The infrastructure of a country may affect the performance of the tourism industry in different ways. A country requires good transport and communication networks so that tourism thrives in that economy. If a country proceeds into the tourism industry with poor infrastructure it would experience huge expenses in order to attain standards. Easy international connectivity through airports will facilitate entry and exist of tourists from different parts of the world. No tourist would enjoy visiting a country that lacks connection to leading international cities. This is applicable to the local transport system also as good state of the same would attract tourists from all over the world.

Tourism offers seasonal opportunities also. The tourists come to any state for its beauty and nature in different seasons. For example, people prefer travelling during the winter season to warm destinations and vice versa. This situation leads to economic challenges for countries, which largely depend on this sector. The workers in this sector have a tendency of job insecurity, as they can be rendered jobless once the peak season is over. So many entrepreneurs and governments do not invest heavily in the industry because of its unreliability.

1.8 FACTORS OF TOURISM DEVELOPMENT – SOCIO-CULTURAL AND POLITICAL

- Four important socio-economic factors that influence the development of tourism:

a. Accessibility :

Among all socio-economic factors, accessibility is considered as the most important one. All tourist centres must be easily accessible by various modes of transportation like roads, railways, air and water. To enjoy beautiful sites of the nature tourists prefer to travel by roads and railways in and around the country. On the other hand to reach a destination in the quickest possible time travellers choose airways. Waterways are selected only when a tourist make a choice from other alternatives 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. Tourists select a particular type of accommodation on the basis of their life styles, standard of living, capacity to spend money, nature of services expected, etc. Classification of accommodation centres based on ratings like five stars and below is necessary so that tourists can make a proper choice and plan their trips accordingly. Therefore tourism will prosper in those areas where desired quality of lodging and food facilities are available at reasonable prices.

c. Amenities :

Development of tourism at a particular place is influenced by certain factors like how well the site is maintained for touring activities like skiing, roping, paragliding, rowing, fishing, surfing, safari adventure, etc. Whether emergency facilities are available or not, so on.

d. Ancillary services :

The tour destination if equipped by supplementary services such as banking and finance, the internet and telecom connectivity, hospitals, insurance then that spot will attain success as a renowned tourist centre. It will also be capable to retain more tourists for a longer time. This will in turn boost the local economy.

1.9 SUMMARY

After going through this unit we may come to the conclusion that tourism has various social, economical, cultural, psychological and environmental impacts on larger social fabric of society. Tourism geography studies the relations between places, landscapes and people. It describes travel and tourism as an economic, social and cultural activity. More precisely, it is all about the spatial and temporal dynamics, as well as the interactions between the tourism resources. Tourism in India has vast potential for increasing foreign investments, foreign exchange earnings, for generating employment, besides contributing towards the economic and social development of the society.

1.10 CHECK YOUR PROGRESS/ EXERCISE

1. True and false

- a. Earlier tourists were “the American travellers who journeyed to France, Italy or Switzerland” ,
- b. Tourism Geography is a subject that studies the relations between places, landscapes and people.
- c. When the India Tourism Development Committee was set up in 1966 a major development in this field took place.
- d. A National Policy on tourism was announced in 1982 in India.

- e. Tourism may have a negative economic impact on the balance of payments, on employment, on gross income and production.

2. Fill in the blanks

- a. Tourism may be defined as “the activity of _____ travelling”.
- b. Geography of tourism is the study of travel and tourism as an _____ as well as a social and cultural activity.
- c. The tourists who come from different countries are known as _____ area.
- d. The _____ Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.
- e. Tourism benefits the people living in and around tourist centres _____.

3. Multiple choice question

- a. The three basic components of tourism are
- transport, food and medicine
 - transport, location and accommodation
 - transport, climate and road condition
- b. At Government level in India, the development of tourist facilities was taken up in a planned manner in 1956
- coinciding with the First Five Year Plan
 - coinciding with the Fifth Five Year Plan
 - coinciding with the Second Five Year Plan.
- c. The Tourism Finance Corporation in 1989 was set up to
- finance tourism projects.
 - finance tourism spots.
 - finance transport projects.
- d. The first organized efforts to promote tourism in India were made in
- 1943.
 - 1945
 - 1946

- e. The India Tourism Development Corporation was set up in 1966
- i. to promote Maharashtra as a tourist destination.
- ii. to promote neighbouring countries as tourist destinations
- iii. to promote India as a tourist destination

4. Answer the Following Questions

- 1. What do you understand by the term Tourism Geography?
- 2. State the nature and scope of geography and tourism
- 3. Write a short note on development of tourism.
- 4. State the role of tourism in national economy

1.11 ANSWERS TO THE SELF LEARNING QUESTIONS

- 1.a. false, Earlier tourists were “the English travellers who journeyed to France, Italy or Switzerland”
- 1.b. true
- 1.c. false, When the India Tourism Development Corporation was set up in 1966 a major development in this field took place
- 1.d. true
- 1.e. false, Tourism may have a positive economic impact on the balance of payments, on employment, on gross income and production.
- 2.a. persons
- 2.b. industry
- 2.c. generating
- 2.d. Sixth
- 1.e. financially
- 3. a.ii.
- 3. b.iii.
- 3. c. i
- 3.d.ii.
- 3.e.iii.

1.12 TECHNICAL WORDS

- **Visitor-** Visitor is any person travelling to a place other than that of his/her usual environment for less than 12 months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited;
- **Tourists:** visitors who stay at least one night in a collective or private accommodation in the place/country visited;
- **Same-day visitors:** visitors who do not spend the night in a collective or private accommodation in the place/country visited.
- **Travel:** make a journey
- **Activities:** a thing that a person or group does or has done
- **Tourism:** the commercial organization and operation of holidays and visits to places of interest.
- **Recreation:** activity done for enjoyment when one is not working

1.13 TASK

- In a chart draw a world map and point out 10 different tourist centres around the world
- In a chart draw a map of India and point out 10 different tourist centres in India

1.14 REFERENCES FOR FURTHER STUDY

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TYPES & IMPACT OF TOURISM

After going through this chapter you will be able to understand the following features:

- 2.1 Objectives
- 2.2 Introduction
- 2.3 Subject-Discussion
- 2.4 Types of Tourism
- 2.5 New Trends In Tourism
- 2.6. Positive impact of Tourism on Environment, Socio-culture and Economy
- 2.7. Negative Impact of Tourism on Environment, Socio-culture and Economy
- 2.8 Summary
- 2.9 Check Your Progress/ Exercise
- 2.10 Answers to The Self Learning Questions
- 2.11 Technical Words
- 2.12 Task
- 2.13 References for Further Study

2.1 OBJECTIVES

By the end of this unit you will be able to –

- Understand different types of Tourism
- Learn the new trends in Tourism
- Know the classification of Tourism

2.2 INTRODUCTION

In the first two units we have learnt the definition of Environmental Geography along with its Nature and Scope and have studied the concept of resources, classification of resources and Environmental problems associated with forest, water and minerals. Bio-diversity, its concept and types along with hotspots of bio-diversity and biodiversity in India with emphasis on Western Ghat have also been studied. We studied air, water,

land and noise pollution in details. In the fourth unit we studied the concept and need of sustainable development along with various environmental issues. We studied environmental issues and movements primarily in the fifth unit. Development projects and displacement of people and environmental movements in India with special reference to Maharashtra have also been learnt in that unit. In the previous unit we learnt the definition of Tourism Geography at first. Nature and Scope of Geography of Tourism has also been learnt. In the present unit we will study different types of Tourism and learn the new trends in Tourism. In the latter part of this unit we will study the classification of Tourism.

2.3 SUBJECT-DISCUSSION

Tourism has the potential to develop a country by contributing economically and socially to the country and serve the mankind by offering facilities of leisure, pleasure, recreation and vacation. However, tourism is largely based on geographical factors as geographical factors provide resources for tourism like topography, natural beauty, culture, traditions and a lot more. Hence, it forms an important component of geographical studies. On the other hand, it is a highly labour intensive industry. This makes tourism important in social and economic studies too. In developing countries like India, which has a huge diversity in natural and manmade factors, tourism plays an important role in its growth and development.

The tourist, the businesses providing tourist goods and services, the government of the host community, and the host community tourism is the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and the surrounding environments that are involved in the attracting and hosting of visitors. Tourism, therefore, is a composite of activities, services, and industries that deliver a travel experience: transportation, accommodations, foodservices, and attractions. Definitions of tourism and tourists vary as the basis of distance travelled, length of time spent, and purpose of the trip.

2.4 TYPES OF TOURISM

2.4.1 Tourism can be broadly classified into the following three types:

- a. **Domestic Tourism:** It involves visiting tourist destinations within the country of residence. For example: Citizens of India visiting tourist destinations of India.
- b. **Inbound Tourism:** It involves tourism from one country to another country where none of the countries is a resident country. For example: Citizens of India going on a world tour where they travel from one to another country besides India.
- c. **Outbound Tourism:** It involves tourism to another country besides the residing country. For example: Residents of India visiting Dubai.

2.4.2 All the above forms of tourism can be combined to form three more types of tourism

- i. Internal Tourism which involves movement within a country and is a combination of domestic tourism and inbound tourism
- ii. National Tourism which involves movement between countries and is a combination of domestic tourism and outbound tourism
- iii. International Tourism which involves tourism within the countries but is a combination of inbound tourism and outbound tourism.

2.4.3 Tourism Based on Purpose

Recently many new types of tourism based on the purpose of travel and/or tourism have evolved. The list is exhausting, however following are some of the prominent new types of tourism:

- I. **Religious Tourism:** Visits to religious places, places of worship and holy locations. For example: trip to the holy caves of Amarnath, the Golden Temple at Amritsar, Mecca and Madina, etc.
- II. **Adventure or Sports Tourism:** This includes travel for the purpose of experiencing adventure and involves trekking, adventurous sports etc. For example: a trip to Uttarakhand may include spots of adventure tourism like river rafting, paragliding, river crossing, trekking etc.
- III. **Cultural Tourism:** Travel to places of entertainment and landmarks of a particular country or a place. It includes man made events like tourism festivals, museums, musical concerts, famous locations etc. For example: travelling to Delhi to enjoy the QutubMinar festival which is organized in November-December every year.
- IV. **Medical Tourism:** Travel for medical and health purposes. In India, Kerala has observed a rise in Medical tourism particularly for Ayurveda in the last decade. Medical tourism is practiced due to two reasons viz. non availability of medical infrastructure in the place of residence and cheapness of the treatments in other locations. India receives a large number of patients from all over the world due to the relative lower costs of best treatments here. Mumbai is famous for Allopathic treatments especially for cancer and heart related problems.
- V. **Rural Tourism:** Travelling to rural areas to experience the lifestyle of a village is called rural tourism. It is prominent in mega cities like Mumbai where people move to destinations in the periphery to enjoy the bounty of nature and a life free from all the urban stresses and tensions. Karjat is a famous rural tourism destination around Mumbai. When visiting agricultural areas is included in rural tourism, it may also be called as **Agrotourism**.
- VI. **Geotourism:** Tourism to geologically important and extravagant places is called geotourism. It includes visits to places of visible landforms and geologically active locations like crater lakes, fossil

parks, active plate boundary locations, etc. The Siwalik Fossil Park in Himachal Pradesh and the Lonar Crater Lake in Maharashtra are good examples.

- VII. **Dark Tourism:** Visits to places that involve danger to life at present or have a history brutality are a part of dark tourism. Places that are abandoned or have been struck by a massive disaster in the past are also visited in this of tourism. The Jallianwala Baugh Massacre site and the site of Chernobyl disaster are most suited examples.
- VIII. **Historical Tourism:** Historical tourism involves travel to places of historical importance. Visits to forts, palaces, important locations in history, caves, etc. are included in this. In India, the Red Fort in Delhi, the TajMahal in Agra and the Victoria Memorial in Kolkata are some of the famous examples.
- IX. **Disaster Tourism:** It is visiting the site of disaster to study or observe the effects of a disaster either occurred recently or in the past. The effects of the disaster in this case may not be as detrimental as in the case of dark tourism. Also, disaster tourism is often observed at the sites of natural disasters. Tourists may include people ranging from politicians who visit to express sympathy and offer help to local people who visit for research and observation purposes.
- X. **Slum Tourism:** When people from affluent backgrounds visit slum areas to experience their poor conditions, conduct research related activities and extend social service activities, it is termed as slum tourism. It is observed in the developing countries of the third world like India, Brazil and many African countries. In India, the Dharavi slum in Mumbai is famous for its increasing slum tourism due to its popularity as being the largest slum in Asia.
- XI. **Business Tourism:** Travel to other places for business purposes is called as business tourism. Economically proliferating places like country and state capitals, other business centres, industrial development zones, etc. are famous business tourism destinations. In India, all the four metropolitan cities of Delhi, Kolkata, Chennai and Mumbai along with Bangalore, Pune, Nagpur, etc. are famous business tourism centres.
- XII. **Coastal Tourism:** Many coastal areas and experiencing particular pressure from growth in lifestyles and grooming number of tourists. Coastal environment is limited extent consisting of only a narrow strip along the edge of the ocean. Coastal areas are becoming popular as health resorts, beach resorts and water resorts facilities e.g.: - Wind – surfing, Scuba diving etc. The 7500-sq. km coastline of India offers several beaches and related attractions.
- XIII. **Yoga Tourism:** India's Greater contribution is its ancient system of yoga and aerobics. Several short term courses or crash courses are also offered to the tourists who come for a short visit. For the last ten years, international yoga week is being organised at Rishikesh.

2.5 NEW TRENDS IN TOURISM

The speciality of tourism industry is that it is not static. This ever-changing industry is filled with popular trends differing each year globally. The concept of travel prevailed in the old days was like booking flights or railway tickets and accommodation many months in advance is no longer the dominant trend.

- Some of the changes beginning to happen in the tourism industry include :

a. Wellness Travel

As the population ages and the interest in pro-active healthcare continues to increase. This growth and development has given birth to a still new sector of the tourism industry called Wellness Travel. Wellness tourism is travel for the purpose of promoting health and well-being through physical, psychological, or spiritual activities. Wellness travel allows us to focus on the part (or parts) of our health that we may have been neglecting, whatever it may be. Wellness tourism is a rapidly growing travel niche for which spending is expected to hit \$680 billion this year, according to the Global Wellness Institute (GWI).

b. Sustainable Travel

The United Nations has declared 2017 as the International Year for Sustainable Travel Development. Sustainable tourism is the concept of visiting a place as a tourist where the visitor will choose more 'environmentally friendly' and 'responsible' options and try to make only a positive impact on the environment, society and economy. Thus travellers as well as the tourism industry play an important role to respect the environment and its biodiversity along with the people, local traditions and the culture of a destination and are more fixated on urging travellers to get outside and enjoy the natural environment.

c. Solo Travel

Solo travelling is a wonderful and self-rewarding experience that forces the traveller to grow. This in turn leaves the person feeling stronger and more confident. People are aiming to travel solo for different reasons. Some may want the freedom to do whatever they want, whenever they want while some may be travelling alone for their own personal growth, and seeking something deeper from their solo adventure. Solo travellers prefer professionally guided tours. In spite of travelling solo is uplifting, eye-opening, and fun it is sometimes lonely. Moreover safety is also a high concern for solo travellers.

d. Female Solo Travel

Today, 80% of travel decisions are made by women. Female travellers are found bold and independent. They look to explore new and raw

experiences. They decide on their own where to take a vacation, how to get there, and many are choosing to go solo.

e. Food Tourism

Food tourism has become an emerging trend among travellers everywhere because travelling is closely related to food at some point. Travelling experts opine that food experiences are not limited to simply dining out. It includes cooking courses, farm tours and the classic food markets, which make up about 95% of these experiences. These experiences are closely tied to the culture of the location. Many travellers consider it to be one of the best ways to get to know the story of the place they're travelling to and it works as a valuable resource for tourism companies.

f. Responsible Tourism

Any form of tourism that is consumed in a more responsible way is known as Responsible tourism. It minimizes negative social, economic and environmental impacts and generates greater economic benefits for local people. It also intensifies the well-being of host communities. Responsible Tourism is about “making better places for people to live in and better places for people to visit.” In Responsible Tourism needed the responsibility must be taken by the tourists along with the operators, hoteliers, governments and local people to make tourism more sustainable. Nowadays most of the travellers are aware of the impact their experiences have on the planet and as a result, more are opting for sustainable measures in their travel.

g. Sustainable tourism

Sustainable tourism can be defined as, "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". Sustainable tourism is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy. We know that environmental resources constitute a key element in tourism development and Sustainable tourism should make optimal use of the same. As a result it would maintain essential ecological processes and help to conserve natural heritage and biodiversity. Sustainable tourism should also respect the socio-cultural authenticity of host communities as well as ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders and contribute to poverty alleviation.

h. Mobile Photography

Tourists in 2017 are looking for ways to document their travels. It is natural that travellers capture their notable travelling moments. But at present they use their brilliant cell phone devices instead of traditional cameras. Tour organisers opine that nowadays most of the travellers who set out to take photos use mobile phone cameras. The guides often help those who do not have much photography experience. Some of them had

also done a course in nature photography so that he could help the tourist regarding this.

i. Photo walk

Photo walk is a communal activity of camera enthusiasts. They gather in a group to walk around with a camera and pictures. They generally take pictures of things that interest each photographer. These events usually take the form of a designated walking tour with a planned route or map. It builds an additional layer for an already stunning nature tour. This attracts tourists who otherwise might not have felt confident enough to take photos otherwise.

j. Business and Leisure Travel

Business and leisure travel or "bleisure" is another popular term among tourism experts. Bleisure has been presented as a rising trend in Business Travel for several years. Interestingly there is an increasing trend among the business travellers who are looking to extend their business trips, turning them into leisure breaks when, and where, possible. Thus Bleisure is the growing trend in business travel where the blurring of the professional and personal lives of travellers occurs.

The following facts tell us how Bleisure works:

- An employee is sent on a two to three days business trip.
- He will take time off at the end of the week and add on a few days of rest and relaxation.
- He might even invite his partner or family to come along too In this case he has to pay only for the extra air fare(s) and the extended hotel stay.

k. Adventure travel

Adventure travel is a type of niche tourism. It involves exploration or travel with a certain degree of risk. This may require special skills. In 2016, authentic adventure trips have become the passion of the travellers, especially the millennials, who are taking the stage as leaders in the industry.

l. Millennials

Millennials are a generation that is completely redefining what adventure means and are looking at the world through a more global perspective. According to the United Nations, 200,000 million millennial tourists generate more than \$180 billion in annual tourism revenue, an increase of nearly 30 percent since 2007.

m. Staycations

Staycations has emerged as a new trend in 2016. It is a latest form of hassle-free vacation spending. This is suitable for people who prefer to

skip long queues at airports, huge backpacks and long drives. Many travellers have trended in the direction of sticking around locally to enjoy their vacation time. Thus city-based weekend holidays are fast gaining popularity among the super-busy professionals. The local tour and activity providers have gained a lot from this as more people are looking to boost their local economies with trips close to home.

n. Strength of the Chinese market

Last, but not least, the strength of the Chinese market has been a proven trend in 2016. A fact that continues into the new year as the Asian tourism market is stronger than ever before.

2.5.1 Latest Tourism Trends in India

India has wonderful tourist spots, diverse topography, varied cultures and heritage sites. So she stands as one of the most lucrative options for tourists. Some of the latest trends prevailing in the tourism industry are as follows:

1. Growing Options for Low Budget Travellers :

Numerous budget hotels, bed and breakfast and other such options are there to cater the travellers, who are financially constrained. Taxes and expenses to move within the country are comparatively low than that of other foreign destinations. Hence it has become a better choice for budget travellers from around the globe.

2. Visa on Arrival Boosting Tourism :

Visa on arrival in India which applies to tourists from over 40 countries was started in 2014. An increase in number of foreign visitors has been observed since then. This policy is expected to be extended to more than 100 nationalities in the coming years.

3. Rise of Boutique Hotels :

There is a recent rise of boutique hotels in the country. It provides the comfort and let the visitors indulge more into their surroundings. Hence promotes tourism. It has also offered a wide variety of staying options for tourists.

4. Exploring New Destinations :

Domestic as well as international tourists both are expressing continued interest in exploring new and lesser-known destinations in the country.

5. Travel Tradeshows Promoting Tourism :

Travel tradeshows like SATTE are working as a factor to promote tourism in India, by offering a platform for the various stakeholders in the country to showcase their services and products.

Therefore from the above discussion we may say that the future of the Indian travel and tourism industry has a bright future with the latest trends prevailing.

2.6. POSITIVE IMPACT OF TOURISM ON THE ENVIRONMENT – SOCIO- CULTURE AND ECONOMY

POSITIVE IMPACT OF TOURISM ON THE ENVIRONMENT:

Sustainable tourism is the only way to go forward if the industry wants to grow. But throughout the last couple decades, tourism has been already growing and has introduced many new places to foreign visitors. In some regions, having the option of welcoming paying guests, tourism has brought many positive impacts on the environment. Let's see their examples.

1 Awareness raising and first-hand experience

Beautiful landscapes, animals in their natural environment, exotic ecosystems attract visitors from around the world. They are the primary reason why people travel. To get rest from their daily blues and experience ultimate relaxation from the connection with natural world. Tourism is the best tool to raise awareness of environmental values.

You learn the best when you do get to experience something directly, when you see it, touch it, and when you witness what threatens to destroy it. Personal visit of natural areas introduces you to the values they have for life. It makes you care about them, since you get to enjoy their special feeling. And memories you will have will encourage you to be environmentally-conscious in travel and personal life. In January 2021, alarming pictures of the most touristy beaches in Bali buried in plastic waste that washed up on the shore due to the monsoon weather, appeared on social media of travelers and in the news. The images have drawn global attention and created a bad rep for single-use plastic items, making us (consumers) more aware of the true impact.

2 Tourism for skills learning and education

This is a special side of tourism but plays also an important role in positive impacts of tourism on the environment. Visitors do not have to be drawn to places just for entertainment or relaxation, they may come with the primary mission of learning a new skill or gaining certain knowledge. Tourists come to see a special feature in an area and often pay for their stay, for food, or training, which is a nice way to support the work they came to admire. Additionally, they may also put the new knowledge to use for their own projects.

One nice example of this form of tourism could be visiting a permaculture farm with the purpose to learn about the practices applied on the farm and exchange ideas on what might work at home. Another example, that could inspire many, is spending time on edible forest farms, learning about planting diversity of low maintenance plants on your piece of land. Or visiting villages excelling in agroforestry farming practices which have

allowed them to harvest variety of products from their lands, while protecting sensitive mountainous environments, where intensive farming would not be an option.

3 Support of conservation and biodiversity protection activities

Africa is a prime example of a country where tourism has had a positive effect on wildlife protection. Wildlife tourism in Africa makes around 36 percent of the tourism industry, contributing over \$29 billion to the continent's economy and provides jobs to 3.6 million people.

The opportunity of seeing wild animals in their natural environment is what Africa is the most known for. This form of tourism reduces poverty and helps to empower women directly by giving them jobs, but even indirectly by allocating funds to build infrastructure – schools, hospitals.

Africa, Asia, South America, and the South Pacific focus more and more on the value of their wild natural areas. With the growth of tourism appear even new national and wildlife parks that connect sustainable tourism with biodiversity preservation.

4 Protection of endangered species

Countries begin to realize that their rare and endemic species are their symbol in the eyes of foreign visitors who are often attracted to the place because of them. Wild animals, virgin forests and a colorful palette of exotic plants are becoming an unusual sight in an economically developed world. The remaining spots that are still a home to this disappearing world are often turn to nature reserves and protected areas. This ensures better safety for endangered species that inhabit them.

Mountain gorilla

Virunga National Park in East Africa has a story of conservation success to tell, even despite years of civil unrest and war in the surrounding areas, it has been declared an ecological pillar for the entire East and Central African biodiversity, having the largest concentration of birds and reptiles over other protected areas.

5 Prevention of illegal trade and exploitation

Tourism brings new opportunities even to most remote places. The growing interest of tourists in visiting places where people live in connection with nature and animals gives chance to locals to sustain their families far from urban areas. In many cases, local communities quickly realize the need to protect what they have in order to attract tourists, as the stream of income from tourism is long-term and more advantageous than one-time sales of finite resources or poached animals.

A glimmer of hope sparked by the vision of attracting tourists takes place in two villages in Nepal that are known for being a transit points for illegal trade in pangolin meat and scales to Tibet and India.

The villages have joined a community-based pangolin conservation and education project. The goal of the project is to discourage local poachers from selling scales of pangolins to illegal traders, and thus interrupt the illegal trade pathway while protecting endangered pangolins. Participants of the project are also trained to help with long-term monitoring of the pangolin population (species ecology, identification of threats and distribution).

POSITIVE IMPACT OF TOURISM ON THE SOCIO- CULTURE:

- a. **Better leisure facilities:** Demand for tourism and related activities in a destination leads to the development of leisure and recreational facilities which were not present earlier. This gives an advantage to the local community foreven they can enjoy the facilities to the fullest.
- b. **Frequent social events:** To boost tourism, the frequency and variety of social events increases in the destination. This not only attracts tourists from other areas but also helps the local culture to grow.
- c. **Conservation of local heritage:** Besides natural beauty, cultural features like monuments and cultural landmarks also attract tourists. Hence, local and state Government takes extra efforts to conserve the heritage structures so that they remain as attractive as always.
- d. **Improved lifestyle:** With additional leisure and economic opportunities, the lifestyle of local people improves. An increase in the income leads to an increased educational and health status. This also improves the standard of living style of living.
- e. **Restricts brain drain:** Bran drain is a result of lack of employment and educational opportunities in the place of residence. Tourism brings in development leading to infrastructural development making education and employment available. People therefore do not need to travel to other countries, restricting brain drain.

POSITIVE IMPACT OF TOURISM ON THE ECONOMY :

Tourism has a high potential to impact the economy in several ways. Following are the positive and negative impacts of tourism on economy:

- a. **Increased domestic income and foreign currency earnings:** the travel and tourism sector generates income and wealth for private individuals, companies and national governments. At international level, the money that tourists spend in a country can make a considerable contribution to the economic output of the country. Many developing countries are therefore turning to tourism as a way of increasing their foreign currency earnings which they use to improve the status of health, education and social facilities.
- b. **Economic multiplier effect:** At local level, revenue generated by tourism development leads to multiplier effect. The money that is spent by visitors in the destination area is re-circulated in the local economy and is actually worth more to the area than its face value.

This is because the owners of travel business are likely to spend their money locally which is actually earned from tourists outside that area.

- c. **Increased employment:** Tourism's ability to create jobs is one of the main reasons of encouraging its development. It is a highly labour intensive industry which has the potential to create direct and indirect employment opportunities on a very large scale. Direct employment is offered in hotels, travel agencies and as tour guides whereas indirect employment is offered in the associated sectors like construction, banking and transport companies.
- d. **Improved infrastructure:** there exists a directly relationship between tourism and infrastructure. Tourism development contributes to infrastructure improvements in destination areas ranging from basic supplies like water and electricity to luxurious facilities like airport and telecommunications.

2.7. NEGATIVE IMPACT OF TOURISM ON THE ENVIRONMENT – SOCIO- CULTURE AND ECONOMY

NEGATIVE IMPACT OF TOURISM ON THE ENVIRONMENT:

The impacts of tourism on environment are only **negative** which are as follows:

- a. **Depletion of natural resources:** Tourism leads to overcrowding and higher demand for natural resources like water, food and land. As more and more is supplied, the stocks start depleting and natural resources begin to become scarce.
- b. **Pollution:** Destinations which were earlier clean and green, undergo pollution of all types. Increased use of technology and luxurious products, leads to air, water, land and noise pollution.
- c. **Loss of biodiversity:** Tourism areas develop tourism activities for which they need land. Deforestation is carried on a large scale causing loss of floral biodiversity. Faunal biodiversity is lost due to intrusion of people in their habitat and due to loss of their habitat in the form of individual trees and forests.
- d. **Depletion of ozone layer:** Increased quantities of greenhouse gases from air conditioners, refrigerators and less use of conventional sources of energy cause depletion of the ozone layer. In coastal tourism destinations, depletion of mangroves is causing depletion of ozone layer.
- e. **Climate change:** Depletion of natural resources, loss of bio diversity and ozone depletion is leading to climate change. This not only is affecting the local community and their indigenous activities, but, tourism is also getting affected due to unreliable climate patterns.

NEGATIVE IMPACT OF TOURISUM ON SOCIO- CULYURE:

Overcrowding: Sometimes, in certain destinations, the number of people visiting exceeds the capacity it can hold. This not only puts pressure on resources but may also irritate the local community as their day to day activities may get restricted and life may not remain a simple as it was.

Poor sanitation: Due to insufficient infrastructural facilities and overcrowding, the sanitation facilities are poorly managed. This is evident especially in the case of religious tourism destinations as people from different socio-economic-educational backgrounds gather there and sanitation is poorly managed.

Intrusion of outsiders: People visiting a destination belong to different societies. They are outsiders for the destination. Sometimes, they settle there or start interfering in the local activities which may not be accepted by the local people.

Demonstration effect: The local community observes the various cultural and social values demonstrated by the visitors. The visitors often try to portray their affluent side and this influences the local people the youth in particular. Demonstration effect may lead to positive and negative changes. Positive changes may include the urge to get educated and negative changes may include the urge to get richer through unfair means, establish liquor shops and imitation of other cultures.

Increased crime and anti-social activities: Demonstration effect may lead to crimes and anti-social activities. The comparatively poor local community may indulge in robbery, theft and murders of visitors to acquire their valuables or engage in crimes against women.

Loss of native culture: There is assimilation of the local culture with several other cultures when visitors visit the destination. This may lead to the loss of native culture and associated values.

NEGATIVE IMPACT OF TOURISM ON THE ECONOMY :

- a. **Leakage:** A leakage occurs in tourism when money is lost from a destination area. This could be because the hotels are owned by companies that operate in other countries and the profits are taken away from the local area. Further, local suppliers are often over-looked and larger travel and tourism companies buy their goods and services centrally in order to get best prices. Responsible tourism can help reduce the leakage.
- b. **Decline in traditional employment:** Tourism development can lead to the loss of traditional jobs when workers move from industries such as farming, forestry, mining and fishing into service jobs in tourism. This is a major problem faced by the developing countries where people

engaged in the primary activities are getting attracted to service sector jobs for economic gains.

- c. **Seasonal unemployment:** Seasonal unemployment can be a problem in tourist destinations that are not active all year round, putting extra strain on local and national government resources. However, measures to extend the tourist season not only will create extra revenue for business but will also increase employment.
- d. **Increased living costs:** An influx of visitors to a holiday can push up the price of goods and services particularly when demand is high in peak season. This affects local people which may be to pay higher prices for food, drinks, entertainment, transportation, etc... Extra charges may be levied on the local community to finance facilities and services for visitors. This makes it difficult for the local community to survive. Regulations of prices in such areas can prove to be beneficial.

2.8 SUMMARY

After going through this unit we may come to the conclusion that tourism has various social, economical, cultural, psychological and environmental impacts on larger social fabric of society. A synoptic definition of tourism could be travel for leisure, pleasure, recreation or business purposes. The nature of tourism is dynamic. It has the ability to change and grow with the changing environment. The scope of the tourist industry is vast. It includes all sectors of the economy and may be governed by public sector and private sector in coherence. Tourism can be broadly classified into Domestic Tourism, Inbound Tourism and Outbound Tourism. All these forms of tourism can be combined to form three more types of tourism viz. Internal Tourism, National Tourism and International Tourism. Travel & tourism industry is the most growing industry from history to current era. The recent trends of tourism include adventure travel, nature tourism, wellness travel, sustainable travel, solo travel, cultural and heritage tourism and vacationing with family etc. But now in addition to that, the travellers are also looking for local hot spots or joints where they can interact with local people and enjoy the local cuisine and find new tradition in handicrafts.

2.9 CHECK YOUR PROGRESS/ EXERCISE

1. True and false.

- a. Domestic Tourism involves visiting tourist destinations outside the country of residence.
- b. Trip to the holy caves of Amarnath is an example of religious tourism.
- c. Travel for medical and health purposes is known as Medical Tourism.
- d. Karjat is a famous rural tourism destination around Kolkata.
- e. Disaster tourism is often observed at the sites of man-made disasters.

2. Fill in the blanks.

- a. In India, _____ has observed a rise in Medical tourism particularly for Ayurveda in the last decade.
- b. _____ tourism, it may also be called as **Agrotourism**.
- c. Visits to places that involve danger to life at present or have a history brutality are a part of _____ tourism.
- d. _____ is a latest form of hassle-free vacation spending.
- e. _____ travel involves exploration or travel with a certain degree of risk

3. Multiple choice question

- a. Outbound Tourism
 - i. involves tourism to another country besides the residing country.
 - ii. involves tourism from one country to another country where none of the countries is a resident country.
 - iii. involves tourism within the country of residence
- b. Travel to places of entertainment and landmarks of a particular country or a place is known as
 - i. medical tourism
 - ii. cultural tourism
 - iii. adventure tourism
- c. When people from affluent backgrounds visit slum areas to experience their poor conditions it is known as
 - i. solo tourism
 - ii. geotourism
 - iii. slum tourism
- d. Wellness tourism is travel
 - i. for the purpose of promoting boutique hotels through physical, psychological, or spiritual activities.
 - ii. for the purpose of promoting health and well-being through fusion foods.
 - iii. for the purpose of promoting health and well-being through physical, psychological, or spiritual activities.

- e. Today, 80% of travel decisions are made by
 - i. men
 - ii. women
 - iii. children

4. Answer the Following Questions

1. What are the different types of tourism?
2. State the New Trends in Tourism.
3. Write short notes on:
 - a. Dark tourism
 - b. solo tourism
 - c. adventure tourism
 - d. visa on arrival boosting tourism
 - e. Photo walk

2.10 ANSWERS TO THE SELF LEARNING QUESTIONS

- 1.a. false, Domestic Tourism involves visiting tourist destinations within the country of residence.
- 1.b. true
- 1.c. true
- 1.d. false, Karjat is a famous rural tourism destination around Mumbai.
- 1.e. false, Disaster tourism is often observed at the sites of natural disasters.
- 2.a. Kerala
- 2.b. Rural
- 2.c. dark
- 2.d. Staycations
- 2.e. Adventure
- 3.a.i.
- 3.b. ii
- 3.c.iii.
- 3.d.iii.
- 3.e.ii.

2.11 TECHNICAL WORDS

- **Tourism:** Tourism comprises of all the activities related to a person's travelling to and staying in places outside his/her usual environment for not more than one consecutive year for leisure, business and other purposes.
- **Host community:** The people of tourism destinations are termed as host community
- **Leisure:** Use of free time for enjoyment
- **Pleasure:** A feeling of happy satisfaction and enjoyment
- **Recreation:** Done for enjoyment when one is not working.
- **Purposes of tourism:** The aim for which tourism is undertaken
- **Resources:** A stock or supply of money, materials, staff, and other assets that can be drawn on by a person or organization in order to function effectively
- **Ministry of Tourism:** The Ministry of Tourism, a branch of the Government of India, is the apex body for formulation and administration of the rules, regulations and laws relating to the development and promotion of tourism in India.

2.12 TASK

- In a chart draw a table and show the different types of tourism with examples.

2.13 REFERENCES FOR FURTHER STUDY

- Geography of Tourism: Robinson
- Tourism Development, Principles and Practices: Bhatia A.K., Sterling Publisher Ltd., NewDelhi
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INFRASTRUCTURE OF TOURISM AND ANCILLARY SERVICES

After going through this chapter you will be able to understand the following features:

Unit Structure:

- 3.1 Objectives
- 3.2 Introduction
- 3.3 Subject-Discussion
- 3.4 Transportation
- 3.5 Accommodation
- 3.6 Tourist Organization
- 3.7 Agencies and Guides
- 3.8 Summary
- 3.9 Check Your Progress/ Exercise
- 3.10 Answers to The Self Learning Questions
- 3.11 Technical Words
- 3.12 Task
- 3.13 References for Further Study

3.1 OBJECTIVES

By the end of this unit you will be able to –

- Understand different infrastructure and support services of tourism
- Learn transportation as support services of tourism
- Know about accommodation as support services of tourism
- Analyse tourism organizations as infrastructure and support services
- Understand agencies and guides infrastructure and support services

3.2 INTRODUCTION

In the first units we have learnt the definition of Environmental Geography along with its Nature and Scope, concept of resources, classification of resources and Environmental problems associated with forest, water and minerals. We have also studied air, water, land and noise pollution in details. In the fourth unit the concept and need of sustainable development along with various environmental issues have been studied. We studied environmental issues and movements primarily in the fifth

unit. Development projects and displacement of people and environmental movements in India with special reference to Maharashtra have also been learnt in that unit. In the sixth unit we learnt the definition of Tourism Geography at first. In the seventh unit we learnt different types of Tourism and the new trends in Tourism. In the last unit we learnt different factors and impacts of tourism. In the present unit we will study the infrastructure and support services of tourism such as transportation, accommodation, tourism organizations, agencies and guides.

3.3 SUBJECT-DISCUSSION

Tourism is now a global industry. Many countries around the world have made a place on world's tourism map because of their great potential to attract tourists.

In this lesson we will discuss the relationship between the status of infrastructural development, including the transport network and hotel accommodation and tourism. We shall also study the duties of trained functionaries like tourist guides and tour operators at various levels with reference to their places in the management of tourism.

3.4 TRANSPORTATION

Tourism is a set of permissible activities that are developed by visitors. Transportation is an integral part of the tourism industry linking tourists with various tourist attractions. There is a general like-mindedness among us regarding tourism. We all agree that tourism expands more when there are better transportation systems. It is observed in many part of the world that in spite of the presence of immense natural heritage in the country tourism had been underperforming compared to it. The most important reason for under performance is poor transportation systems. Maintenance of the existing roads, construction of more roads or rail track or sea and air transportation, and construction of local airports and enhancement of local flight operations are the main transportation needs for tourism promotion and tourism development. Moreover establishment of a certain level of security and safety in transportation systems is essential. Good planning of transport is essential to make smooth traffic flow. In tourism the tourists come to the destination where the tourism services are provided. Hence it is difficult to think of tourism sector without transportation. Transportation is the leading mean to carry the tourists to the actual site where tourism services are provided. The rapid development of transportation sector and application of technological innovations has enabled the tourists to reach many destinations of the world. This is reflected in the statistics of World Tourism Organization and according to which the tourism dynamics changed and increased rapidly between 2005 and 2015. In 2010 international the tourist arrivals rose to 940 million. Furthermore role of transportation in enriching the travel experience of a tourist entirely depends on the mode of transportation and the frequency of use. The effective factors to choose the mode of transportation in tourism are time limit, distance, status, comfort, security, benefit, price, geographical position and competition.

Tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year. As a result of world tourism growth an increase in traffic is observed which puts pressure on transportation facilities. This has some adverse effects too. Those negative effects are as follows:

- **Congestion** – Congestion causes delays which leads to waste of time and energy.
- **Safety and security** – Tourism industry must assure that the mode of transportation is safe and secure. It is the basic and most important requirement for tourism.
- **Environment** – an increase in traffic may have disastrous effect on the environment if that area does not have the carrying capacity for additional tourists.
- **Seasonality** – seasonal patterns of travel demand create overcrowding at certain times. Adversely low occupancies and load factors will occur at other periods.

3.3.1 Different modes of transportation

a. Air Transportation

One of the most important transportation modes in tourism is air travel. It has become the primary means of common-carrier travelling as it has brought significant changes in people's minds concerning time and distance. To meet the increasing demand the airline companies spend a mammoth amount and apply new technological innovations. The world's airline industry numbers 1,629 airlines, 27,271 aircraft, 3,733 airports, 29.6 million scheduled departures a year, and carries 2.7 billion of passengers a year. The major aircraft making companies to share the market will be Airbus and Boeing.

b. Automobile Transportation

Compared to other modes of transportation automobile transportation comes forward for short distance travel. It makes it easy to for the tourists to see local culture and visit nations. It shows flexibility in contrast to other modes of transportation. Hence has occupied an important position in tourism. This mode of transportation is frequently used by tourists because of low prices. But sometimes the tourists hesitate to choose this mode of transportation because it takes more time to cover a distance when compared to air transportation.

c. Railway Transportation

Railway transportation, considered as the oldest one, is another mode that affects tourism. In 19th century the railways were frequently used. At present the railways are used for transportation of loads in many countries

so tourists choose air or automobile transportation instead of this one. On the contrary in many countries we also find very well developed railroads which are included in various tour packages. Technological innovation has given birth to fast trains that are capable to compete with air and automobile modes of transportation.

d. Sea Transportation

Sea Transportation includes cruise travel, boat travel, yachting, ferry travel etc. The cruise travel has a special place in tourism. While travelling with a cruise ship, the tourists get the opportunity to see several countries at a time. This type of transportation is one the most expensive one.

So we may conclude that the tourist's travel experience starts and ends with transportation. In this sense, if the countries want to gain sustainable development of tourism sector, they must pay attention to transportation sector, reduce monopoly in this sector and provide sound competition opportunities for the companies. Therefore in order to develop and increase the role of transportation in tourism the countries should pay attention to the following points:

- The transportation modes specific to the regions must be developed
- The transportation costs must always be kept competitive
- The passengers must be attracted to sea and railway modes of transportation
- New embarkation ports must be established in order to develop cruise travel
- New fast train lines must be established and new fast trains must be bought and foreign experience must be applied
- The distance from stations must be kept less
- New coaches must be brought to the country
- New technologically advanced aircraft must be put into air lines
- The personnel must be trained
- The governments should allocate financial support for the development of transportation

3.5 ACCOMMODATION

Accommodation facilities play a vital role in attracting tourists to the destinations places because it provides the opportunity for visitors to stay for a length of time to enjoy the locality and its attractions. Their spending contributes to the local economy also. It forms a base for the tourist's exploration of the urban and non-urban environments. It does not generate the tourist's motivation for travelling. Accommodation attract tourist on its own right only when it provides support services, the core element of tourism industry. The motivation to travel is usually led by the desire to experience a wider tourism product at a particular resort or locality with accommodation as one of the crucial tourism product. The location needs to be accessible in terms of transport, information technology, and infrastructure. Furthermore the short distance principle applies to decision making when considering accommodation locations. However,

accommodation is an integral part of the overall tourism infrastructure as without it tourists will not visit the location. It is hard to ascertain the proportion of total tourist expenditure that a tourist allocates on accommodation because this varies greatly according to the market price, type of accommodation and nature of product purchased. Nevertheless a general agreeable estimate regarding this is that a third of the total trip expenditure is allocated to this sector. The rapid change in this sector of tourism brings extreme competition which forces to bring about new products and new service standards.

3.6 TOURIST ORGANIZATION

Tourist Organization is a commercial or non-commercial establishment such as a company, bureau, or agency that promotes both domestic and international tourism. It may be recognised as an association or a union that organizes and conducts tourist trips. It may be a governmental institution that determines state policy on tourism. In other words tourist organization is a multinational association to facilitate tourist traffic.

There are various types of organizations that provide tourist services. They are as follows:

a. Tour Operators

These offer comprehensive services through their own tourist facilities like hotels, restaurants, and means of transportation. Sometimes services are also provided through rented facilities.

b. Tourist Agencies

Tourist agencies act as intermediaries between several services and tourist organisations. It offers services such as transportation to other tourist and non-tourist organizations.

c. Clubs and Other Associations

Members of clubs and other associations are consumers of tourist services. This group consists primarily of non-commercial public organizations. These organizations are supported by members' dues, allocations from public funds, private donations, and sometimes earnings from their own commercial ventures.

History of Tourist Organisations

- An Englishman, Thomas Cook, organized the first commercial tour in 1841.
- First tourist bureaus were established in France, Germany, and Italy in the mid-19th century. In Russia tourist bureaus were established in the 1880's and 1890's.

- The first international tourist organization, founded in Luxembourg in 1898, was called the International League of Tourists Associations. In 1919 it was renamed the International Touring Alliance.
- The USSR has a network of state and public tourist that operated under the guidance of the Central Council on Tourism and Excursions (CCTE) of the All-Union Central Council of Trade Unions, the all-Union joint-stock company Inturist, the Sputnik Bureau of International Youth Tourism, and the Central Children's Excursion Tour Station (CCETS).
- In 1975 there were innumerable national tourist organizations around the world. Among them approximately 100 associations, either directly or indirectly related to tourism, operated on the world at regional or sub-regional level.
- International tourist organizations regulated legal procedures and currency exchanges. These organisations also looked after the development of uniform documentation, terminology, and statistical records.

3.7 AGENCIES AND GUIDES

3.7.1 Travel Agencies

Travel agency is a service industry but does not have a long history. This service depends largely on the goodwill of the people. The travel agency business started first by Thomas Cook and American Express Company. On June 9, 1841 Thomas Cook walked fifteen miles to a temperance meeting at Leicester. The idea of travel agency was conceived on this journey when he hired a train to take his fellow members of the temperance society.

Travel agents provide all facilities to the customers. A travel agent arranges travel services from suppliers such as airlines, steamship companies, railways, bus companies, car rental firms, hotels and sightseeing operators. In the modern world travelling is more complicated, especially to foreign countries. The statistics reveal that about 15% of people depend on travel agents for planning their journey. A successful journey cannot be operated without the help of travel agents. It is the travel agent who packages and processes all the various attractions of the country and presents them to the tourists. So travel agents play a vital role in the promotion of tourism.

In India travel agency business is relatively new. At the time of independence there was hardly any travel agency. Organised travel agency business actually started after independence. It is observed that by 1949 six travel agents in India had set up an apex body called Travel Agents Association of India with head quarter at Bombay. This was headed by a young travel agent Nari J. Katgara. The business of travel agencies

showed great development at present and it is now a major trade activity. It generates direct employment. Considerable indirect employment is also done by the business of travel agencies by bringing tourists.

3.7.2 Guides

Tour Guide is a person who is hired or employed, either directly by the traveller, or an official /private tourist organization or a tours and travel agency, to conduct a tour and point out objects of interest to the traveller. They also play the role to inform, direct and advise the tourist before and during his journey. A tour guide is an integral part of a travel agency. They have great roles in developing tourism in regional as well as national level. Their occupation is related to all the tourist activities that includes tourist's arrival in a country, several tour programmes and their departure. Guides represent the cities. They are qualified for the same and are capable of interpreting the culture and heritage of the area. A tour guide has another role to play also. He is a person who guides the visitors in the language of their choice and leads a group of people around the museum, town, and important venue. A tour guide informs all the tourist objects and any point of interest in a particular region. For example while visiting any historical place a guide narrates the history of that place in detail so without a guide sometimes it becomes difficult to understand the sight and its meaning. By this travellers get a precise knowledge of culture and the way of life of inhabitants of a particular region. While travelling from one destination to another a guide also entertains the traveller giving him relevant information about the place where he will land up next. So his role in developing tourism is very significant. He is expected to give the best services to the tourists so that they are highly satisfied and wish to visit that particular tourist spot once again in future. Moreover if the tourist is satisfied by the service of the tour guide he would not only come back but also invite their friends, families or colleagues. This will act as a proof to their satisfaction with the tourist destination that they had visited. Therefore the duty and responsibility of a tour guide is not negligible regarding an uninterrupted tour of a traveller.

3.8 SUMMARY

Travelling is a very old phenomenon. In earlier days people used to go to different places in search of food or pilgrimage. They visited new places by carts, bullock carts, camels and dolis. They stayed at dharmshalas and sometimes in temples and other shelters. They were provided food by the priests of the temple. At present modern star hotels and transport operators provide luxurious facilities. In India travel agency business is relatively new. At the time of independence there was hardly any travel agency. It is the travel agent who packages and processes all the various attractions of the country and presents them to the tourists.

3.9 CHECK YOUR PROGRESS/ EXERCISE

1. True and false

- a. Establishment of a certain level of security and safety in transportation systems is essential.
- b. As a result of world tourism growth an increase in traffic is observed which puts pressure on tour guide facilities.
- c. Tourism industry must assure that the mode of transportation is safe and secure.
- d. Railway transportation is considered as the newest one.
- e. Sea Transportation includes cruise travel, boat travel, yachting, ferry travel etc.

2. Fill in the blanks

- a. The most important reason for under performance is poor _____ systems.
- b. In 2010 international the tourist arrivals rose to _____ million.
- c. Seasonal patterns of travel demand create _____ at certain times.
- d. Among other modes of transportation _____ transportation comes forward for short distance travel.
- e. _____ act as intermediaries between several services and tourist organisations

3. Multiple choice question

- a. Good planning of transport is essential to
 - 1. achieve maximum density under congestion
 - 2. make smooth traffic flow
 - 3. understand traffic volume
- b. Congestion causes delays which leads to
 - 1. waste of food and energy
 - 2. waste of time and energy
 - 3. waste of energy and power
- c. An increase in traffic may have disastrous effect on the environment
 - 1. if that area have enough carrying capacity for additional tourists.
 - 2. if that area does not have the feeding capacity for additional tourists.
 - 3. if that area does not have the carrying capacity for additional tourists.

- d. The mode of transportation frequently used by tourists because of low prices is
 - 1. automobile
 - 2. air
 - 3. rail
- e. The travel agency business started first by
 - 1. Timothy Cook and American Express Company.
 - 2. Thomas Cook and European Express Company.
 - 3. Thomas Cook and American Express Company.

3. Answer The Following Questions

- 1. State the role of transportation in infrastructure and support services of tourism.
- 2. What is the role of accommodation in infrastructure and support services of tourism?
- 3. How tourism organizations control the infrastructure and support services of tourism?
- 4. Write a short note on agencies and guides of tourism.

3.10 ANSWERS TO THE SELF LEARNING QUESTIONS

- 1.a. true
- 1.b. false, As a result of world tourism growth an increase in traffic is observed which puts pressure on transportation facilities.
- 1.c. true
- 1.d. false, Railway transportation is considered as the oldest one.
- 1.e. true
- 2.a. transportation
- 2.b. 940
- 2.c. overcrowding
- 2.d. Automobile
- 2.e. Tourist agencies
- 3.a.ii.
- 3.b.ii.
- 3.c.iii.
- 3.d.i.
- 3.e.iii.

3.11 TECHNICAL WORDS

- **Accommodation**-Refer to a hotel or other places that provides room for rent.
- **Agent**-A business that is mainly focused on reselling tours and activities in exchange for commission fees.
- **Currency**-The form of money that a person uses in order to pay. People from different countries typically have different currencies.
- **Destination**-The place to which someone is going.
- **Guide**-A professional that is accompanying a tour.
- **Hotel**-A popular accommodation choice made by travellers across the globe. Hotels typically offer one-room accommodations but many also have upgrades to suites available. They are often larger places to stay that offer more amenities such as pools, gyms and restaurants.
- **Language**-The different words and phrases that a person speaks depending on the part of the world that they are from.
- **Locations**-Destinations that people choose for their vacations.
- **Tourism Organisation**-An organisation which helps travellers plan trips while at the same time promoting businesses in a particular area.

3.12 TASK

Imagine you are a travel guide. Make a travel plan and find places to visit in India. Write down its weather, what to eat, how to reach and other information.

3.13 REFERENCES FOR FURTHER STUDY

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- Tourism Development, Principles and Practices: Bhatia A.K., Sterling Publisher Ltd., New Delhi
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- Parytan bhugol: Dr. S. B. Shinde , Phadke Prakashan, Kolhapur.
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PLANNING OF TOURISM AND ORGANISATION

After going through this chapter you will be able to understand the following features:

Unit Structure :

- 4.1 Objectives
- 4.2 Introduction
- 4.3 Subject-Discussion
- 4.4 Need of Planning
- 4.5 Elements of Planning
- 4.6 Levels of Planning
- 4.7 Tourism Organizations - IATA, PATA, I.T.D.C. and M.T.D.C
- 4.8 Summary
- 4.9 Check Your Progress/ Exercise
- 4.10 Answers to The Self Learning Questions
- 4.11 Technical Words
- 4.12 Task
- 4.13 References for Further Study

4.1 OBJECTIVES

By the end of this unit you will be able to –

- Understand need of planning for tourism
- Learn about elements of planning
- Know the level of planning
- Understand the tourism organization
- Understand Incredible India campaign

4.2 INTRODUCTION

At first we have learnt the definition, nature and scope of Environmental Geography along with concept of resources, classification of resources and environmental problems associated with forest, water and minerals. We have also studied air, water, land and noise pollution in details. In the fourth unit the concept and need of sustainable development along with various environmental issues have been studied. We studied environmental issues and movements primarily in the fifth unit. Development projects and displacement of people and environmental movements in India with special reference to Maharashtra have also been learnt in that unit. In the sixth unit we learnt the definition of Tourism Geography at first. In the seventh unit we learnt different types of Tourism and the new trends in Tourism. In the last two units we learnt different factors and impacts of tourism and study the infrastructure and support services of tourism such as transportation, accommodation, tourism organizations, agencies and guides. In the present unit we will study tourism resources in India and Maharashtra with special reference to its geographical, historical, religious and cultural tourism resources.

4.3 SUBJECT-DISCUSSION

Tourism in India is growing rapidly. It is economically very important too. The World Travel & Tourism Council calculated that tourism in India generated 14.02 lakh crore or 9.6% of the nation's GDP in 2016 and supported 40.343 million jobs, 9.3% of its total employment. About 88.90 lakh (8.89 million) foreign tourists arrived in India in 2016. This data reflects the truth that India has lot of tourism resources. India scores high on natural and cultural resources and ranked 9th according to the Travel & Tourism Competitiveness Report 2017. Previously Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Nowadays Delhi, Mumbai, Chennai, Agra and Jaipur have been the five most visited cities of India by foreign tourists.

4.4 NEED OF PLANNING AND ELEMENTS OF PLANNING

NEED FOR TOURISM PLANNING:

1. Establishing the overall tourism development objectives and policies – what is tourism aiming to accomplish and how these aims can be achieved.
2. Developing tourism so that its natural and cultural resources are indefinitely maintained and conserved for future, as well as present, use.
3. Integrating tourism into the overall development policies and patterns of the country or region, and establishing dose linkages between tourism and other economic sectors.

4. Providing a rational basis for decision-making by both the public and private sectors on tourism development.
5. Making possible the coordinated development of all the many elements of the tourism sector. This includes inter-relating the tourist attractions, activities, facilities and services and the various and increasingly fragmented tourist markets.
6. Optimizing and balancing the economic, environmental and social benefits of tourism, with equitable distribution of these benefits to the society, while minimizing possible problems of tourism.
7. Providing a physical structure which guides the location, types and extent of tourism development of attractions, facilities, services and infrastructure.
8. Establishing the guidelines and standards for preparing detailed plans of specific tourism development areas that are consistent with, and reinforce, one another, and for the appropriate design of tourist facilities.
9. Laying the foundation for effective implementation of the tourism development policy and plan and continuous management of the tourism sector, by providing the necessary organizational and other institutional framework.
10. Providing the framework for effective coordination of the public and private sector efforts and investment in developing tourism.
11. Offering a baseline for the continuous monitoring of the progress of tourism development and keeping it on track.

4.5 ELEMENTS OF TOURISM PLANNING:

The five vital components of tourism planning are-

1. Attraction
2. Accessibility
3. Accommodation
4. Amenities and Activities.

Attraction: Tourism activity starts with the attractions. At a place or destination there has to be some attraction only then people or tourists will visit that area. Tourism activity starts with the attractions. At a place or destination there has to be some attraction only then people or tourists will 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 attraction there shall be no tourism, however transport, hotels, activities and amenities can also act as attraction. Attractions are at the first step of tourism supply chain.

Accessibility: Accessibility or otherwise said as transportation is an essential component of tourism system as it creates linkage between market source and destination. If there are attractions then those has to be visited by the tourists. Transportation is not a target usually but a mandate for the conduct of tour. 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

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

Amenities: Every tourist travelling to a new destination desires for world class facilities and services. In order to fulfil their demand huge efforts are made by the industry. High quality facilities are important aid to every tourist destination or centre. For a coastal resort, services like swimming, boating, yachting, surf-riding 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, possibilities of fishing, opportunities for trekking, climbing or 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 a very good tourist centre. Various other natural facilities like large water for the purpose of cruising or the chances for hunting and fishing are equally very significant.

Activities: Attractions are often assisted by various activities that enhance tourist experience. For example: a lake in Nainital 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 Khajarah, hiking in a mountain, skiing in the snow slopes in Himalayas, white water river rafting in Ganges river, fishing in Manalsu river, paragliding in Bir, Trek in Hamta pass etal.

4.6 LEVEL OF PLANNING

1. International Tourism Planning: Tourism planning at the international level typically involves international transportation services, the movement and scheduling of tourist tours between different countries, the development of significant tourist attractions and facilities in neighboring countries, as well as the working strategies and promotional programs of many nations.

2. National Tourism Planning: Tourism policy, infrastructural facilities, and a physical structure plan, which includes significant tourist attractions, chosen tourism development regions, international entrance points, facilities, and services, are all addressed at the national level of tourism planning. Additionally, it is concerned with the quantity, types, and quality of lodging and other essential tourist facilities and services; the country's major travel routes and their regional connections; tourism organization rights, laws, and investment policies; marketing and promotion strategies for the industry; education and training initiatives; and environmental, economic, and sociocultural analysis.

3. Regional Tourism Planning: Regional planning considers factors such as regional policy, regional entrance points, transportation facilities, and services; the types and locations of tourism attractions; the quantity, varieties, and places of lodging and other tourist facilities and services; and the sites of tourist development regions, such as resort areas.

They will also oversee sociocultural, environmental, economic, and impact analyses, regional education and training programmes, marketing strategies, investment policies, organizational structures, legal frameworks, and implementation strategies, including project plans and zoning ordinances.

4. Local Tourism Planning: Participants at the local level will think about the analyses, outputs, outcomes, and assessment of tourism planning at the ground level.

4.7 TOURISM ORGANIZATION – IATA, PATA, ITDC, MTDC

1. IATA : INTERNATIONAL AIR TRANSPORT ASSOCIATION Aims to promote safe, regular and economical air transport, faster air commerce and study problems connected with the industry. Involves standardizing of tickets, prices, airline air way bills, baggage checks and other documents.

2. PATA - PACIFIC ASIA TRAVEL ASSOCIATION Develops, promotes and facilitates travel in the Pacific Areas Early leader in recognizing the need for environmental ethics Initiated the PATA Code for Environmental Tourism. PATA Pacific Asia Travel Association (PATA) is the largest travel promotional organization in the world. It promotes travel and tourism to and within the Pacific region. It was

incorporated to develop, promote, and facilitate travel to areas within the Pacific RIM in 1951 as a non-profit, voluntary, and non-political corporation.

Aims and Objectives of PATA

The main objectives of PATA are:

- To promote and develop tourism in the Pacific region.
- To provide timely up-to-date and informed.
- To organize seminars/ conferences for the members.
- Build the business of members.
- To organize training and development programs for members.
- To promote ethical practices.
- To focus on destination development.
- To take the lead position on travel and tourism industry issues that need to be addressed.
- To stimulate and develop public-private sector partnerships.
- To improve international understanding and international corporation.
- To provide a common forum.
- To publish material relating the tourism industry.
- HR development.
- Marketing research and statics.
- To provide valuable insights, forecasts, and analysis help members to make better business decisions.

Roles and Functions of PATA

Generally, PATA's main aim is the progressive development and promotion of tourism to its member countries. The contribution, role, and functions of PATA towards its members can

be studied under the following points:

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

INDIA TOURISM DEVELOPMENT CORPORATION (ITDC)

The association is the second most important after India Tourism. It operates as a public sector entity. The main aim of the ITDC is to promote India as a tourist place. The association became the Indian private sector mainly for two reasons. Firstly the private companies were unwilling to invest in tourism facilities. Secondly, they thought the profit was uncertain to invest in tourism facilities.

The association was formed in the year 1966. It was formed with the merger of Hotel Corporation India Ltd, India Tourism Transport Undertaking Ltd, and Indian Tourism Corporation Ltd.

The Aims and Objectives of ITDC

To build, take over, and manage the current hotel and to promote hotels, beach resorts, and restaurants.

- It provides transport, duty-free shopping, and meeting facilities.
- It produces, distributes and sells tourist ads products.
- Acts as management, consultancy and decision-making service in India and abroad.
- It also works as full-fledged money changers (FFMG), restricted money changers, etc.
- It offers advanced and cost-effective results for the growth of tourism and technical needs.
- This includes project discussion and operations.

The entertainment and other functions of ITDC

It organized shows at Red Fort, Delhi

It runs duty-free shops at five airports. The airports are Kolkata, Thiruvananthapuram, Delhi, Chennai, and Mumbai.

It helped to developed tourist places.

The Ashok Travels and Tours (ATT) which is the brand name of ITDC provide services to national and global visitors.

The ATT offers a tour package that includes a honeymoon tour, mountain tour, shopping tour, etc.

It partakes in food festivals around the globe. The menu focuses on Indian food.

MAHARSHTRA TOURISUM DEVELOPMENT CORPORATION(MTDC)

Maharashtra Tourism Development Corporation (MTDC), a company set-up by the Government of Maharashtra in 1975, with an authorised share capital of Rs. 25 Crores. Maharashtra Tourism Development Corporation commonly abbreviated as MTDC, is a body of the Government of Maharashtra responsible for development of tourism in the Indian state of.

The objectives of the Maharashtra Tourism Development Corporation (MTDC)

- are to develop tourism infrastructure in the state of Maharashtra, India,
- promote tourism, and increase tourist traffic to the state by developing new tourism products and destinations.
- This is done by providing quality services and facilities, preserving and promoting cultural heritage, and encouraging private investment in tourism development.
- The ultimate goal of MTDC is to enhance the social and economic development of the state through sustainable tourism.

What is purpose of tourism?

- The purpose of tourism is to provide people with the opportunity to explore and experience new cultures, environments, and activities.
- It can be a great way for individuals or families to bond while learning about different places around the world.
- Tourism also helps stimulate local economies by providing jobs in hospitality, transportation, retail services and more.
- Additionally, it provides an important source of income for many countries that rely heavily on tourist dollars as a major part of their GDP.
- Finally, tourism can help preserve cultural heritage sites by bringing attention to them from visitors who may not have known about them otherwise!

4.8 SUMMARY

Tourism has multi-dimensional activity. Hence it has evolved as one of the largest and lucrative industries of the new millennium. India has the potential to play a major role in the world of tourism. It is endowed with unparallel resources that range from old heritage, kaleidoscopic landscape, a wide variety of delectable cuisine and a rich mosaic of culture and people's traditions. It has been estimated that India's travel and tourism

potentials can provide its economy substantial resources in the coming years. In spite of varied and rich cultural heritage, India's share in world tourism has been reported to be poor.

4.9 CHECK YOUR PROGRESS/ EXERCISE

1. True and false

- a. Srinagar is the capital of Jammu and Kashmir.
- b. Shillong is known as the Queen of Hill stations in India.
- c. Dehradun, in West Bengal was summer resort during British period.
- d. The Tropic of Capricorn divides India into two parts.
- e. Shankaracharya Hill is in Shrinagar.

2. Fill in the blanks

- a. Ajmer, a city in Rajasthan, is famous for Ajmer Sharif Dargah, the domed shrine of the Muslim Sufi _____.
- b. _____ Cave is a Hindu Shrine located in Jammu & Kashmir.
- c. Mount Mary Church is one of the ancient _____ located in Mumbai, dedicated to 'Virgin Mary'.
- d. Khajuraho is one of the _____ world heritage sites in India.
- e. _____, located in Gorai, North Mumbai, is the largest amusement theme park in India.

3. Multiple choice question

- a. Srinagar is situated in the Kashmir valley on the banks of the
 - 1. Jhelum River, a tributary of Ganga.
 - 2. Jhelum River, a tributary of Kaberi.
 - 3. Jhelum River, a tributary of Indus.
- b. Amarnath cave is the most
 - 1. sacred and ancient Shrine of Lord Ganesha.
 - 2. sacred and ancient Shrine of Lord Shiva
 - 3. sacred and ancient Shrine of Lord Vishnu.
- c. Pandharpur is a well known pilgrimage town on the banks of
 - 1. Bhima river in Solapur district, Maharashtra.
 - 2. Bhima river in Sindhudurg district, Maharashtra
 - 3. Indravati River in Solapur district, Maharashtra

- d. Konark Sun Temple built in 13th Century (A.D. 1250) in Odisha by king Narasimhadeva I of Eastern Ganga Dynasty
1. has 12 wheels & 7 horses of god 'Sun' and known as Black Pagoda
 2. has 24 wheels & 7 horses of god 'Sun' and known as Black Pagoda
 3. has 24 wheels & 17 horses of god 'Sun' and known as Black Pagoda.
- e. One of the most important and sacred Buddhist pilgrimage centre in the world having Mahabodhi Temple and Bodhi Tree is
1. Bodhgaya
 2. Ajmer
 3. Badrinath

4. Answer the Following Questions

1. Write an essay on the tourism resources of India.
2. Name the important hill stations of India. State the important places to visit in those hill stations.
3. Where is Kovalam located? State the name of the tourist attractions in Kovalam.
4. Name the national parks of India. Give a short description of any three of them.
5. Write short notes on:
 - a. Delhi
 - b. Juhu
 - c. Aurangabad
 - d. Khajuraho
 - e. Ellora Caves

4.10 ANSWERS TO THE SELF LEARNING QUESTIONS

- a. true
- 1.b.false, Shimla is known as the Queen of Hill stations in India.
- 1.c. False, Darjiling, in West Bengal was summer resort during British period.
- 1.d. false, The Tropic of Cancer divides India into two parts.
- 1.e. true
- 2.a. Saint Garib Nawaz.
- 2.b. Amarnath
- 2.c. basilicas
- 2.d. UNESCO
- 2.e. Essel World
- a.iii.

- 3.b.ii.
- 3.c.i
- 3.d.ii.
- 3.e.i.

4.11 TECHNICAL WORDS

- **Hill Stations:** a town in the low mountains of the Indian subcontinent, popular as a holiday resort during the hot season.
- **Beaches:** a pebbly or sandy shore, especially by the sea between high- and low-water marks.
- **National Park:** an area of countryside, or occasionally sea or fresh water, protected by the state for the enjoyment of the general public or the preservation of wildlife.
- **UNESCO:** The United Nations Educational, Scientific and Cultural Organization is a specialized agency of the United Nations (UN) based in Paris.
- **Heritage Site:** It is a landmark or area which is selected by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as having cultural, historical, scientific or other form of significance, and is legally protected by international treaties.

4.12 TASK

In a chart make a column and give brief information about ten selected tourist places of India and Maharashtra. Give pictures.

4.13 REFERENCES FOR FURTHER STUDY

- Indian Tourism: Tourist Places of India (Indian Culture & Heritage), by Anurag Mathur
- Tourism Development, Principles and Practices: Bhatia A.K., Sterling Publisher Ltd., New Delhi
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- Top 100 Places to Visit in India: by Him Rudram Saikia



POTENTIAL TOURISM SECTORS IN MAHARASHTRA AND TOURISM POLICY

After going through this chapter you will be able to understand the following features:

Unit Structure :

- 5.1 Objectives
- 5.2 Introduction
- 5.3 Subject-Discussion
- 5.4 Tourism in Maharashtra
- 5.5 Coastal Tourism in Maharashtra
- 5.6 Heritage Tourism in Maharashtra
- 5.7 Tourism Policy of Maharashtra State
- 5.8 Summary
- 5.9 Check Your Progress/ Exercise
- 5.10 Answers to The Self Learning Questions
- 5.11 Technical Words
- 5.12 Task
- 5.13 References for Further Study

5.1 OBJECTIVES

By the end of this unit you will be able to –

- Understand tourism resources in India and Maharashtra
- Learn Geographical tourism resources
- Know Historical tourism resources
- Analyse Religious tourism resources
- Understand Cultural tourism resources

5.2 INTRODUCTION

At first we have learnt the definition, nature and scope of Environmental Geography along with concept of resources, classification of resources and environmental problems associated with forest, water and minerals. We have also studied air, water, land and noise pollution in details. In the fourth unit the concept and need of sustainable development along with

various environmental issues have been studied. We studied environmental issues and movements primarily in the fifth unit. Development projects and displacement of people and environmental movements in India with special reference to Maharashtra have also been learnt in that unit. In the sixth unit we learnt the definition of Tourism Geography at first. In the seventh unit we learnt different types of Tourism and the new trends in Tourism. In the last two units we learnt different factors and impacts of tourism and study the infrastructure and support services of tourism such as transportation, accommodation, tourism organizations, agencies and guides. In the present unit we will study tourism resources in India and Maharashtra with special reference to its geographical, historical, religious and cultural tourism resources.

5.3 SUBJECT-DISCUSSION

Tourism in India is growing rapidly. It is economically very important too. The World Travel & Tourism Council calculated that tourism in India generated 14.02 lakh crore or 9.6% of the nation's GDP in 2016 and supported 40.343 million jobs, 9.3% of its total employment. About 88.90 lakh (8.89 million) foreign tourists arrived in India in 2016. This data reflects the truth that India has lot of tourism resources. India scores high on natural and cultural resources and ranked 9th according to the Travel & Tourism Competitiveness Report 2017. Previously Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Nowadays Delhi, Mumbai, Chennai, Agra and Jaipur have been the five most visited cities of India by foreign tourists.

5.4 TOURISM RESOURCES IN MAHARASHTRA

India has lot of tourism resources. The Tropic of cancer divides India into two parts. Upper part is in the Temperate Belt and lower part is in the Tropical Belt. Hence we find lot of physical variation in India - very low temperature (snowfall) in the north & high temperature in the south. To the east there lies Mawsynram in Meghalaya, with 11,873 mm (467 in) of rain per annum, It is the region that enjoys highest rainfall in the world and Thar Desert lies in the west.

India is considered as melting pot for many cultures and religions and hence we find lot of cultural variations in different parts of India. Therefore India has tremendous potential, and scope for the development of tourism. Brief information about selected tourist places is given below.

Category	Tourist places in Maharashtra
a) Adventure tourism in Sahyadri	Mahabaleshwar Matheran Amboli
b) Coastal tourism in Maharashtra	Juhu - Mumbai Kihim - Alibag Ganpati Pule Tarkarli
Heritage tourism in Maharashtra	Raigad Aurangabad Ajanta Ellora Essel World - Mumbai

ADVANTURE TOURISM IN MAHARASHTRA

Blessed with thrilling pinnacles, courtesy of the forts and caves along the way, stunning hilltop view, serene surroundings, ample greenery, pleasant weather, and a chance to escape the city's constant buzz – Sahyadri trekking become a popular adventurous sport for adventurous activities in Maharashtra.

- Shot at the Irshalgad pinnacle. ...
- Peb Fort trek near Matheran. ...
- Wading through waters in the Sandhan Valley gorge. ...
- Sahyadris are great for aspiring mountaineers. ...
- Kalsubai, highest peak in the Sahyadri. ...
- A dry canyon somewhere in Malshej ghat. ...
- On top of Ahupe Ghat. ...
- Hardest fort trek in Sahyadri

Mahabaleshwar - It is famous hill station in Maharashtra; situated at the Western Ghat. It has rich biodiversity & dense forest.

• **Places of interest are as follows:**

1. Venna lake
2. Parsi point
3. Elephant's head point

4. Hollywood way museum
5. Babington point
6. Lingmala waterfall
7. Dhobi Waterfall
8. Arthur seat
9. Echo Point
10. Bombay point - Sunset point

Matheran - It is small hill station near Mumbai in Maharashtra. As the name indicates 'Mathe' means head & 'ran' means forest. It was covered by the dense forest. A toy train is operated from Nerul to Matheran. The elevation of Matheran is about 800 m. from MSL

- **Places of interest are as follows:**

1. One tree point
2. Louisa point
3. Alexander point
4. Pisarnath Mandir
5. Khandala point
6. Shivaji's ladder

7) Amboli - It is a hill station in Western Ghat at the height of 690 m in Sindhudurg District of Maharashtra. Amboli Ghat connects Sawantwadi in Konkan to Kolhapur, Belgaum in Desh region.

- **Place of interest are as follows:**

1. Water fall
2. Mahadev Gad
3. Shirgaokar point
4. Durg Dhakoba Trek

5.5 COASTAL TOURISM IN MAHARASHTRA

BEACHES :

Juhu Mumbai - Juhu is famous beach in Mumbai along the Western coast, near Arabian Sea. It is easily accessible due to connectivity of road, railway, metro, transport systems. It is famous for Bhelpuri and Panipuri. Many film celebrity dwell here.

Kihim (Alibag) - Beauty of Kihim beach is shown in many Hindi film of India. It is very near to the metropolitan city of Mumbai, about 100 km. by road. There is a boat service from the Gateway of India to Mandwa, Kolaba fort which is at Alibag.

Ganpati Pule (Ratnagiri district) -This beautiful beach is in the Ratnagiri District along the West coast of Maharashtra near Arabian Sea. It has Ganpati (Lord Ganesha) temple & beautiful beach. Konkani food is an added attraction.

Tarkarli beach (Sindhudurg District) - It is about 8 km long beach to the south of Malvan in Sindhudurg district. Many water sports like snorkelling, scuba diving etc. is available here. This beach is very beautiful with the dense green vegetation of the Konkan. Many tourists prefer Tarkarli than Goa.

Murud beach

A quaint coastal town on the west coast of India, Murud is home to a beach which is relatively lesser known. Murud beach is located just 42 km from Alibaug. Its beautiful sandy coastline and villages dotted with coconut groves and the magnificent sea fort of Murud Janjira make Murud an excellent getaway from Mumbai and Pune. The beach provides a magnificent setting for a great view of sunset. It is not crowded like other commercial beaches and makes for a pleasant getaway.

Shrivardhan beach

Located in the Raigad district, Shrivardhan is known mainly for the seaside fort. Along with Harihareshwar, Shrivardhan forms an amazing coastal tour circuit which serves as a fantastic getaway from Mumbai and Pune. Shrivardhan has many beaches worth checking out but the best one for a picnic is Kondivali beach. Diveagar and Harihareshwar are also at short distances and you can easily go beach hopping. Shrivardhan is also home to some fine temples most prominent among which is the Shri Laxminarayan temple. The Suverna Ganesh temple and Harihareshwar temple are not too far away from here. Shrivardhan is a must-visit for its historical as well as religious significance. It is believed that one of the Pandavas, Arjun, visited Shrivardhan as part of his pilgrimage. From finding a mention in accounts of European travellers to being home to the third Peshwa Balaji Bajirao, Shrivardhan has had its share of glory in history. It is also famous for its betel nut called 'Shrivardhan rotha'. The betel nut plantations all over the region add to its green beauty and make it a delight for nature lovers.

5.6 HERITAGE TOURISM IN MAHARASHTRA

What do you mean by heritage tourism?

The National Trust for Historic Preservation in the United States defines heritage tourism as "travelling to experience the places, artefacts and activities that authentically represent the stories and people of the past",

and "heritage tourism can include cultural, historic and natural resources" Maharashtra's rich heritage is reflected in its 5 UNESCO world heritage sites of Ellora caves in Aurangabad district which is a complex of massive rock-cut architecture. There are 34 monasteries and temples. Kailasa temple is located in this complex.

Ajanta (Aurangabad District) -

The Ajanta caves are located in Aurangabad district of Maharashtra. Here about 29 rock cut Buddhist cave monuments, formed in 2nd century BCE to about 480 CE are found. These caves include paintings & rock cut sculptures are the finest examples of ancient Indian Art. It is UNESCO World Heritage site.

Ellora Caves (Aurangabad District) -

Ellora is one of the largest rock cut monastery temple caves complexes in the world. It is a UNESCO World Heritage site. The monuments and artwork in the caves is related to Buddhism, Hinduism and Jainism from the 600-1000 CE period. These caves are known as 'Verul Leni' and are about 30 kms. from Aurangabad.

Elephanta Caves

Situated on an island, the Elephanta Caves is just 10 km east of Mumbai. The spot is dedicated to Lord Shiva, and there are a total of seven caves here. There are many artworks that once belonged to the Elephanta caves that are now found in museums across the country. But nevertheless, the original location still has some magnificent structures, and artworks.

The Victorian and Art Deco Ensemble of Mumbai

Mumbai is home to enchanting old buildings. You will find 19th century Victorian Neo-Gothic public buildings, and 20th century Art Deco buildings in the city. The large edifices stand as relics from a different time, which are all too glamorous, even in the face of new posh buildings that are built in the city. These buildings can be found around the Oval Maidan.

Chhatrapati Shivaji Maharaj Terminus

Formerly known as the Victoria Terminus, Chhatrapati Shivaji Maharaj Terminus (CSTM) was completed in 1888. Its construction had begun in 1878. The Victorian Gothic Revival Architecture stands out in the hustle bustle of Mumbai. Extremely busy, it is spread across 2.85 hectre area.

5.7 MAHARASHTRA TOURISM POLICY

Highlights of the 2016 Maharashtra Tourism Policy are as follows:

1. Designate Tourism as a priority sector since it holds the potential to usher in economic development

2. and generate high employment opportunities in Maharashtra – change—the policy will establish.
3. Achieve sector growth of 10% per annum and share of 15% in GSDP through tourism and tourism related activities.
4. Generate fresh investments in the tourism sector to the tune of INR 30,000 crore by 2025
5. Create 1 million additional jobs in the tourism sector by 2025
6. Incentivize tourism units in the state by linking it to the Package Scheme of Incentives, 2013 of
7. Industries, Energy and Labour Department or any modifications thereafter. The incentives under this
8. policy are designed as per the needs of the tourism sector in the state.
9. Key strategic interventions are identified and special incentives for respective intervention have been laid out.
10. Strengthening of tourism infrastructure especially in the form of PPP model, special tourism
11. infrastructure Tourism Infrastructure development fund, CSR, etc. are defined in this policy.

5.8 SUMMARY

Tourism has multi-dimensional activity. Hence it has evolved as one of the largest and lucrative industries of the new millennium. India has the potential to play a major role in the world of tourism. It is endowed with unparalleled resources that range from old heritage, kaleidoscopic landscape, a wide variety of delectable cuisine and a rich mosaic of culture and people's traditions. It has been estimated that India's travel and tourism potentials can provide its economy substantial resources in the coming years. In spite of varied and rich cultural heritage, India's share in world tourism has been reported to be poor.

5.9 CHECK YOUR PROGRESS/ EXERCISE

1. True and false

- a. Srinagar is the capital of Jammu and Kashmir.
- b. Shillong is known as the Queen of Hill stations in India.
- c. Dehradun, in West Bengal was summer resort during British period.
- d. The Tropic of Capricorn divides India into two parts.
- e. Shankaracharya Hill is in Shrinagar.

2. Fill in the blanks

- a. Ajmer, a city in Rajasthan, is famous for Ajmer Sharif Dargah, the domed shrine of the Muslim Sufi _____.
- b. _____ Cave is a Hindu Shrine located in Jammu & Kashmir.
- c. Mount Mary Church is one of the ancient _____ located in Mumbai, dedicated to 'Virgin Mary'.
- d. Khajuraho is one of the _____ world heritage sites in India.
- e. _____, located in Gorai, North Mumbai, is the largest amusement theme park in India.

3. Multiple choice question

- a. Srinagar is situated in the Kashmir valley on the banks of the
 1. Jhelum River, a tributary of Ganga.
 2. Jhelum River, a tributary of Kaberi.
 3. Jhelum River, a tributary of Indus.
- b. Amarnath cave is the most
 1. sacred and ancient Shrine of Lord Ganesha.
 2. sacred and ancient Shrine of Lord Shiva
 3. sacred and ancient Shrine of Lord Vishnu.
- c. Pandharpur is a well known pilgrimage town on the banks of
 1. Bhima river in Solapur district, Maharashtra.
 2. Bhima river in Sindhudurg district, Maharashtra
 3. Indravati River in Solapur district, Maharashtra
- d. Konark Sun Temple built in 13th Century (A.D. 1250) in Odisha by king Narasimhadeva I of Eastern Ganga Dynasty
 1. has 12 wheels & 7 horses of god 'Sun' and known as Black Pagoda
 2. has 24 wheels & 7 horses of god 'Sun' and known as Black Pagoda
 3. has 24 wheels & 17 horses of god 'Sun' and known as Black Pagoda.
- e. One of the most important and sacred Buddhist pilgrimage centre in the world having Mahabodhi Temple and Bodhi Tree is
 1. Bodhgaya
 2. Ajmer
 3. Badrinath

4. Answer the Following Questions

1. Write an essay on the tourism resources of India.
2. Name the important hill stations of India. State the important places to visit in those hill stations.
3. Where is Kovalam located? State the name of the tourist attractions in Kovalam.
4. Name the national parks of India. Give a short description of any three of them.
5. Write short notes on:
 - a. Delhi
 - b. Juhu
 - c. Aurangabad
 - d. Khajuraho
 - e. Ellora Caves

5.10 ANSWERS TO THE SELF LEARNING QUESTIONS

- a. true
- 1.b.false, Shimla is known as the Queen of Hill stations in India.
- 1.c. False, Darjiling, in West Bengal was summer resort during British period.
- 1.d. false, The Tropic of Cancer divides India into two parts.
- 1.e. true
- 2.a. Saint Garib Nawaz.
- 2.b. Amarnath
- 2.c. basilicas
- 2.d. UNESCO
- 2.e. Essel World
- a.iii.
- 3.b.ii.
- 3.c.i
- 3.d.ii.
- 3.e.i.

5.11 TECHNICAL WORDS

- **Hill Stations:**a town in the low mountains of the Indian subcontinent, popular as a holiday resort during the hot season.
- **Beaches:** a pebbly or sandy shore, especially by the sea between high- and low-water marks.

- **National Park:** an area of countryside, or occasionally sea or fresh water, protected by the state for the enjoyment of the general public or the preservation of wildlife.
- **UNESCO:** The United Nations Educational, Scientific and Cultural Organization is a specialized agency of the United Nations (UN) based in Paris.
- **Heritage Site:** It is a landmark or area which is selected by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as having cultural, historical, scientific or other form of significance, and is legally protected by international treaties.

5.12 TASK

In a chart make a column and give brief information about ten selected tourist places of India and Maharashtra. Give pictures.

5.13 REFERENCES FOR FURTHER STUDY

- Indian Tourism: Tourist Places of India (Indian Culture & Heritage), by Anurag Mathur
- Tourism Development, Principles and Practices: Bhatia A.K., Sterling Publisher Ltd., New Delhi
- Outlook Traveller Getaways - 1000 PLACES TO SEE IN INDIA
- Parytan bhugol: Dr. S. B. Shinde , Phadke Prakashan, Kolhapur.
- Parytan bhugol: A.V. Bhagvat, Murlidhar Prakashan, Pune.
- Parytan & Arthik Kriya : Prof. Dr. Shankar G. Chaudhari, Himalaya Publication House, Mumbai.
- Top 100 Places to Visit in India: by Him Rudram Saikia



QUESTION PAPER PATTERN

Time: 3 hours		Marks;100
N.B.1. All questions are compulsory and carry equal marks. 2. Use of Map Stencils is permitted. 3. Draws ketches and diagrams wherever necessary.		
Q.1	Long answer question on Unit-I	20Marks
OR		
	Long answer question on unit –I for 20 Marksor Two short answer questions each 10Marks	20Marks
Q.2	Long answer question on Unit-II	20Marks
OR		
	Long answer question on unit –II for 20 Marks or Two short answer questions each 10 Marks	20Marks
Q.3	Long answer question on Unit-III	20Marks
OR		
	Long answer question on unit –III for 20 Marks or Two short answer questions each 10Marks	20Marks
Q.4	Long answer question on Unit-IV	20Marks
OR		
	Long answer question on unit –IV for 20 Marks or Two short answer questions each 10Marks	20Marks
Q.5	Long answer question on Unit-V	20Marks
OR		
	Long answer question on unit –V for 20 Marksor Two short answer questions each 10 Marks	20Marks