

**Shivaji University, Kolhapur**  
**Sem – VI**  
**viii) Travel & Tourism**

1st unit

Introduction to tourism,

Tourism is a basic and most desirable human activity deserving the praise and encouragement at all people and government. It is a phenomenon of modern times. It becomes a very complex activity encompassing a wide variety of relationships. Throughout the world number of tourists arrived every year. The tourists travel every corner of the world and spend billions of dollars in the countries visiting during their travel.

"Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home" UNWTO

"The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors" Macintosh and Goeldner

Tourism includes the activities of persons traveling to and staying in places outside to their usual environment for not more than one consecutive year for leisure, commercial and other purposes."

This is an activity which need people travel from their usual place to other for non-remuneration activity they should spend specific time at that particular time. They should stay at least 24 hours and not more than one year. They should use commercial services at that place.

Following criteria's are using to characterised a trip is belonging to tourism.

It involves a movement outside the usual environment: this term is of utmost importance and will be discussed later on;

- Type of purpose: the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was

restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes;

- Duration: only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay. We shall discuss the particularity of in transit visits, from a conceptual and statistical point of view.

Tourism is light industry doesn't need much capital investment. This industry use intangible and immovable products like culture, nature. This can be helpful to create peace and harmony among countries or states. It is tool for economical development of any regions mostly for underdeveloped areas.

Componentsoftourism,

The tourism industry is based on number of services and things. This industry is making product based on resources and services available at that particular area.

These facilities of services are divided into five groups in world wide.

1. Attraction: these classified as natural (landforms, flora, fauna and beaches), cultural (language, music, race, statues, temples), man made (historic, modern constructions, temples).
2. Transportation: there is close relationship between transport and tourism growth.
3. Accommodations: it includes commercial sectors (hotels, holiday camps, guesthouses) and private sectors (private residents and homes), camping / caravaning.
4. Infrastructure: it includes facilities such as roads, rails, airports, electricity, sewage disposal etc.
5. Other facilities & services: it covers supporting services like shops, banks, restaurants, and medical centers.

Apart from this other factors like high rising income, increased leisure time, good education, cheaper forms of transport are also important factors to take in travel decision.

Typesoftours

(1) Annual holiday. The introduction of annual holiday in Europe was an important landmark which encouraged many people to undertake travel in large numbers during the eighteenth century. Gradual development took place in this holiday tours. In the present day it is used generally in a secular sense meaning a respite from the routine of daily work day life and a time for leisure, recreation and amusement. Every week end holidays *i.e.*, on

Saturdays and Sundays people undertake tours for spending the days happily and for free from mental agony.

(2) Pleasure. Tours are undertaken for pleasure. Getting away from all that routine of everyday life such tours are undertaken. The individual's desire and need for pure pleasure is very strong indeed. An individual likes to have fun, excitement and good time whenever possible. Various brochures and folders particularly emphasise the pleasure aspects of the holidays and travel.

(3) Relaxation, rest and recreation. Industrialisation and urbanisation has created great pressures on modern living. The stress and strain of modern city life has made it still more necessary than ever before for people to get away from all this and relax in an atmosphere which is more peaceful and healthy. Relaxation is very essential to keep the body and mind healthy. There may be various forms of relaxation and rest. To some it is secured by a change in the environment. Others seek sunshine and excitement at seaside or other resorts. Some seek relaxation in seeing new places, meeting strangers and seeking new experiences.

(4) Health. The 'Spas' of Roman period and the establishment of many sanatoria in Switzerland paved the way for the people to seek good health. The people realize the various benefits of good health. Many travel to spas and clinics for creative baths and medical treatment. In some countries like Italy, Austria and Germany in Europe, great importance is given to spa treatment. In the Soviet Union along with Black Sea Coast and in the foothills of Caucasus, there are numerous world famous Sanatoria where every year millions of Soviet citizens and international tourists come and take advantage of these.

(5) Participation in sports. Today we see an increasing participation in many sporting activities such as mountaineering, walking, sailing, fishing, sunbathing, trekking, boating, surf riding etc. In recent years there has been a big increase in sporting holidays. The visitors go to places primarily to indulge in sporting activity to which all their energies are directed.

(6) Curiosity and culture. Curiosity has been one of the major reasons for tourism. There has always been curiosity in man about foreign lands, people and places. There is also increasing interest in architecture, art, music, literature, folklore, dance, paintings and sports, of other people's culture or in archaeological and historical remains and monuments. This curiosity is stimulated by more education. International events like Olympic Games, Asian Games, national celebrations, exhibitions, special festivals etc. attract thousands of tourists.

(7) Ethnic and family. There is considerable, travel by people wanting to visit friends and relatives. A large number of Americans visit European countries in order to see their families. Every year thousands of people visit India for ethnic reasons. Many friendships have been made as a result of holiday acquaintances.

(8) Spiritual and religious. Visiting religious places has been one of the earliest motivators of travel. A large number of people have been making pilgrimages to sacred religious places or holy places. The practice is widespread in many parts of the world.

A visit to Jerusalem or the Vatican is considered to be very auspicious in the Christian World. In the Arab-Muslim World, the pilgrimage to Mecca is considered to be a great act of faith. In India there are many pilgrim centres and holy places of all the major religions of the world where every year a large number of pilgrims from all over the world come.

(9) Status and prestige. Many people undertake travel with a view to talk about it to their relatives and friends. They like to impress them by relating their experiences in the various places visited. Some think it as fashionable. Moreover, they show that they can afford to do it. Foreign tour is a magic word for them. People therefore, like to mention it to their friends and other acquaintances.

(10) Professional or business. In order to attract more tourists many countries have established grand convention complexes where all kinds of modern facilities are provided for business meetings, seminars and conventions. Large hotels also provide facilities for business and professional reasons. Although some people travel strictly for business purposes, the majority link business travel with pleasure.

(11) Education. Educational tour is undertaken for seeking new things and for seeing new places. In other words it is undertaken to acquire new knowledge through research and witness new places of importance. Tourism is included in the curriculum of education. Hence teachers organise tours for students to see the important places, so as to gather knowledge about these places.

A student of history must know the importance of historical places like Taj Mahal, Red Fort and Mahabalipuram. He must visit those places to have first hand informations about them. So also a student of Botany must visit the Botanical Garden at Ooty so as to collect various plants for his study. Research students undertake tours for their source materials to various places.

(12) Industrial tour. Industrial tours are undertaken to attend conventions and conferences associated with industry and commerce. Large hotels provide facilities for conventions and conferences as a large number of people travel for business. Apart from this experts go on tours for conventions and conferences associated with education, commerce, industry and various professions held in various parts of the world.

(13) Seasonal tour. Seasonal tours are undertaken by the people invariably during summer season. During this season people go to Simla, Darjeeling, Ooty and Kodaikanal to get relief from hot summer. In many European countries this kind of seasonal tours are undertaken by the people in summer seasons.

(14) Social tour. Social tourism has limited means. Manual workers are included in the scope of social tourism. They can not save enough to pay for travel expenses.

(15) International tour. The role of the air transport in the development of international tourism is becoming increasingly important. International tours are undertaken to visit the places of international importance and to gather knowledge of such places. Rome, Paris, Athens and Frankfurt have international tourist offices to arrange for such tours. They also provide informations regarding international tours and the tourist accommodations.

(16) Association tour. Association tours are arranged by Government so as to help the members of the Association. The place, time and accommodation are decided by the Government itself for such tours. They are given concessions for travel expenses.

(17) Group tours. Group tours are undertaken by students or by group of employees working in a office or by the workers of a factory. Railway authorities provide concessions for such tours. By these concessions many low income and middle income group workers are benefited very much.

There are many types of tourists based on motives of travel like that there are many types of tourism. There are mainly 2 types of tourism.

1. Domestic Tourism (International)
2. International Tourism

Structureoftourandtravelindustry

These industries are working differently. Tour agency is making product of tour packages for both mass and for individual as customized product. They hire services at tourist destination on contract basis or as per demand. Ideal tour agency is working in the 5 department.

1. Research department
2. Planning negotiation department
3. Costing
4. Marketing
5. Final tour operation.

All these department coordinate with each other. But in small unit few employees are doing all work.

Travel agency is providing services regarding travelling like ticketing, visa, passport, vehicle booking, currency etc.

Concept of marketing in tourism

Travel and tourism marketing is the systematic and coordinated implementation of business policies by any tourism organizations operating at any level to accomplish the optimal satisfaction of the needs of identifiable tourist groups, and in doing so to achieve an appropriate return.

Tourism marketing is associated with marketing strategies in the field of tourism. Today there are many countries in the world, where tourism plays a major role in increasing their GDP.

Now tourism marketing is all about applying several marketing techniques and strategies to boost the tourism industry.

different ways of Tourism Marketing?

Now there are various methods that are applied for tourism marketing to grow. Some from these are as follows.

- 1) Location marketing
- 2)

In this type of marketing, the main focus of tourism marketing is one bringing the attention of the people to a specific location. In this, no recommendations are made with respect to a particular site or any accommodation.

They use a more 'benefit oriented' approach. Their slogan is 'The Sunshine State'. This way they are presenting their state with a joyous and charming climate and as a perfect place for the beach and the football lovers. Also with their slogan they are successfully able to present their state as an ideal 'summer vacation' destination and are definitely a dream for many to visit this place.

Thus location marketing is one of the simplest forms of tourism marketing in which without even putting much of an effort, with the brand value and the popularity of some specific location, the customers can be attracted.

## 2) Activity marketing

Some tours are activities oriented. They are only focused on some specific activities. Therefore in marketing organisation should focus on such activities to attract interested tourists. Such as sports like Wimbledon, Olympic sports, some festivals, events exhibition etc. Need to be focus on these activities. Tourist for such tours are specific.

## 3) Corporate marketing

This is quite an interesting approach to tourism marketing. Now it has been found that a large number of people working in corporate sectors have to travel to different places to attend a conference or a meeting. tour organisation can suggest such destinations to corporate world. They can arrange all services at that particular destination with enjoyment and satisfaction.

## The Four Basic Pillars of Tourism Marketing

The foundation of the tourism marketing stands firmly on four of its important pillars which are the product, the price, the place, and the promotion.

### 2nd unit

#### Tour planning

Tour planning is especially important process in tour agency. Because perfect tour planning decides success of your tour. It need complete knowledge as well as profile of tourists in view. Tour plans are product which we show to the tourist and attract them. It is our demo of our product. Our tour planning means detail lay out of our day to day tour activities. It is necessary to decides what we are giving in tour and what we have excluded. Otherwise it will create complications among tour operator and tourists. Tour plan should be write day wise where we use term as day 1 day etc. we use 24 hours clock. We should mention what type of services we are providing. Daily site seeing should be comfortable and should have variety.

#### Ticketing

Since the modern concept of air ticketing was first coined by American Airlines in 1952, first it was manual tickets but now it is on software and it is in the form of e tickets. There are 14 softwares for the air ticketing like Amadeus, FlightsLogic, Leon Software, Em Route, ANIXE, ifly Res, eAvio.

What is an airline ticket?

To understand why ticketing is so important, it's good to first understand *what* a ticket is. In very general terms, a flight ticket serves three main purposes:

- Tickets entitle passengers to a seat on the flight - for travelers, a ticket is a confirmation that the seat has been paid for and that it's theirs – no one else can take it. In this sense, it's a travel document. For the airline, the ticket contains information about the booking like the PNR number, passenger details and information about the itinerary, fare and payment.
- Tickets create a contract between the passenger and the seller - whether its bought directly from an airline or through an agent, a ticket is what seals the contract and governs the conditions and responsibility for post-booking services like changes, cancellations or refunds.
- Tickets establish responsibilities when multiple airlines are involved - some itineraries involve multiple airlines working under a codeshare or interlining agreement. In these cases, a ticket helps divide responsibilities between the *validating carrier* (the airline that sold the ticket) and the *operating carrier* (the airline operating the flight).

During the journey, airlines transfer the ticket among each other. However, only one airline can possess the ticket any given time. When an airline possesses the ticket, it is responsible for the traveler and will update the ticket with the passenger's status in the journey – e.g. checked-in, boarded, flown, etc. This is done for several reasons:

1. To assign responsibility for the traveler – for example, if the operating carrier possesses the ticket, it's responsible for rescheduling passengers if its flight is delayed.
2. To prevent errors of miscommunication– for example, the validating carrier refunding a traveler for a flight that the operating carrier had already delivered.
3. To trigger payments between the airlines – after the journey, the ticket circles back to the validating carrier as proof that the flight being successfully delivered. This lets the validating carrier know that it should pay the operating carrier its share.

The ticket's fundamental role in determining responsibilities and payments is why it's is so important and therefore so tightly controlled.

Booking

For a flight to be booked, two key events need to occur:

1. A PNR is created – a Passenger Name Record (PNR) is a digital file containing passenger information, contact details and itinerary information. When you book a flight, a PNR is created and logged in the airline's Computer Reservation System (CRS), creating an official record of your booking on the airline's system.
2. Payment is made – to guarantee your seat on the plane, airlines need proof of payment. When you pay for your ticket, the form of payment is added to the PNR and the price information is attached in file called as a Transitional Stored Ticket (TST). These two files together contain the information what will later appear in your final flight ticket.

At this point, your flight has been successfully booked and paid for. However, you still don't have the right to board the plane. For that to happen, you need to receive a ticket.

#### Ticketing

After booking, your PNR (with its TST attached) is sent to a ticketing server which automatically checks the information and issues the e-ticket. The booking is now *ticketed*, and the seat is officially yours!

#### Visa,Passport

Visa fees are non-refundable and subject to change without notice. The High Commission reserves the right on granting and deciding type/duration of visa irrespective of the fees tendered at the time of making application. Granting of Visa does not confer the right of entry to India and is subject to the discretion of the Immigration Authorities. Visa can be applied for in person or by post at the High Commission of India in London. Visa applications from persons not ordinarily residing in the UK or from people of Pakistani, Bangladeshi and Sri Lankan origin are considered only in the High Commission of India, London and Consulate General of India, Birmingham and their processing may take one week or in some cases much longer. Applicants not ordinarily resident in the UK and Sri Lankan nationals are required to complete an additional form. Pakistani and Bangladeshi nationals have to file special visa application forms. In the following cases processing of applications will take longer: (a) British Nationals holding dual nationality or of other origin, (b) applicants not resident in the UK, (c) where clearance from India is mandatory, (d) visitors to restricted areas and (e) certain cases where documents may need to be verified. Visa Section will contact the applicant about the

time of delivery for such passports. Please note that each application is examined individually and the time taken for issuing Visa will vary from case to case.

Visitors to restricted/protected areas need special permits and for this purpose an additional form has to be completed. Please contact the High Commission of India, London if you wish to ascertain whether any of the places you intend to visit fall in the category of restricted/protected areas.

Specific Visas are granted for a variety of purposes. The principal types of Visa issued are mentioned below. Please contact the High Commission of India for further details if you are visiting India for purposes other than tourism, such as journalism, conferences, yoga, voluntary work, mountaineering or other expeditions. The visa application form is, however, the same. Separate forms are available for Pakistani and Bangladeshi Nationals.

b. Requirements for Visa

1. 1. Original passport valid for at least 6 months
2. Correct visa fee
3. Two passport size photographs (5 photographs in case of Pakistani Nationals)
4. Supporting documents, where necessary
5. Duly completed application form (Pakistani and Bangladeshi Nationals need to apply on special application forms)

2. Additional requirements for different types of Visa are given below.

a. Tourist Visa

Tourists wishing to visit India will normally be granted tourist Visa, effective from the date of issue. Tourist Visa are non-extendible and non-convertible. Travel Agents who have to visit India frequently may be granted tourist Visa for a longer duration.

b. Business Visa

Business Visa are normally granted for 3 or 6 months. However, multiple-entry Business Visa for up to 2 years validity may be granted to technicians/experts going to India in pursuance of bilateral agreements or joint venture projects having government approval.

c. Student and Employment Visa  
Student Visa can be obtained on furnishing proof of admission to recognized Universities/Institutions in India. Employment Visa can also be obtained on furnishing of proof of employment with companies in India.

d. Transit Visa  
Transit Visa are valid for halts of up to 72 hours in India within 15 days from the date of issue of the visa and must be obtained before departure. Transit Visa cannot be obtained from immigration counters at ports of entry in India. Evidence of onward travel to a destination outside India is required.

e. Entry Visa  
Entry Visa are issued to persons of Indian origin for a duration of up to 5 years. These can be obtained, depending on the purpose of visit and eligibility, on a case by case basis.

Please Note : Persons holding long term Visa (having validity exceeding 6 months) are normally not expected to stay in India more than 6 months during each visit. Please refer to the boxed note further down for requirement to register with the Foreigners Registration Office (FRO)/Foreigners Regional Registration Office (FRRO).

Visa Exemption Letters for Minors  
Visa Exemption Letters previously granted to children of Indian origin (for a maximum validity of 90 days from the date of issue) have been discontinued since 1 July 1999. Visa Exemption Letters issued in the past are hence no longer valid. All children holding separate passports are now required to obtain regular Visa. Passport is a document issued by the national government for their own citizens as verification of their citizenship. It is also a permit to leave one's own country & return.

A person willing to go abroad must have the permission of Indian government to pass the port . Passport fee is RS. 1000/-. Passport issued for maximum 10 years. Days required for issue of passport is 45.

➤ REQUIRED DOCUMENT :-

- 1] Ration Card + 2 Xerox copies.
- 2] S.S.C. / H.S.C. / Degree certificate.
- 3] Birth certificate / leaving certificate.
- 4] 14 (35\*35mm) photo.

Use of computer in tourism, Computers are used for every aspect of tourism; from the selection and planning of a trip to the airport systems that schedule and orchestrate the flights between airports. On large commercial aircraft, many aspects of takeoff, flight and landing work under the guidance of a computer.

Technology has changed the way people are living their life. It has become a part of everyone's life as a necessity to live. Technology brings a huge change in our travelling pattern too. In this blog, we are going to talk about the use of technology in Travel and tourism.

“Technology has dependably helped us in our day by day lives. It has transformed us into' each field. In the field of transport, planes can enable us to reach those parts which considered as dangerous to walk. Various things like mobile, computer and more have changed the way we sell, buy, work and essentially change each part of our lives. It has ended up being an assistant for our lives. Its impact on the travel part is immense. “

Most of the students, who are studying or pursuing courses in Travel & Tourism might get a project or assignment related to the use of technology in travel or travel technology. In case of any guidance, All assignment help is always there for you.

### Travel & Technology

Travel Technology which is also known as tourism technology is an application of ICT (Information and Communication Technology) or IT (Information Technology) in the sector of hospitality, tourism, and travel.

It simply implies Locomotion, thus the travel method was initially connected with the computer reservation system of the airline business, however, at this point, it is generally utilized, in which the travel industry alongside its hospitality industry is furthermore utilized.

While the computer reservation system is implemented in travel technology, it shows an exceptionally wide range of utilization, in actuality, it is quicker. Travel Technology

incorporates virtually the travel industry as virtual tour technology. As far as “electronic tourism” or “electronic travel”, travel technology can further be known as e-tourism / e-tourism or e-travel/e-travel (e-Tourism)

We need to include the fact that the establishment of a vacation can be a pain not just for the traveller, in a case that he wants to arrange booking process by himself, but for the travel specialist, in a case that he does not have the right facilities for the passengers’ requests. And here’s the place where another important step was made in travel technology.

Read Also- How Technology Can Simplify Learning

There was a need to come with an ever-increasing number of innovative solutions that could settle the bust of a travel plan with access to 24/7 and quick reaction. These days, couple-travellers want a private tour with carefree experience and comfortable experience.

At the point when travel experts do this, they build customer loyalty. Global Distribution System is one of the major developments in the travel sector, where a single contact point is used for hotel, car or airlines booking.

Apart from this, the improvement of mobile technology in the travel industry has helped various individuals, and the advancement of online business has affected the travel industry and tourism as clients can see different travel alternatives by surfing the web through their mobile.

Communications skill for tourism,

Communication skills are an important element of hospitality industry. Understanding of performance expectations are keys to the achievement of tourist satisfaction. Good oral and written communication skills are the top skills important to hospitality practitioners at different position levels.

Guiding skill

Tour guide This is someone who takes people on sight-seeing excursions of limited duration. (Mancini (2003) - A person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area-specific qualification usually issued and/or recognised by the appropriate authority.

There is the generic definition of “tour guide” which was established earlier. Tour guides should be certified, and assist the visitor in seeing the place in an excellent, unique way. Mostly all tour guides should see the career as being an international tour guide. After all, the

type of visitor to the attraction or sight may be local, regional or international.

For pleasure and discovery a traveller can take a tour of the city by motor coach, van, taxi or hop-on, hop-off bus, or as part of a walking tour. The person who points out and comments on the highlights of the city is called a city guide.

When the city guide doubles the duty by driving the vehicle, that person becomes the driver-guide. Another type of city guide is the personal or private guide. These are sometimes taxi drivers who use their vehicles to conduct an exclusive tour or arrange the tour based on the client's needs. In small island states, this may be known as an island-tour.

**Disclaimer: This material is prepared for guiding students and not for any commercial purpose. The material is preliminary source on the topics. For extensive knowledge the students may refer any standard reference book or original source like a copy of law or act. It is expected that student should develop the respective skill by this course.**