



## Tourism and Travel Management

### SYLLABUS

- UNIT-I** **Introduction to Travel** : Meaning and definitions of tourism, traveller, excursionist, tourists-objectives, nature and classification of tourism and tourists, Growth and Development of Tourism. Forms of Tourism : Inbound, Outbound, Domestic and International.
- UNIT-II** **The Modern Tour Industry** : Package Tours-Custom Tours-Tour wholesalers- Types of Package tours : Independent Package, Hosted Tour, Escorted Tour, Sightseeing Tour Group, Incentive and Convention Tour-Man Market Package Holidays-Types of Tour Operations : Specialist Tour Operators : Specialist Tour Operators, Tour Operators Reliance on other organization.
- UNIT-III** **Tour Operations and Documentation** : Functions-Sources of Income, How to set up a Travel Agency : Procedures for approval of a Travel Agency and Tour Operator, Travel Documentation : Passports-various types and requirements-Procedure to apply for Passports : VISA-various types and requirements-Documents required for Foreigners to visit India, Health Check Documents and Process for Encashment of Foreign Currency.
- UNIT-IV** **Impact of Tourism and Tourism Organizations** : Tourism Impacts : Economic Impact, Social Impact, Cultural Impact and Environmental Impact-Strategies to overcome or reduce the negative Impact of Tourism, Objectives, Functions of-United Nations World Tourism Organization (UNWTO), World Travel and Tourism Council (WTC), Pacific Asia Travel Association (PATA), International Air Transport Association (IATA), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO) and Federation of Hotel and Restaurant Associations of India (FHRAI).

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# UNIT-I

## Introduction to Travel

### SECTION-A (VERY SHORT ANSWER TYPE QUESTIONS)

**Q.1. Define the term 'tourism'.**

**Ans.** Professor W. Hunziker of Switzerland defined tourism in 1942, as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity." The department of Hotel, Catering and Tourism Management at the University of Surrey in England, adopted a broader view: "Tourism denotes the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations. Much of this movement is international in character and much of it is a leisure activity." (Hudman & Hawkins, 1989)

**Q.2. Differentiate between tourists and excursionists.**

**Ans.** Visitors were divided into two categories :

1. **Tourists** are temporally visitors staying over twenty-four hours in the country visited, whose journey is in one of the following categories; leisure, recreation, holiday, sport, health, study, religion, business, family, friends, mission, meetings.
2. **Excursionists** include temporary visitors staying less than twenty-four hours in the country visited, including cruise passengers.

This distinction between the two kinds of visitors is important, as excursionists require less planning for accommodations, but more with regard to transportation and shopping facilities.

**Q.3. What are the various types of tourism?**

**Ans.** Following are the major types of tourism :

- (i) **Domestic tourism**, involving residents of a country visiting their own country.
- (ii) **Inbound tourism**, involving non-residents visiting a country other than their own.
- (iii) **Outbound tourism**, involving residents of a country visiting other countries.

These three basic forms of tourism can in turn be combined to derive the following categories of tourism :

- (a) **Internal tourism**, which comprised domestic tourism and inbound tourism,
- (b) **National tourism**, which comprises domestic tourism and outbound tourism,
- (c) **International tourism**, which comprises inbound and outbound tourism.

**Q.4. What is meant by domestic tourist?**

**Ans.** *World Tourism Organization* has proposed a definition for "Domestic tourist" that is based on length of stay :

Any person residing within a country, irrespective of nationality, travelling to a place within this country other than his usual residence for a period of not less than 24 hours or one night for a purpose other than the exercise of a remunerated activity in the place visited. The

motives for such travel may be : (1) leisure (recreation, holidays, health, studies, religion, sports); (2) business, family, mission, meeting.

A domestic excursionist is someone who meets the above definition but who does not stay overnight.

**Q.5. What do you mean by the term 'visitor'?**

**Ans.** A 'Visitor' is defined as a person who travels to a country other than that in which he has his usual residence but outside his usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

'Visitors' are sub-divided into two categories :

- (i) **Same-day visitors** : Visitors who do not spend the night in a collective or private accommodation in the country visited.
- (ii) **Tourists** : Visitors who stay for at least one night in a collective or private accommodation in the country visited.

**Q.6. Discuss the terms external and internal transportation.**

**Ans.** 1. **External Transportation** : It means moving from the point of origin to the final destination. e.g. A tourist leaves from Delhi to Singapore by air or moving from Delhi to Goa as a final destination by air, road or rail shall be called as External transportation.

2. **Internal Transportation** : It means travelling within a destination. e.g. Using any of the mode of transport for sightseeing at Singapore or Goa, transfers from airport to hotel and excursions.

**Q.7. What is meant by attraction in travel management?**

**Ans.** Attractions are the features which collectively or singly create the appeal of the destination. Attractions of a particular destination make the prime reason for leisure travel for any tourist. Had there been no place of interest at a destination, tourists would never visit that place. Attractions can be natural or man-made.

Dal lake in Srinagar is an example of Natural attraction whereas Taj Mahal in Agra is an example of a man-made attraction.

**Q.8. What is meant by mass tourism?**

**Ans.** Mass tourism refers to the participation of a large numbers of people in tourism. In this sense the term is used in contrast to the limited participation of people in some specialist forms of tourist activity. Mass tourism is essentially a quantitative notion, based on the proportion of the population participating in tourism or on the volume of tourist activities. The driving forces behind mass tourism are said to be the desire to get away from daily routine and in search of pleasure commonly known for the four Ss: 'sun, sea, sand and sex'.

**Q.9. Discuss the term 'travel'.**

**Ans.** Travel means moving out of the comfort zone of one's usual place of existence to some other place. Going out of house in one's street to wander or buy something does not mean travel. Travel means that the action travel must have included a significant distance covering some space and time. For instance, travel to another district, state or within the region which usually requires some mode of transport. The travel on foot is rather more a decision of choice than the preference in general.

**Q.10. Differentiate between travelers and tourists.**

**Ans.** Travelers and tourists are both people who travel to different locations. The difference is that they have different connotations and that one is a broader term than the other. All tourists are travelers, but not all travelers are tourists. The word 'traveler' simply means someone who travels. 'Travelling' itself means going from one place to the other, but it most often means going on a long journey. It isn't very common to describe yourself as travelling when all you're doing is going to get groceries. In the UK and Ireland, it can also mean someone who leads a nomadic lifestyle, always moving from place to place. 'Tourist', on the other hand, is a very specific word. It means someone who temporarily travels to another location just to enjoy the new place.

**Q.11. What is inbound tourism?**

**Ans.** Inbound tourism is the act of someone travelling to a country other than that of where they live for the purpose of tourism. Many countries around the world rely on inbound tourism. Inbound tourism is often seasonal, meaning that many destinations will have evident peak, shoulder and low seasons. This is often dependent on weather conditions (for example sun or snow) and school and public holidays.

**Q.12. What are main features of mass tourism?**

**Ans.** Following are the main features of mass tourism :

- (i) The sheer numbers involved mean that the tourism products have to be offered under condition of mass production.
- (ii) There is a growing level of expenditure on consumer goods associated with tourism.
- (iii) A few producers dominate particular markets.
- (iv) Producers take the lead in developing new tourism attractions.
- (v) By and large, mass tourism products are little differentiating.

**Q.13. Discuss the term 'ecotourism'.**

**Ans.** Ecotourism is the most fascinating and most recent form of nature tourism. It encompasses activities which make a destination integrated, environment friendly sustainable and useful for visitors and local inhabitants. It is not a nature-based tourism attraction where visitors go and enjoy nature and its surroundings. But it takes place in nature's solitude and visitors and destination operators attempt to envisage appropriate methods and measures to give direct and indirect benefits, both to hosts and guests, in a mutually accepted manner.

**Q.14. What is meant by the term traveller?**

**Ans.** Traveller is a person who travels. this means the one who goes from one place to some other place which is at some noticeable distance. Travel is an activity. This is a verb as travel is an action. One cannot sit at a place and do travel in the physical sense unless one does the action of movement. This action can be performed using any mode of transport or by not using any of them that is travelling on foot. Travel can be done for different purposes. One may travel to some other place to meet someone, see something, do some business, study, attend some function, collect something for fun etc.

**Q.15. What is outbound tourism?**

**Ans.** Outbound tourism is the act of travelling 'out' of your home country for the purposes of tourism. Outbound tourism does not include the purchasing of good or services before or after the trip within the tourism generating country.

Outbound generally relates to anything moving or traveling away from a certain place. When speaking of travel, outbound tourism means leaving one's country of residence to visit a different country for a period of less than one consecutive year for leisure, business, or other purposes.

**Q.16. Write the definition of tourism as given by WTO and United Nations Statistics Division.**

**Ans.** The most widely utilised definition of tourism, proposed by the World Trade Organisation (WTO) and United States (UN) Nations Statistics Division (1994), prescribes that in order to qualify as a tourist one must travel and remain in a place outside of their usual residential environment for not more than one consecutive year for leisure, business or other purposes. Inbound tourism can be defined as: 'The act of travelling to another country for not more than one consecutive year for leisure, business or other purposes.'

## SECTION-B (SHORT ANSWER TYPE) QUESTIONS

**Q.1. What is domestic tourism?**

**Ans.** **Meaning of Domestic Tourism**

Domestic tourism can be described as tourism involving residents of one country travelling within their own country. It does not involve the crossing of international borders at entry points. As early recorded **history** provides a glimpse into ancient tourism activities, domestic tourism is in fact the first form of tourism practiced. It has been a well-established practice, happening in every country or region in the world. A strong relationship among tourism and **visiting friends and relatives** and religious pilgrimage has been found in countries with a long history of domestic tourism.

Domestic tourism is travel within your own nation. For example, if a Canadian from Alberta decided to spend a few days at Niagara Falls, as you're staying in your own country of residence, this is domestic or internal tourism.

The domestic tourism economy around the world is lucrative and has been boosted by the growing trend of staycations. An internal holiday can be a cost-effective option for individuals and has other benefits, such as making residents aware of the history and culture of their country.

This type of tourism is likely to be less of a hassle for visitors, as visiting another part of your own country will lead to no language differences, currency/food changes or etiquette differences. However, domestic trips tend to be significantly shorter than cross-border trips and wider statistics on this activity are under-reported compared to international tourism.

**Q.2. What is international tourism?**

**Ans.** International tourism is what it says on the can. The World Tourism Organization (WTO) defines tourism as 'travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes'.

International tourism has increased due to people around the world having more money in their pocket, as well as the impact to greater globalisation.

Global tourism has the greatest impact upon developing nations, where the sector is much-needed to provide a big source of income. Tourism is responsible for one in every ten jobs on the planet and global economies spend a lot of money on boosting their tourist sector.

It's good to bear in mind that it can be difficult to compare domestic and international tourism as states vary in size and activities. For example, Americans wishing to go on holiday in their own state will likely have a greater amount to see/do, compared to internal visitors in Belgium.

**Q.3. Why are tourists favouring domestic tourism over international tourism?**

**Ans.** There are a number of reasons why people would favour domestic travel over foreign travel. Among the most common reasons are :

1. **Cost** : Domestic travel generally entails shorter distances and lower travel expenses than international travel.
2. **Language and cultural barriers** : Domestic tourism may be more enticing to travellers who are not comfortable travelling to a foreign country where they may be unfamiliar with the language and culture.
3. **Familiarity** : Exploring one's own country can be less overwhelming as there may be fewer changes to adapt to.
4. **Time** : Domestic tourism may be more convenient for those who have limited time for vacation, as it typically involves shorter travel times.
5. **Economic advantages** : By supporting local companies and job-generating opportunities, domestic tourism can help boost the economy of one's own country.

**Q.4. What should you consider before going on a domestic or international trade?**

**Ans.** There are several things to consider before embarking on a trip, whether domestic or international. Some of these include :

1. **Budget** : Determine how much money you will need for the trip. Be sure to allocate funds for transportation, lodging, food and any attractions or activities you'd like to see or do.
2. **Documentation** : For those looking to travel internationally, it's important to prepare the necessary documentation, such as a passport and visa, well in advance and keep them on your person during your transit.
3. **Activities** : Research and plan out the activities and attractions you want to experience during your trip.
4. **Travel insurance** : Consider getting travel insurance as a safeguard against unforeseen circumstances like trip cancellations or health concerns.
5. **Health and safety** : Research the health and safety protocols at your travel destination and ensure that you are able to comply with them, including getting vaccinated, masking or purchasing travel insurance that covers medical emergencies.

**Q.5. Discuss the various categories of tourism as per the purpose of travel.**

**Ans.** **Classification of Tourism**

Tourism can be classified into six distinct categories according to the purpose of travel:

1. **Recreational** : Recreational or leisure tourism takes a person away from the humdrum of everyday life. In this case, people spend their leisure time at the hills, sea beaches, etc.
2. **Cultural** : Cultural tourism satisfies the cultural and intellectual curiosity and involves visits to ancient monuments, places of historical or religious importance, etc.



3. **Sports/Adventure** : Trips taken by people with a view to playing golf, skiing in the mountains or hiking, fall within this category.
4. **Health** : Under this category, people travel for medical treatment or visit places where there are curative possibilities, for example, hot springs, spas, yoga, etc.
5. **Convention Tourism** : It is becoming an increasingly important component of travel. People travel within a country or overseas to attend conventions relating to their business, profession or interest.
6. **Incentive Tourism** : Holiday trips are offered as incentives by major companies to dealers and salesmen who achieve high targets in sales. This is a new and expanding phenomenon in tourism. These are in lieu of cash incentives or gifts.

**Q.6. Discuss the major elements of tourism system.**

**Ans. Elements of Tourism System**

Elements of Tourism system is understanding tourism as both a cause and an effect of life in contemporary society. The elements include :

1. **Dynamic Element—The Tourism Phenomenon** : The tourism phenomenon is an extraordinary occurrence, which developed historically from an activity of the privileged few to a mass cultural lifestyle, accepted as a basic need of our modern world. It is characterized by constant change, producing personal, social and physical benefits, that holds great promise for human growth and development in society.
2. **Service Element—The Tourism System** : The tourism system is an open-ended arrangement of components logically related or practically connected so as to enable people to use tourism resources. These components produce the results or opportunities that are a reflection of the characteristics and behavior of tourist, otherwise called the demand component. On the other side is the supply component, which includes the destination environment and tourism services. Connecting these two components of tourism is the linking component, which include promotion, transportation/tour operation, distribution channels and pricing strategy.
3. **Functional Element—Tourism Management** : Tourism management is the art of successfully accomplishing all the function required fulfilling a goal, including, but not limited to, the major tasks required to operate and control the tourism system that include tourists, hotels, business concern, non-profit organization and government.
4. **Consequential Element—Tourism Impacts** : The goal of the tourism system is to achieve outcomes that attain the best and most favourable balance of benefits and costs when the entire tourism components are combined.

**Q.7. What do you mean by mass tourism? Write its basic characteristics.**

**Ans. Meaning of Mass Tourism**

Mass tourism is a concept that is very commonly used for such tourism where tourism products and services are consumed by tourists on mass scale.

Mass tourism is responsible for the unprecedented growth of tourism industry in modern days. One cannot just deny the economic benefits generated by tourism in the form of income generation by tourist expenditure, employment creation, foreign exchange earnings, tax receipts, social benefits, tourism multiplier, transaction multiplier and many more. Notwithstanding the good effects of tourism in economy one cannot overlook the adverse consequences of mass tourism development.

Mass tourism refers to the participation of a large numbers of people in tourism. In this sense the term is used in contrast to the limited participation of people in some specialist forms of tourist activity. Mass tourism is essentially a quantitative notion, based on the proportion of the population participating in tourism or on the volume of tourist activities. The driving forces behind mass tourism are said to be the desire to get away from daily routine and in search of pleasure commonly known for the four Ss : 'sun, sea, sand and sex'.

### Features of Mass Tourism

The main features of mass tourism are :

1. The sheer numbers involved mean that the tourism products have to be offered under condition of mass production.
2. There is a growing level of expenditure on consumer goods associated with tourism.
3. A few producers dominate particular markets.
4. Producers take the lead in developing new tourism attractions.
5. By and large, mass tourism products are little differentiating.



**Q.8. Difference between domestic and international tourism.**

**Ans. Difference between Domestic and International Tourism**

The following table will help you determine the general differences between domestic and international tourism :

Basis	Domestic Tourism	International Tourism
<b>Definition</b>	Tourism within a country	Tourism between countries
<b>Attractions of interest</b>	Local attractions	Well-known attractions
<b>Regulation</b>	Mainly regulated by local governments	Mainly regulated by national governments
<b>Documentation</b>	Passports and/or visas not necessary for travelers	Passports and/or visas necessary for travelers
<b>Expenses</b>	Can be less costly for the travellers	Can be more costly for the traveller
<b>Cultural significance</b>	Travellers can experience their own culture	Travellers can experience other cultures

**Q.9. Discuss the concept of tourism.**

**Sol. Concept of Tourism**

The concept of tourism is based on travelling from one place to another comfortable, in terms of travel, food and accommodation. In the early days, people travelled from their home to places of worship, on a pilgrimage or to escape persecution. They also travelled for reasons such as famine. The Puritans left England to escape the harassment of Queen Mary. Similarly, the Irish left Ireland in large numbers because the potato crop was afflicted by blight and people had no food to eat. However, things have changed since then, with rapid advances in

science and technology and a greater sense or tolerance. Nowadays, people travel more for pleasure than to escape famine or religious persecution. Tourism in early days Early man travelled under compulsion, primarily to satisfy his biological needs. In later ages, the emergence of various empires led to travel for political, business and religious purposes. Travelling in olden times was difficult due to lack of proper transport facilities, safety and comfort en route. Time and cost were the other major constraints. Travel became a little organised for religious Concept of Tourism and Industrial Background 4 Introduction to Tourism purposes. The development of roadside sarais, inns and dharamshalas made business travel, political visits and journey for the sake of knowledge easier.

**Q.10. Discuss the importance of inbound tourism.**

**Ans. Importance of Inbound Tourism**

Inbound tourism is incredibly important in many destinations. This is largely because of the **economic benefits of tourism**. Tourist can bring in a lot of money to a country through foreign exchange. This is particularly beneficial in countries where the currency is weaker than the currency of the **tourists'** home countries.

It is for this reason that many countries will target their advertising towards certain nationalities. **China** produces one of the largest outbound tourism markets in the world and Chinese tourists tend to spend more on their holidays than any other nationality. Therefore many countries want to attract Chinese inbound tourists due to the economic value of this market.

However, over dependance on inbound tourism can be risky business for destinations. There are many destinations, such as the **Maldives, Spain and Greece** who rely heavily on people travelling from other countries to their country for tourism.

The problem occurs when the travel industry is disrupted. This has never been more true than during the 2020 pandemic, when the impacts of Coronavirus on tourism were devastating. Inbound tourism can also be negatively effected as a result of other factors, such as political unrest, natural disasters or economic instability.

**Q.11. Explain the importance of outbound tourism.**

**Ans. Importance of Outbound Tourism**

Outbound tourism is hugely important to many countries around the world. The OECD have a handy tool on their website which demonstrates the value of this tourism in different parts of the world.

Outbound tourism has many positive economic impacts that reaches further than just the tourism industry. Outbound tourism can help to enhance the economies of many countries by providing economic boosts in a range of sectors such as retail, healthcare and education.

Many countries, however, rely too much on outbound tourism. Should there be a reason that tourism declines, for example during the 2020 Coronavirus pandemic, a country's economy could face dire consequences if they do not diversity their income.

**Q.12. 'Travel in the distant past was not a thing of pleasure as is the case now'. Justify the statement.**

**Ans.** Travel is one of the oldest activities. It existed even before the recorded history, when the man was roaming in search of food and shelter. From the very earliest historical period, travel has fascinated mankind in various ways. Much of travel in the beginning was largely unconscious and rather a simple affair. Travel in the distant past was not a thing of pleasure as

is the case now. The travellers of the past were merchants, pilgrims, scholars in search of ancient texts and even a curious wayfarer looking forward to new and exciting experiences. Trade and commerce was however sole motivating factor in the ancient past, which made people travel to distant lands in order to seek fortunes. Travel got a big boost with the opening of the trade routes as the travellers from distant lands started moving about in large numbers and visited many places for the business purposes. Thus opening of new trade routes provided market places to merchants and these trade relations matured into cultural relations and better understanding of each other's way of life. Various arts, culture and customs exchanged and science, technology, religious faith also experienced influence of each other.

**Q.13. Elaborate the relationship between 'leisure', 'recreation' and 'tourism'.**

**Ans.** The words 'Leisure', 'Recreation' and 'Tourism' are often used to express similar meanings.

What exactly is the relationship between these words? Leisure is a measure of time left over after work, rest, sleep and household chores. Leisure is the time when an individual can do what he likes to refresh his/her spirits.

Recreation means a variety of activities, which a person could choose to refresh his/her spirit. It may include activities as diverse as a game of golf, watching television or travelling abroad.

Tourism therefore, is simply one of these activities, which a person could undertake to refresh his/her spirit. It places tourism firmly as a part of recreation activities spectrum of a person.

**Q.14. 'Every traveller is not a tourist but every tourist is a traveller'. Discuss the statement.**

**Ans.** This statement shows that tourism comprises of all kind of travel whereas travel is just one part of the multifarious tourism Industry.

Tourism comprises of all those industries which directly or indirectly help a tourist in fulfilling his demands at a destination.

Therefore, travel of any form be it air, land or water, in simple words is a displacement or movement of a person from one place to another for business, leisure or holiday purpose. This displacement will get converted into tourism only when the tourist stays overnight at the destination travelled and thus adds to the economy of that place directly or indirectly.

**For instance**, if a person starts his journey from Chandigarh to visit Shimla and his mode of transport is surface, then his entire journey from his point of origin (Chandigarh) would be considered as travel. However, tourism is a broader concept than travel. All the activities of that person right from the time he leaves his place of residence from Chandigarh to visit Shimla, his stay at the latter for more than 24 hours, the sightseeing the undertakes there and various other interrelated pursuits he indulges himself into, at the destination till the time he comes back to Chandigarh would be called as Tourism.

Further explaining, travel enhances boundaries, opens up the mind, clears prejudices. Tourism provides employment benefits in backward areas, and helps make better roads, water, power and communication available to more people, raising standards of living.

**Q.15. Elaborate the importance of tourism business.**

**Ans.** **Importance of Tourism Business**

In the contemporary world tourism is very much relevant in the development of the economies. A large number of developing countries are today fully aware of the potential

benefits of tourism and most of those having suitable tourism infrastructure are very well ahead in the way of exploiting this avenue for economic development. Recognition of the growing importance of tourism in the developing countries is also reflected in rapidly expanding literature on the subject. The major focus of this literature is on international tourism as a source of scarce foreign exchange. Tourism (Domestic or International) can also play an important role in creating employment and income opportunities, in diversifying the regional imbalance through its backward and forward linkage efforts on the local industries and enterprises in the poor and backward area of economy. It is therefore necessary to emphasize once again that from an economic point of view, tourism seems to play two major yet distinct roles in the overall development of the economy. (A) As a parameter of development of backward resource poor areas mainly through the utilization of the relatively abundant human resources and thereby reducing regional disparity in the overall development of the economy and (B) as a source of earning scarce foreign exchange through an invincible export item.

**Q.16. Discuss the main basis of tourism.**

**Ans.** The most fundamental dimension and the very basis of tourism is the Natural Resources and Environment component. Any destination is primarily and unchangeable characterized by its physiography (the nature and appearance of its landscapes) and its climate (the kind of weather it has over a period of years. The other component of the natural environment is people. In the case of people we must distinguish between two very important categories of the individuals (1) those who "belong" to the destination (2) those who are current or potential visitors to the destination.

Attraction draws people to a destination. As an inducer of growth they either are what first draw visitors to the area or in term of development of to be developed first. Attraction may be a primary destination. Such as Taj Mahal, Badrinath & Kedarnath where it is attractive enough to be the primary motivation for a visit. It might also be a secondary destination-an interesting or necessary place to visit for one or two days on the way to the primary destination. Such places are also called *stopover* or touring destinations. Attraction may be based on natural resources, culture, ethnicity or entertainment.

**Q.17. Discuss the positive impacts of tourism on the economy.**

**Ans. Positive Impacts of Tourism on the Economy**

Main positive impacts of tourism on the economy are:

1. The greatest effect is the **multiplier effect** *i.e.*, money spent in an area gets re-spent in that area as people spend their wages. This continues to boost the local economy.
2. Tourism creates **jobs**. Hotels, airports and local attractions all require staff to function properly. Sometimes tourism creates jobs **directly** e.g. hotel and other times **indirectly** e.g. woman involved in building a motorway.
3. Inbound tourists *i.e.* tourists from another country are particularly important as **they bring foreign currency** e.g. \$(US) or £ (UK) to a country.
4. When money is spent on peoples' wages or in hotels, airports and shops the government is able to **tax** this money. The taxes the government gets from tourists can be used to improve **schools, hospitals, roads** etc. for local people.



**Q.18. Explain the negative impacts of tourism on the economy.**

**Ans. Negative Impacts of Tourism on Economy.**

Following are the negative impacts of tourism on economy :

1. Often money spent in an area goes to large multinational corporations e.g. Hilton Hotels and **not to local people**.
2. Many jobs in tourism are **low paid** and involve working **unsociable** hours.
3. In poorer countries involved in tourism workers often are not supported by **trade unions** and may not get **sick pay, maternity pay or paid holidays**.
4. Often tourism is **seasonal** and people become unemployed at other times of the year.
5. **Leakage** : Money spent on e.g. all inclusive holidays to big tour operators is often taken out of the country.
6. Areas that have a lot of tourism often see an **increase in prices of food, accomodation, services**. This can have a bad effect on local people e.g. In some areas people can no longer afford to buy a home because they have become **too expensive** and have been bought by tourists as second homes.

**Q.19. What are the positive environmental impacts of tourism?**

**Ans. Positive Environmental Impacts of Tourism**

Following are the main positive environmental impacts of tourism :

1. Tourism can benefit the environment. It **raises awareness** of environmental issues e.g. just how fragile tropical rainforests, oceans or the Artic are.
2. Some tourists may be motivated to travel for reasons of **conservation**.
3. **Ecotourism** is where tourists travel to a spectacular, relatively underdeveloped destination e.g. the amazon rainforest. Some of the **money** raised through tourism **goes towards the conservation of the host area** a.g. anti poaching patrols across Africa.
4. Some areas become specially protected e.g. **National Parks** to preserve them as wonderful places for tourists to visit e.g. the Lake District. National Parks are set up in many countries in the world.
5. **School children often become educated** about environmental/conservation issues when going on school trips to global locations including Cambodia, Kenya etc ... Children often learn about different cultures!
6. **Urban greening** can improve tourism numbers and experiences in cities e.g. Bristol has over 300 green spaces or Central Park in New York.
7. **Old industrial areas** e.g. the canals in Bristol are cleared up and the facades of old industrial buildings kept to ensure they are attractive for locals and tourists. New modern and attractive buildings are added. This is known as **regeneration** and improves the environment for tourists.

**Q.20. Discuss the various perspectives of tourism.**

**Ans. Perspectives of Tourism**

Four different perspectives of tourism can be identified :

1. **The tourist** : The tourist seeks various psychic and physical experience and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.

2. **The business providing tourist goods and services :** Business people see tourism as an opportunity to make a profit by supplying the goods and services that the tourist markets demand.
3. **The government of the host community or area :** Politicians view tourism as a wealth factor in terms of foreign exchange/multiplier effect etc. in the economy of their jurisdiction. Their perspective is related to the income their citizens can earn from this business. The government can lay an important role in tourism policy, development, promotion and implementation.
4. **The host community :** Local people usually see tourism as a cultural and employment factor. Of importance to this group, for example, is the effect of the interaction between large numbers of international visitors and residents. This effect may be beneficial or harmful, or both.

**Q.21. Elaborate the inter regional tourism and intra regional tourism.**

**Ans. 1. Inter Regional Tourism :** In simple parlance, Interregional tourist means a person who moves from one region on another and does not stay in the same region or it can be said that they move from one continent to other. This is also part of international tourism.

In both these forms of tourism *i.e.* inter-regional and intra-regional, there is a development of economy as it helps in the region's growth process. Not only that, these forms of tourism have direct impact on the development of social and political environment too. Furthermore, inter-regional tourism helps in building upon the overall development of the region.

2. **Intra Regional Tourism :** In real sense, intra regional tourism can be called as international tourism. It is due to the fact that when the tourist traffic flows from different countries to other countries within the same region of the globe; thereby becoming the component of international tourism.

This concept has more significance in developed regions in comparison to developing region. Yet, the importance of intra-regional tourism varies between different regions of one country to another. Therefore, it can be said that an intraregional tourist is the one who visits a country in his "own" continent.

**Q.22. What do you know about business tourism?**

**Ans. Meaning of Business Tourism**

This is the category of people who visit a country for business which include businessmen or professionals who visit a place for attending trade fairs, conventions and conferences, participants in the incentive travel offered by their companies and people visiting different places to negotiate business deals and contracts, etc. It is important to understand here that this is different than that of leisure tourism as no such leisure activity is involved in this. Yet it is also seen that for these travellers, they are not doing business everyday and every time, so they do have some time to do some sightseeing or to take an excursion to a nearby tourist place. These type of travellers are more wanted because of the fact that they often pay the full fare and patronise business and first class in airlines too.

If technically seen, business travellers needs are somewhat same as that of the leisure travellers except for the fact that their flow of travel is towards the destinations which are trade and commerce directed rather than the leisure destinations or resorts. And of course, their demands too would be inclined towards special services like communication and secretarial facilities, meeting and convention facilities, car rental and accommodation, with

less emphasis on the usual facilities and services (although swimming pools and health clubs are popular services today even for the business tourists). A new type of travel has also been included in the business tourism context *i.e.* Incentive travel. Today there are many organisations that feel that their employees are more creative and productive in a resort atmosphere.

**Q.23. Discuss the term leisure tourism.**

**Ans. Meaning of Leisure Tourism**

Leisure travel refers to travelling for pleasure rather than business or work-related purposes. It is a type of travel that involves exploring new destinations, engaging in recreational activities, and relaxing and unwinding. Whether travelling alone or with friends and family, leisure travel provides a much-needed break from the daily routine and allows individuals to experience new cultures, environments, and experiences.

In this form of tourism, the major motivation amongst tourist is to take a vacation or break from routine everyday life. And because the main motive of the tourist here is to enjoy, he would often go in for staying in nice hotels or resorts or he would be relaxing on beaches or in a room, or going on guided tours and experiencing local tourist attractions and so on and so forth. The concept of leisure tourism is not new. The tourists would need more expensive modes of transportation; he would be wanting different types of meals, etc. The duration of this form of travel would range from days to weeks and the main focus of the tourist is just to relax and enjoy.

**Q.24. Can business travelers have leisure time on a business trip?**

**Ans.** Yes, business travelers can have leisure time on a business trip, depending on their schedule and the purpose of their trip. Many business travelers often have free time during their trip, either before or after their work obligations are completed. During this time, they may choose to engage in leisure activities and explore the destination they are visiting.

Business travelers may also extend their trip for a few days or a weekend to have more time to explore the destination and engage in leisure activities. This is often called "bleisure" travel, a combination of business and leisure travel.

However, it is important to note that the amount of leisure time a business traveler can have may depend on the nature of their business trip and the expectations of their employer. Sometimes, the schedule may be tightly packed with meetings, and there may be little free time for leisure activities. Additionally, some employers may have policies.

**Q.25. Discuss the concept of alternative tourism.**

**Ans. Concept of Alternative Tourism**

The concept of alternative tourism is actually to do things alternatively or differently or in simple words, alternative tourists are those whose want to be less with other tourists and they want to be more close to the locals and nature of the destinations they are visiting. If the concept is analysed properly, this type of tourism emerged as a response to the impact of mass tourism and as an expression or rebellion and search for adventure (Dernoi). And thus it has come out as a type of tourism that respects the values of local people and nature, favouring encounters and exchanges and building experiences (Smith and Eadington 1994). And because in this form of tourism, the tourist has more respect and orientation for the local culture, they prefer to use or share the services of the local population, thereby experiencing some aspect of their lives. Nowadays with the emergence of more knowledge, people have

become more responsible and thus many tourists choose this form of tourism to reduce the impact of mass tourism. Tour operators can specialise in such forms by focussing on people and their culture rather than providing created comforts. The duration of these types of trips can be long and these can be high priced as these demand special services which involve travel with "local friends" or local people. The main objective of this form of tourism is to understand other destination's political, social, religious traditions, etc.

**Q.26. What is meant by adventure tourism?**

**Ans.**

### **Meaning of Adventure Tourism**

According to Muller and Cleaver, "Adventure tourism is characterised by its ability to provide the tourist with relatively high levels of sensory stimulation, usually achieved by including physically challenging experiential components with the tourist experience."

It also means the movement of the people from one to another place outside their usual place for exploration or travel to remote areas to have some thrill fun. The main concept of Adventure tourism is about the thrill as there are no such boundaries or rules or regulations in this form of activities. Not only that it is also about visiting a new culture or a new landscape and being physically active at the same time.

The activities that are included in adventure tourism are like skydiving, hill climbing, scuba diving. Relating to the nature of adventure tourism, this is very popular among young age tourists and is completely a leisure activity that takes place in an unusual, exotic, remote or wilderness destinations that are mostly outdoors.

**Q.27. Discuss the term 'rural tourism'.**

**Ans.**

### **Meaning of Rural Tourism**

Rural tourism can be defined as travel to a destination that is located at a rural area, and where the tourist would want to enjoy or get into all the activities of the same. The definition of this form of tourism has been given by various authors, such as :

Fleischer and Pizam "associate rural tourism with the 'country vacation' where the tourist spends the vast proportion of his/her vacation period engaging in recreational activities in a rural environment on a farm, ranch, country home, or the surrounding areas."

**According to Dernoï**, "rural tourism might be conceived as tourism activities in a 'non-urban territory where human (land-related economic) activity is going on, primarily agriculture : a permanent human presence seems a qualifying requirement".

**Q.28. Explain the concept of ecotourism.**

**Ans.**

### **Concept of Ecotourism**

The concept of ecotourism explains in it that it is not merely the experience of visiting a place, but it is more of the experience of the natural environment, and thus, is found primarily on a specific interest in the natural history nature of a region.

Ecotourism is defined as "responsible travel to natural areas that conserves the environment, sustains the well-being of local people, and involves interpretation and education", according to the International Ecotourism Society.

**According to Ecotourism Association of Australia**, "ecotourism is nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable."

Thus, it can be said that it is a type of tourism which involves nature which are primarily at unspoiled area, simultaneously it helps in the conservation of the environment, providing the positive environmental experience to the tourists and at the same time, helps in yielding the benefits for locals.

## SECTION-C (LONG ANSWER TYPE) QUESTIONS

**Q.1. What are the main features of tourism industry?**

**Ans. Features of Tourism Industry**

Following are major characteristics of tourism industry :

- 1. Perishability :** Perishability is one of the most important characteristics of the tourism industry. The products/services in the tourism and travel industry are *consumed as they are produced*. Hotel rooms and cable car seats cannot be warehoused for futures sales. When a hotel room is not booked tonight, you cannot take 'tonight' and sell it tomorrow. Once the train left the station, unused capacity cannot be sold afterwards—provided that it was no time-travelling train.  
As an uncertainty in customer demand leverages this issue, hotels and travel agencies tend to overbook available rooms and seats. Finding an alternative product for the customer and living with the consequences of overbooking is statistically more economical.
- 2. Inconsistency :** Products of the tourism industry always differ. Even the same hotel room in the same week with the same weather can be perceived differently due to the mood of the chef. It is always about the experience that the customer makes. Rational product attributes like price, nights of stay, and additional services can only be compared to a minor degree. It is challenging to deal with the customer perception of the product (the perceived quality) as it is highly affected by numerous uninfluenceable aspects such as weather, construction sites, other customers etc.  
Hence, the product is very inconsistent and cannot be standardized.
- 3. Investment and immobility :** Talking about hotels and other accommodations there is usually a big capital lockup in the assets. Hotels have furniture, restaurants, TV-sets, laundry-service, pools, saunas etc.—invested capital that has to pay off.  
And that's not all—all those investments are attached to one locality which means that those tourism companies are to a huge extent dependent on the attractiveness of the region, the country, its surroundings and so forth.
- 4. People-oriented :** The tourism industry builds entirely upon people. The interaction between the staff and the customer determines the perceived product quality. Unlike tangible products where the customer buys certain features, production quality, durability etc. the holiday quality results from personal interactions starting with the information and booking process over the stay up to the journey home.
- 5. Inseparability :** Most travel products are first sold and the produced and consumed at the same time. This is an aspect which clearly sets tourism apart from tangible products. When you buy a new computer it is produced and shipped before you see it on the website or at the retailer's premise. The consumption of that computer—using it—takes place after purchase at your home. You cannot take the hotel room home—only the small bottles of shampoo and toothpaste. And you cannot enjoy the



alpine sleigh ride in your living room. Tourism products can only be consumed at the supplier's premise.

6. **Intangibility** : Tourism products are intangible. A night in a hotel, a day in a ski-resort, the calm flight with the nice attendant, and the smiling tour-guide taking you to the peak of an alpine mountain—all this cannot be touched. Tourism is all about the time spent and the experience made. The products sold by tourism companies both can't be reproduced or reused. Nor can the feeling of consumption be captured to its full extent. There are merely attempts with photographs and video cameras. Probably everybody was already in the situation where you showed your holiday pictures to your family or friends and said "Well, it looked better when I was there. The picture cannot really reproduce the sentiment)... Tourism is a subjective picture planted into the customers' minds.
7. **Inflexibility** : Travel products are fairly inflexible in terms of fluctuation. Hotels cannot change their capacities quickly enough to react on spontaneous fluctuations in demand. Hence, such companies try to balance between high and low demands, so that it's not too much of a pain for the company when restaurant tables remain empty and for customers when there are no more tables available.
8. **Imitability** : Offers and products by tourism companies are generally easy to copy. When the neighbour hotel adds a masseur to its SPA offer you more or less only need somebody with a firm grip and here you go. So how can hotels build a unique selling proposition? Originality, consistency, location etc.—but not by hoping that their services are not imitable.

**Q.2. Discuss the major objectives of tourism.**

**Ans.**

### Objectives of Tourism

Some of the objectives of tourism are :

1. **Tourism promotes economic development** : Tourism development helps the Indian economy in a great way. Restaurants, shops, transportation systems, recreational places, etc. develop because of tourism and directly contribute to the economy. Also, basic infrastructure improves and employment is generated which is advantageous to the economy indirectly. Tourism plays an important role in economic development. Therefore, it is said that tourism is an invisible trade.
2. **Tourism and environmental development** : Tourism is good for environmental development. To develop natural locations, sanctuaries, national parks, etc. economic investment is made by the government for the sake of tourism industry. Because of eco-friendly tourism concept, tourist places can be developed while caring for the environment. Factors like housing, resorts, traffic routes, etc. are also designed in an eco-friendly manner. In this type of developmental process, electricity, water are used very judiciously. The concept of recycle and reuse is also applied. Natural environment is maintained and tourism is developed too.
3. **Tourism and health** : Some tourists visit India to avail the health facilities. Visiting the places of tourist interest and achieving mental peace and physical strength through Indian Ayurveda, Yoga, Pranayam, etc. is the objective behind it. The medicinal and surgical treatment in India hospitals are cost-effective and therefore, many patients from various developing countries come here for treatment. Medical Tourism develops from the facilities required by these tourists.

4. **Tourism and social development** : Some specific social programmes can be accomplished through tourism. If facets like rural lifestyle, tribal life and culture are included in tourism, tourism gets a social dimension and the neglected components of the society can be included in development. The tribal life in Melghat of Maharashtra and visit to model villages like Anandwan project of the social activist Baba Amte, Ralegansiddhi, Hiwre Bazaar, etc. creates social consciousness and gives a flip to development there.

**Q.3. Explain the major components of tourism.**

**Ans.**

### **Components of Tourism**

Tourism is an amalgamation of diverse elements all of which are essential for providing a memorable enriched experience to the final consumer *i.e.* the tourist. The 5 such basic/components/elements are as follows :

1. **Accessibility** : The reach ability of a destination from the point of origin of a tourist is called accessibility. In other words, accessibility implies the connecting of one place to another through a mode of transport. It is a means by which a tourist can reach the area where attractions are located. If the tourist attractions are located at places where no means of transport can reach, or where there are inadequate transport facilities, the place becomes of little value. A place can be accessible by the use of an easy and convenient mode of transportation.

Broadly speaking, there are 4 modes of transportation :

- |          |         |
|----------|---------|
| 1. Air   | 2. Land |
| 3. Water | 4. Rail |

These modes of transport can be used for both internal and external transportation.

**External Transportation** means moving from the point of origin to the final destination. e.g. A tourist leaves from Delhi to Singapore by air or moving from Delhi to Goa as a final destination by air, road or rail shall be called as External transportation.

**Internal Transportation** means travelling within a destination. e.g. Using any of the mode of transport for sightseeing at Singapore or Goa, transfers from airport to hotel and excursions.

2. **Accommodation** : A provision for stay overnight provided to the tourists is known as accommodation. It includes all types of lodging units viz. Hotels, Motels, resorts, guesthouses, camping sites etc.
3. **Attractions** : Features which collectively or singly create the appeal of the destination. Attractions of a particular destination make the prime reason for leisure travel for any tourist. Had there been no place of interest at a destination, tourists would never visit that place. Attractions can be natural or man-made. e.g. Dal lake in Srinagar is an example of Natural attraction whereas Taj Mahal in Agra is an example of a man-made attraction.
4. **Activities** : Anything that a tourist indulges himself into, at the destination is called an activity. e.g. boating, adventure sports, fishing, swimming etc. An activity rejuvenates a tourist and adds spice to his overall experience.
5. **Amenities** : Services/facilities which enable a visitor to enjoy various attractions/activities at the destination and which draw him to that place and for the use of which

he normally has to pay. Facilities are those elements in the tourist product which are a necessary aid to the tourist centre. The facilities complement the attractions.

**Q.4. Elaborate the nature of tourism industry.**

**Ans. Nature of Tourism Industry**

Following points highlight the nature of tourism industry :

1. **The Tourist Destination** : The tourists destination is a geographical unit that is visited by a tourist. It can be a town, village, region, country or even continent. Different tourist destinations have different level of significance depending on attraction, accessibility and amenities.
2. **Tourist Services** : All kinds of services that are needed during the journey, during the stay in the destination and while using tourism products can be taken as tourist services. Transportation services, accommodation, catering and entertainment facilities come under tourist services.
3. **Tourist Products** : Tourist products are those attraction or activity that any destination offer to the tourists; existing or potential. The elements of tourist's trip, consisting of what he does on the way to the destination and while staying there, comprises the tourist product. Tourist services and the tourist products may sound similar but there is a significant difference. Tourist product may consist of several tourist services that combinely it may serve as a single product. For example, nice hospitality in terrace of resort in Nagarkot, transportation to there, good food and pleasant music in background are examples of tourist services. Together with the view of himalayayas, they make an overall tourism product; experience of excellent panoramic mountain view. Various destinations, offer different tourism products;
  - Kenya offers — Rich tropical wildlife watch
  - Cuba offers — Lively Caribbean island experience
  - Nepal offers — Spectacular mountain view
4. **Markets** : In the language of Economics, market is the process/network for dealing between buyers and sellers of products. In narrow meaning, it denotes the place where the process of buying and selling occurs. In general tourism industry, market means a specific group of buyers (tourists) who buy/purchase specific tourist products of specific particular destinations. So, from the above discussion, we can conclude the nature of tourism;
  - ◆ Tourism is service natured predominantly.
  - ◆ In tourism, people and money is transformed, but products/attraction not.
  - ◆ It is sum of lots of synchronized efforts.

**Q.5. Elaborate the various approaches to the study of tourism.**

**Ans. Approaches to the Study of Tourism**

1. **Product Approach** : The product approach relates to the consideration of different tourism products involving the mode of production, marketing and consumption. For example, one might go into a hotel room or an airline seat or a rental car—how it is developed, how it is financed, how it is advertised, who are the people engaged in buying and selling it and so on.

Repeating the exercise for meals and the multifarious tourist services will provide a detailed description of the field. However, the approach being too time consuming fails to deliver the basics of tourism instantly.

- 2. Institutional Approach :** This is the key approach to the study of tourism and mainly takes into consideration the various organization/institutions and intermediaries such as tour operators and travel agencies associated with tourism activities.

The approach involves an examination of the organization, modus operandi, problems, costs and economic position of travel agents/tour operators who act as representative of the customer, investing in services delivered by airlines, hotels, rental car companies, and so on.

The approach becomes significant in the sense that a regular survey on select services like the one conducted by the U.S. Census Bureau every five years, helps in equipping a data base for further research.

- 3. Managerial Approach :** The approach being enterprise/firm oriented is basically microeconomic in nature. It concentrates on the management activities such as planning, research, pricing, marketing, control, etc. vital to the operation of a tourist establishment.

It is a simple tourism that tourism environment is dynamic owing to continual changes in tourist products, organizations and social life styles.

Thereby it becomes imperative for the management objectives, philosophies and procedures to be adaptable to such changes. This approach maintains its weight in the modern tourism scenario as tourism has been characterized as an industry.

- 4. Geographical Approach :** The approach is relatively wider as well as popular because tourism has to do with geography at so many points namely location, climate, landscape, environment, and physical as well as economic impacts. The geographer's approach to tourism elucidates the location of tourist areas, the movement of people generated by tourist destinations, the changes in the landscape emerging from the provisioning of tourism facilities and amenities, putting to flight of tourism development, physical planning and economic-socio-cultural difficulties.

Defert (1966), a French geographer, in an endeavour to bring out the significance of geography of tourism, puts forth the notions of espace distance, distinguishing usual/normal residence from the temporary one and of an espace milieu where tourists enjoy their holidaying. The approach especially gains import because of its being so containing-considering land use, economic impacts, demographic aspects and cultural problems. Even a course title has been coined by geographers studying tourism in the form of Recreational Geography.

It is worth mentioning that these were the geographers who were mainly active in initiating the journals like Journal of Leisure Research and Leisure Sciences.

- 5. Sociological Approach :** Tourism tends to be a social activity being an interaction between different communities – hosts and guests – and encounter between different cultures. The approach studies social classes, habits and customs of both hosts and guests in terms of tourism behaviour of individuals and/or groups of people and the impact of tourism on society. With the immense impact of growing tourism on society,

the sociology of leisure, a developing discipline holds promise of progressing fast and being put to practice to a large extent.

6. **Historical Approach** : As in the majority of social activities, tourism can be thoroughly perceived by making out the happenings and occurrences and studying changes in the tie-up between prime elements of the destination system over the years which worked round to present day position. Such an understanding is of interest to policy makers generally interested in resolving opposing concerns in an agreeing and dynamic enterprising framework acknowledging tourism as one component of the several social and economic activities in an area.
7. **Economic Approach** : Tourism promotion is ever-increasingly being perceived as a potent ingredient in the various developmental strategies. It has emerged to be the foundation of the environ pyramid in certain economics, while in most others it is contributing to a significant extent in the general development process as well as in the salvation of their basic problems. At the same time, the operation of the tourism industry is not as simplistic as the term might seem to connote per se. It is, rather, a complex of various inter-linked and inter-acting processes.

This multi-faceted nature of tourism makes it an intricate phenomenon, encompassing a whole gamut of issues, problems and challenges to be encountered both in the present and in the times to come.

The scope of tourism is quite large covering all providers of visitor and visitor-related services. It is the whole world of industry of travel, accommodation, catering and other hospitality services, transportation, entertainment, activity facilities, and all other components including promotion that meet, the wants and needs of travellers.

Tourism is, in fact, a synthesis of activities, services and industries that gives forth a travel experience. From an economic perspective, it is the sum total of tourist expenditures within the bounds of a nation or a political subdivision or a transportation-centered economic area of adjoining states or nations.

8. **Interdisciplinary Approach** : Tourism takes in a practically all aspects of society and attracts people from different strata with diverse economic-socio-cultural and educational backgrounds, thereby behaving in different ways and travelling for different purposes.

Thence, the use of a Psychological Approach in order to determine an outstanding course of action to promote and market tourism products not only becomes relevant but is, indeed, significant. And since of the various types of tourism, cultural tourism has its own import, therefore, Anthropological Approach becomes necessary. Further, for international tourism, passport and visa formalities are to be met from government offices involving state/political policies and institutions, thus necessitating the use of Political Science Approach.

**Q.6. Discuss in detail the growth of tourism.**

**Ans.**

### **Growth of Tourism**

Modern tourism developed largely as a result of urbanization in Western Europe. Prior to this, societal divisions, responsibilities and allegiances led to the great majority of people in Western Europe being born in small communities and living and dying in these same tightly focused relatively small communities. These people worked the land and were tied to this by



seasonal demands for labour input and social relationships that required service to a land owner and quite possibly the established church. Such people had little leisure time and what they had was often linked to family responsibilities. Recreation was largely a spiritual activity that took place through the church, although festivals and religious holidays provided a few opportunities for leisure pursuits. However, the great majority of people lacked the ability or desire to travel away from their birthplace (Mason, 1990). Frequent travel was confined to the small elite, the ruling class made up of large landowners, church leaders and monarchs and their entourage. For the majority of the masses, the only possibility of long-distance travel was likely to be linked to a pilgrimage, a religious crusade or time spent as a mercenary.

When urban settlements expanded from about 1750 in Europe, the old bond to land and landowners was broken. Large numbers of people left their place of birth and moved to these rapidly growing settlements. Here, by 1800, employment opportunities were in factories, where for the first time workers received wages and despite long hours of work had both time and money to engage in leisure activities. Gradually, with the change in living environment and working relationships came new attitudes to life. Recreation was increasingly viewed as an important part of life and this could involve physical as well as mental activity.

Although an increasing number of people resident in Europe were able to travel, from the Middle Ages onwards up to the eighteenth century, it was still the preserve of a small, wealthy elite. It was not until the era of the Industrial Revolution, and particularly after 1800, that travel became far more accessible to a significantly high percentage of the population. Greater access to travel was accompanied by certain other developments in society and this contributed to the growth in demand for and provision of tourism experiences.

A variety of important factors contributed to the development of tourism during the nineteenth and early part of the twentieth century. Mason (1990) suggested five major reasons for the growth of tourism. These are as follows :

1. A rise in industrial output associated with the Industrial Revolution that in turn led to an increase in the standard of living.
2. Improvements in transport technology, which led to cheaper and more accessible travel. Railways and ocean liners appeared in the nineteenth century and cars and aircraft in the first half of the twentieth century.
3. The introduction of annual holidays towards the end of the nineteenth century.
4. Changing perceptions of the environment. Locations that were once viewed as hostile, were now seen as attractive.
5. An increasing desire to travel. This was related partly to improvements in education and also to greater overseas travel, which was mainly the result of war. This created interest in foreign locations and also overseas business travel.

A number of the social and economic changes that had been occurring before the second half of the century continued and accelerated after the Second World War. Salaries and wages steadily increased and this meant more disposable income to spend on leisure pursuits. The amount of leisure time also went up as the working week decreased in terms of number of hours required at work and the length of the annual holiday increased. This greater access to recreation activities was accompanied by a rapid rise in car ownership, particularly in North America in the 1950s and Western Europe during the late 1950s and early 1960s. Roads and motorway systems in Europe and North America were greatly improved during this period.

For the first time, large numbers of potential tourists could plan their own trips without having to rely on either publicly or privately owned transport organizations. Aircrafts also became more comfortable and sophisticated and an increasing number and range of passengers were flying; in this period flying to a distant overseas destination became a real alternative in financial terms to a journey by ship. During this period, public transport, in particular trains and coaches, improved in terms of comfort and comparative costs, hence allowing a wider range of users.

In the last quarter of the twentieth century and early part of the twenty-first century, the relationship between demand and supply in tourism was based largely on the dynamics of people's perception, expectations, attitudes and values (Prosser, 1994). As Prosser argued, tourism had become very much a fashion industry, in which there were very close links between tourism demand and the concepts of status and image. This ensures that as societies that generate tourists frequently change their motivations, expectations and demands, tourism is a notoriously fickle industry. Therefore reasons for travel can change rapidly, although they may appear at any one time to be unchanging. For example, throughout much of the period from the late 1950s to the late 1980s getting a suntan was central to a large number of people's expectation of a holiday. This 'getting bronzed' mentality appeared endemic and eternal at the time. However, this desire only dated back to the lifestyle of leisured classes on the Cote d'Azur, France, in the 1920s (Prosser, 1994). Prior to this, most Europeans kept out of the sun. This was especially so for women for whom a pale complexion was seen as more attractive. In the early twenty-first century, pale skin became once again fashionable, but this time the reason was more health related, with growing concerns about skin cancer caused by too much exposure to the sun.

Not only have people's motivations and expectations of holidays changed, but geography plays a major part. Where tourism experiences can be obtained is itself subject to variations in demand and hence, supply. For instance, in the 1970s it was not sufficient just to get a suntan, but where one got it was vital (Prosser, 1994). In the early 1960s, in Britain getting a suntan in Brighton or Blackpool was sufficient, by the early 1970s to achieve the desired status the tan had to be brought back to Britain from Benidorm and by the 1980s it had to have been obtained in Belize! In Australia, Bondi Beach would have been good enough for most sun-seekers in the 1970s, but, by the 1980s, to really enhance one's status it was necessary to get the tan in Bali! However, reference to Bali emphasizes the unpredictability of tourism. Until October 2002, Bali was a major destination for sun-seeking tourists from many locations in the developed world. The terrorist attack at two night clubs in Kuta, a resort in Bali, on 19 October 2002, in which almost 200 young people from Australia, New Zealand, the United States, Canada, Britain and other European countries died, resulted in a collapse of tourism numbers. Although the numbers were recovering by late 2003, another major setback to tourism occurred in 2005 when there was another bombing incident in the same area of Bali and there has been only slow improvement since.

In the last 15 years or so of the twentieth century, changing attitudes also contributed to a re-evaluation of the nature of the tourist experience. Accompanying the growing realization that tourism takes place in finite geographical space, was the notion that it consumes environmental resources (McKercher, 1993). Increasingly, tourists became concerned about the effects their activities were having on the environment friendly forms of tourism, such as ecotourism (Wearing and Neil, 1999). Additionally, some tourists sought experiences that

would give them more contact with the population in the destination region and potentially contribute more to the local economy. In this way, these tourists demonstrated that they were concerned about the ethics of the tourist-host relationship and were seeking a more just and equitable form of tourism than was achievable in more conventional types of the activity (see Mason and Mowforth, 1996; Malloy and Fennell, 1998; Fennell and Malloy, 2007).

**Q.7. Give an introduction to travel and tourism.**

**Ans.**

### **Introduction to Travel and Tourism**

Travel has existed since the beginning of time when primitive man set out, often traversing great distances, in search of food and clothing necessary for his survival. Throughout the course of history, people have traveled for purposes of trade, religious conviction, economic gain, war, migration and other equally compelling motivations. In the Roman era, wealthy aristocrats and high government officials also traveled for pleasure. Seaside resorts located at Pompeii and Herculaneum afforded citizens the opportunity to escape to their vacation villas in order to avoid the summer heat of Rome. Travel, except during the dark ages, has continued to grow and throughout recorded history, has played a vital role in the development of civilizations.

Tourism as we know it today is distinctly a twentieth-century phenomenon. Historians suggest that the advent of mass tourism began in England during the industrial revolution with the rise of the middle class and relatively inexpensive transportation. The creation of the commercial airline industry following the Second World War and the subsequent development of the jet aircraft in the 1950s signaled the rapid growth and expansion of international travel. This growth led to the development of a major new industry, tourism. In turn, international tourism became the concern of a number of world governments since it not only provided new employment opportunities, but it also produced a means of earning foreign exchange.

Tourism today has grown significantly with both economic and social importance. The fastest growing economic sector of most industrialized countries over the past several years has been in the area of services. One of the largest segments of the service industry, although largely unrecognized as an entity in some of these countries, is travel and tourism. According to the World Travel and Tourism Council (1992), 'Travel and Tourism' is the largest industry in the world on virtually any economic measures including; gross output, value added, capital investment, employment and tax contribution.

However, the major problems of the travel and tourism industry that have hidden or obscured its economic impact are the diversity and fragmentation of the industry itself. The travel industry includes : hotels, motels and other types of accommodation; restaurants and other food services; transportation services and facilities; amusements, attractions and other leisure facilities; gift shops and a large number of other enterprises. Since many of these businesses also serve local residents, the impact of spending by visitors can easily be overlooked or underestimated. In addition, Meis (1992) points out that the tourism industry involves concepts that have remained amorphous to both analysts and decision-makers. Moreover, in all nations, this problem has made it difficult for the industry to develop any type of reliable or credible tourism information base in order to estimate the contribution it makes to regional, national and global economies. However, the nature of this very diversity makes travel and tourism ideal vehicles for economic development in a wide variety of countries, regions on communities.

Once the exclusive province of the wealthy, travel and tourism have become an institutionalized way of life for most of the world's middleclass population. In fact, McIntosh and Goeldner (1990) suggest that tourism has become the largest commodity in international trade for many world nations and for a significant number of other countries it ranks second or third. For example, tourism is the major source of income in Bermuda, Greece, Italy, Spain, Switzerland and most Caribbean countries. In addition, Hawkins and Ritchie (1991), quoting from data published by the American Express Company, suggest that the travel and tourism industry is the number one ranked employer in Australia, the Bahamas, Brazil, Canada, France, (the former) West Germany, Hong Kong, Italy, Jamaica, Japan, Singapore, United Kingdom and United States. Because of problems of definition which directly affect statistical measurement, it is not possible with any degree of certainty to provide precise, valid or reliable data about the extent of world-wide tourism participation or its economic impact. In many cases, similar difficulties arise when attempts are made to measure domestic tourism.

Apart from the foreign exchange and employment problem, tourism also makes a tremendous contribution to the improvement of social and political understanding. Travel in different countries fosters a better rapport between people of various tocks. Personal international contacts have always be an important way of spreading ideas about other culture. Thus tourism is an important means of promoting cultural exchanges and international co-operation (Jayapalan 2001).

**Q.8. Elaborate the concept of tourism.**

**Ans.**

### **Concept of Tourism**

The term 'Tourism' is of recent origin in other words it is of relatively modern origin. It is distinguishable by its mass character from the travel undertaken in the past. Many definitions and explanations have been given by many writers and scholars in their own fashion for the term tourism. Let us see some of the definitions here to have a fair idea of tourism.

The great Austrian economist, Hermann V. Schullard says that "the sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country city or region". It is considered as one of the earliest definitions of tourism. He gave this definition in the year 1910.

Later on the concept of tourism found good expressions in the year 1942 by Swiss Professor & Austrian economist, Hunziker and Krapf who stated, "Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity."

The above definition of Swiss Professors Hunziker and Krapf was subsequently adopted by the International Association of Scientific Experts in Tourism (IASET). The IASET definition brings out the following three district elements of tourism :

- (i) Involvement of travel by non-residents.
- (ii) Stay of temporary nature in the area visited.
- (iii) Stay not connected with any activity involving earnings.

According to Hunziker (1951), "Social tourism is a type of tourism practiced by low income groups and which is rendered possible and facilitated by entirely separate and, therefore, easily recognizable services." He proposed this definition during the Second Congress of Social Tourism held at Vienna and Salzburg in Austria in May 1959.



According to Bhatia (1991), "Tourism does not exist alone. It consists of certain components, three of which may be considered as basic. These three basic components of tourism are : Transport, locale and Accommodation."

In the words of Robinson (1979), the attractions of tourism are, to a very large extent, geographical in their character, Location and accessibility are important.

Tourism is, therefore, a composite phenomenon which embraces the incidence of a mobile population of travelers who are strangers to the places they visit (Jayapalan 2001).

Tourism is a socio-economic phenomenon comprised of the activities and experiences of tourists and visitors away from their home environment, serviced by the travel and tourism industry and host destinations. The sum total of this activity, experience and services can be seen as the tourism product. understanding the interrelationships between several parts of the system enables all tourism stakeholders to improve planning and management effectiveness and enhance the likelihood of success.

Essentially, the tourism system can be described in terms of supply and demand. Tourism planning should strive for a balance between demand (market) and supply (development). This requires an understanding not only of market characteristics and trends but also the planning process to meet these market needs. Furthermore, the context of the supply and demand sides needs to be carefully monitored and managed, e.g. ecological, political, social, cultural and other factors in the external and internal environments of the visitor demand and destination supply components must be carefully considered.

Often tourists from core generating markets are identified as the demand side; the supply side includes all facilities, programmes, attractions and land uses designed and managed for the visitors. These supply side factors may be under the control of private enterprise, non-profit organizations and/or governments. New and innovative forms of partnerships are also evolving to ensure the sustainable development and management of tourism-related resources.

The supply and demand side can be seen to be linked by flows of resources such as capital, labor, goods and tourist expenditures into the destination and flows of marketing, promotion, tourist artifacts and experiences from the destination back into the tourist generating regions. In addition, some tourist expenditures may leak back into the visitor-generating areas through repatriation of profits of foreign tourism investors and payment for imported goods and services provided to tourists at the destination. Transportation provides an important linkage both to and from the destination.

**Q.9. Discuss the major industries related to tourism.**

**Ans. Industries Related to Tourism**

Over the years, tourism has become a popular global activity. Depending upon the nature and purpose of their travel, tourists, need and demand certain facilities and services. This has given rise to a wide range of commercial activities that have acquired industry proportions. Thus travel and tourism nowadays represent a broad range of related industries.

1. **Hotels** : Hotels are a commercial establishment that provides accommodation, meals, and other guest services. In the travel and tourism industry, the hotel industry plays a very significant role, as all tourists need a place to stay at their destinations and require many more services and facilities to suit their specific needs and tastes.





Thus, whatever the natural and man-made resources and services brought about the consumption of tourists are called **tourism products**.

### **Characteristics of Tourism Products**

By now, you must have understood what a tourism product is. Now let us look at some of its characteristics :

1. **Intangible** : Tourism is an intangible product means tourism is such a kind of product that can not be touched or seen and there is no transfer of ownership. But the facilities are available for a specified time and for a specified use. For example, a room in the hotel is available for a specified time.
2. **Psychological** : The main motive to purchase a tourism products is to satisfy the psychological need after using the product, by getting an experience while interacting with a new environment and experiences also motivate others to purchase that product.
3. **Highly Perishable** : Tourism product is highly perishable in nature means one can not store the product for a long time. Production and consumption take place while a tourist is available. If the product remains unused, the chances are lost *i.e.* if tourists do not purchase it.

A travel agent or tour operator who sells a tourism product cannot store it. Production can only take place if the customer is actually present and once consumption begins, it cannot be stopped, interrupted or modified. If the product remains unused, the chances are lost *i.e.* if tourists do not visit a particular place, the opportunity at that time is lost. It is due to tourism reason that heavy discount is offered by hotels and transport-generating organizations during the offseason.

4. **Composite Product** : Tourist product is a combination of different products. It has not a single entity in itself. In the experience of a visit to a particular place, various service providers contribute like transportation. The tourist product cannot be provided by a single enterprise, unlike a manufactured product.

The tourist product covers the complete experience of a visit to a particular place and many providers contribute to the tourism experience. For instance, the airline supplies seats, a hotel provides rooms and restaurants, travel agents make bookings for stay and sightseeing, etc.

5. **Unstable Demand** : Tourism demand is influenced by seasonal, economic political and other factors. There are certain times of the year that see greater demand than others. At these times there is a greater strain on services like hotel bookings, employment, the transport system, etc.

**Q.11. Differentiate between international tourism and domestic tourism.**

**Ans. Difference between International and Domestic Tourism**

Domestic tourism is travel within your own nation. For example, if a Canadian from Alberta decided to spend a few days at Niagara Falls, as you're staying in your own country of residence, this is domestic or internal tourism. The domestic tourism economy around the world is lucrative and has been boosted by the growing trend of staycations. An internal holiday can be a cost-effective option for individuals and has other benefits, such as making residents aware of the history and culture of their country. This type of tourism is likely to be less of a hassle for visitors, as visiting another part of your own country will lead to no

language differences, currency/food changes or etiquette differences. However, domestic trips tend to be significantly shorter than cross-border trips and wider statistics on this activity are under-reported compared to international tourism.

International tourism is what it says on the can. The World Tourism Organization (WTO) defines tourism as 'travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes'. International tourism has increased due to people around the world having more money in their pocket, as well as the impact of greater globalisation. Global tourism has the greatest impact upon developing nations, where the sector is much-needed to provide a big source of income. Tourism is responsible for one in every ten jobs on the planet and global economies spend a lot of money on boosting their tourist sector.

It's good to bear in mind that it can be difficult to compare domestic and international tourism as states vary in size and activities. For example, Americans wishing to go on holiday in their own state will likely have a greater amount to see/do, compared to internal visitors in Belgium.

The following table will help you determine the general differences between domestic and international tourism :

Basis	Domestic Tourism	International Tourism
<b>Definition</b>	Tourism within a country	Tourism between countries
<b>Attractions of Interest</b>	Local attractions	Well-known attractions
<b>Regulation</b>	Mainly regulated by local governments	Mainly regulated by national governments
<b>Documentation</b>	Passports and/or visas not necessary for travelers	Passports and/or visas necessary for travelers
<b>Expenses</b>	Can be less costly for the traveller	Can be more costly for the traveller
<b>Cultural Significance</b>	Travellers can experience their own culture	Travellers can experience other cultures

## Multiple Choice Questions

**Q.1.** ..... tourism, involving residents of a country visiting their own country.

- (a) Inbound (b) Outbound  
(c) Domestic (d) National

**Ans.** (c) Domestic

**Q.2.** ..... refers to the participation of a large numbers of people in tourism.

- (a) Mass tourism (b) Large tourism  
(c) Collective tourism (d) None of these

**Ans.** (a) Mass tourism

**Q.3.** The act of someone travelling to a country other than that of where they live for the purpose of tourism :

- (a) Outbound tourism (b) Luxury tourism  
(c) Inbound tourism (d) None of these

**Ans.** (c) Inbound tourism

**Q.4. Intra regional tourism can also be called as :**

- (a) Domestic tourism (b) National tourism  
(c) International tourism (d) None of these

**Ans.** (c) International tourism

**Q.5. .... travel refers to traveling for pleasure rather than business or work-related purposes.**

- (a) International tourism (b) Leisure tourism  
(c) Fun tourism (d) None of these

**Ans.** (b) Leisure tourism

**Q.6. A combination of business and leisure travel is called as :**

- (a) bleisure travel (b) luxury travel  
(c) business travel (d) None of these

**Ans.** (a) bleisure travel

**Q.7. The full form of IASET is :**

- (a) Indian Association of Scientific Experts in Tourism  
(b) International Association of Scientific Experts in Tourism  
(c) Both of the above  
(d) None of the above

**Ans.** (b) International Association of Scientific Experts in Tourism.

**Q.8. A ..... assembles the various elements of a tour.**

- (a) tour advisor (b) accountant  
(c) tour operator (d) None of these

**Ans.** (c) tour operator

**Q.9. .... is travel within your own nation.**

- (a) International tourism (b) Mass tourism  
(c) Leisure tourism (d) Domestic tourism

**Ans.** (d) Domestic tourism

**Q.10. .... are temporary visitors staying less than 24 hours in the country visited, including cruise passengers.**

- (a) Incursionists (b) Excursionists  
(c) None of these (d) Both of these

**Ans.** (b) Excursionists

**Q.11. A person who travels on foot is known as :**

- (a) Pouching (b) Way Tarer  
(c) Cosmopolitan (d) None of these

**Ans.** (b) Way Tarer

**Q.12. Illegal hunting of animals or land is under official protection, is known as :**

- (a) Pouching (b) Cosmopolitans  
(c) Way Tarer (d) None of these

**Ans.** (a) Pouching

**Q.13. The combination of geographic and demographic segmentation is known as :**

- (a) Geodemographic (b) Psychographic  
(c) Segmentation (d) None of these

**Ans.** (a) Geodemographic

**Q.14. The main aim of the tourism industry in India is :**

- (a) To spread word of month & create repeat visitors  
(b) To spread word of month  
(c) Create repeat visitors  
(d) None of these

**Ans.** (a) To spread word of month & create repeat visitors

**Q.15. Internal tourism includes :**

- (a) Domestic & Inbound tourism (b) Inbound tourism  
(c) Domestic tourism (d) Outbound tourism

**Ans.** (a) Domestic & Inbound tourism

**Q.16. National tourism includes :**

- (a) Domestic tourism (b) Outbound tourism  
(c) Domestic & Outbound tourism (d) None of these

**Ans.** (c) Domestic & Outbound tourism

**Q.17. Visitors spending at least three hours away from home outside their usual environment for leisure but not staying away overnight is known as :**

- (a) Leisure day visitor (b) Twisty  
(c) Same day visitor (d) None of these

**Ans.** (c) Same day visitor

**Q.18. The process of grouping people within a market according to similar needs, characteristics, or behaviour is known as :**

- (a) Tourism marketing (b) Segmentation  
(c) Targeting (d) None of these

**Ans.** (b) Segmentation

**Q.19. When a visitor travel in his country of residence, he is a ..... visitor.**

- (a) Domestic (b) International  
(c) Inbound (d) Outbound

**Ans.** (a) Domestic

**Q.20. The Indian Government took its first tourist marketing initiative through the incredible India campaign in :**

- (a) 2001 (b) 2000 (c) 1999 (d) 2002

**Ans.** (d) 2002





## UNIT-II

# The Modern Tour Industry

### SECTION-A (VERY SHORT ANSWER TYPE QUESTIONS)

**Q.1. What do you mean by package tours?**

**Ans.** Package tour is the sum total of variety of services offered to the tourists in one price, which normally is less expensive than that of each individual items. Such tours largely include the services of accommodation, transport, food, guide and other ground and miscellaneous services. Transport and accommodation form a significant proportion of the cost and service of any organised package tour.

In short, package tours are very economical and convenient for tourists as they help them locate tourist spots, hotel and modes of conveyance with ease and at the appropriate moment.

**Q.2. What is meant by an escorted tour?**

**Ans.** An escorted tour is conducted sending along with the group/individual a well trained, experienced and qualified, guide/escort to provide information and assistance to the group at the origin, en-route and the destinations about flight boarding, baggage handling, hotel check-in, meal arrangement along with interpretation about the places of tourist importance during sightseeing and all along the trip. The tour escort helps the group in check-in procedures, hotels, food facilities and provide timely assistance and advice wherever and whenever required.

**Q.3. What is meant by an independent tour?**

**Ans.** A package tour is called as independent tour when tourists want to travel independently. It is designed for such people who want the services of their interest to be included as part of the package. These tourists are very much particular about selecting mode of travel, types of attraction at destinations and accommodation as it suits their time, comfort and budget. Either individual service is purchased or combination of services is bought by the client which is then packaged.

**Q.4. Discuss the term 'incentive tour'?**

**Ans.** Incentive tour is an organised package tour conducted for employees usually sponsored by the business firms or corporate houses as incentives to their employees. These tours are also all-inclusive package tours that include all essential components of a standard package tour. Sponsoring firms bear all the costs on behalf of the groups/individuals for incentive tours to further encourage their employees as rewards or incentives.

**Q.5. What do you mean by the freedom tour?**

**Ans.** Working class, these days, is inclined to travel but have limited disposable income. Such tours are designed as per the choices of the tourists. Tourists, individuals or groups of common interest, select services like travel mode, hotels, destinations, meal plans and activities etc. and plan for a tour. Such very flexible planning is assisted by tour operators and

then they organise freedom trips. These are suitable for those people who want to decide where, when and how they want to travel and what they wish to do at destinations.

**Q.6. What is meant by 'hosted tours'?**

**Ans.** A hosted tour refers to a tour handled by another agency, ground operator or destination management agency as their representative of the tour operator, wholesaler or principal provider. They actually play the role of a host on behalf of a tour operator away for making ground services like cab, coach, guide, confirmation of hotel rooms, toll taxes, entry tickets, etc. as per the agreement. The wholesaler may not have its presence in a particular destination and thus takes the help of another agency to host the tour. A tour operator operating from outside the country may have a different host at different destinations in host country. Hosting agencies take care of all the requirements of the tourists as per the contract.

**Q.7. What do you know about custom tours?**

**Ans.** A custom tour is a vacation package that includes the infrastructure of a trip (accommodations, transportation, day tours & activities, and guides where applicable) that's been designed based on your specific preferences and interests. Every day and detail is tailored to you.

Custom tours can begin on any day, and the number of days depends on your availability and how long you'd like to travel. You are not beholden to a guided tour or cruises pre-established start dates.

Custom tours can be modified in any way they need to fit your budget. Self-drives and staying in smaller hotels and B&B's can pare down cost if higher-end accommodations and chauffeurs are too much.

**Q.8. Write the definition of tour package as given by Holloway (1992).**

**Ans.** Holloway (1992) states that a tour package is a total tourism product as it generally consists of transport from the generating area to the destination, accommodation at the destination and possibly some other recreational or business tourist services. This definition helps to identify the components of total tourism product.

**Q.9. Discuss the factors that affect the tour package formulation.**

**Ans.** The following factors have a profound impact on the tourist's satisfaction.

- (i) Purpose of Tour
- (ii) Tour Period
- (iii) Choice of Destinations
- (iv) Departure and stay information
- (v) Tourist Budget
- (vi) Tour price; inflationary condition
- (vii) Legal Requirement
- (viii) Tour Reference Tools
- (ix) Types of Tourist Accommodation
- (x) Tour Features–Political stability

**Q.10. What are the main benefits of tour package?**

**Ans.** Following are the main benefits of tour package.

- (i) Time Saver
- (ii) Increase the seasonality of a destination cost/price
- (iii) Earn foreign currency

- (iv) Better quality of products Professional services.
- (v) Wide-variety of the tour package
- (vi) Provide bulk business to organizers

**Q.11. What is meant by domestic tour operators?**

**Ans.** Domestic tour operators are those who assemble and combine tourist components into inclusive tours and sell it to the domestic travelers. In general, these tour operators provide travel services within the boundary of home country and offer package tours to the travelers viz. Domestic inclusive tours or independent tours.

**Q.12. Discuss the term 'outbound tour operators'.**

**Ans.** Tour operators, who promote tours to foreign destinations, may be business tours or leisure tours are called outbound tour operators. Indian outbound tourist traffic is growing at a rate of 10 percent annually and this makes India the second largest country in the world with regard to the travelling population. However, India's outbound tourism is not only holiday oriented but it is business oriented too. There are many travel companies which offer outbound packages such as SITA, TCI, Thomas Cook etc.

**Q.13. What are ground operators?**

**Ans.** These are commonly known as handling agencies and their main function is to organize tour arrangements for incoming tourists on behalf of overseas operators. When a tour operator himself promotes beach holidays, wildlife holidays, wildlife tours, heritage tours, cultural tours at different places, the difficulty arises. It is the ground operator who handles the incoming travelers in the same season but at different places ensures that the entire operation is according to the package tours or agreements.

**Q.14. Who are inbound tour operators?**

**Ans.** These are also known as incoming tour operators. Technically, the operators who receive guests, clients/tourists and handle arrangements in the host country are called an inbound tour operators. For example, a group of American tourists coming through TCI to India and the company makes arrangements and handles the group in India, then TCI is called an inbound tour operator. Incidentally, the inbound traffic to the country for the last two decades has been decreasing. Essentially, tour operators need to adopt innovative marketing strategies and should introduce special interest tours to cater to special needs of the foreign tourists.

**Q.15. What is meant by the term 'tour operator'?**

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

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

Today, tour operators have become highly competitive. They endeavor to achieve a high volume of turnover, and maximum International and domestic market share by effectively operating.

**Q.16. What are the various functions of ground tour operators?**

**Ans.** Following are the major functions performed by ground tour operators.

1. Land arrangement

2. Contract and Negotiate with other vendors
3. Handling of Arrival and departure procedure
4. Planning and organizing local package tour
5. Escorting the tourists
6. Providing market information
7. Costing and pricing package tour

**Q.17. Define the term 'travel agent'?**

**Ans.** The travel agent has been defined as one who does the actual work for another person to enable that person to make a journey. The establishment one maintains for business purpose is travel agency. The travel agent need not necessarily be an individual; it could be a firm, company etc. The job of a travel agent is very important as he is supposed to be an expert or professional whose knowledge, training and experience have enabled him to advise client on how to travel most comfortably within his limited budget and time.

**Q.18. What are the advantage of tour cost sheet?**

**Ans.** Cost sheet will reduce the chances of errors or omissions in the calculations and the tour operator will have a clear picture of the profits made on the arrangements. The advantages of cost sheet are;

- (i) It discloses the total tour costs and the cost per passenger.
- (ii) It enables the tour company to keep a close watch and control over costs.
- (iii) It helps in fixing up the selling price more accurately.
- (iv) It helps the tour company to submit quotations.

**Q.19. What do you mean by the term 'travel agency'?**

**Ans.** A travel agency may be an individual, a business firm, or company which acts as an intermediary in the sales and promotion of different travel related services, such as accommodation, airlines, railways, road transports cruise, etc and earn commission received on selling service services to its clients.

A travel agency can also be referred to as a retail agency since it sells the various services offered by the travel supplier directly to its customers.

**Q.20. Elaborate sightseeing as an element of package tour.**

**Ans.** Adding the most appealing attractions in a package tour sightseeing is one of the most important elements of a package tour. The best of experiences are counted on the kind of sightseeing conducted and not to forget inclusion of attractions to a package tour must be sequenced in such a manner that the customer satisfaction is enhanced from point to point. The most exciting should always be listed last and the itinerary needs to be planned in such a way. Sightseeing is, no doubt, the backbone of the whole tour package as it serves the prime objective of the tourists visit to a destination.

## SECTION-B (SHORT ANSWER TYPE) QUESTIONS

**Q.1. Discuss the advantage of convention business.**

**Ans.** **Advantage of Convention Business**

Business tourism offers many benefits to its participants; it stimulates the economy, promotes local development, and through this touristic activity, travellers to get to visit the most beautiful places.

Conventions provide memorable experiences and encourages MICE tourists to return to the region they got to know through corporate events for personal travel also.

Conventions benefits are as below :

- (i) It directly benefits the entrepreneurs in the tourism sector.
- (ii) It boosts the local economy.
- (iii) It benefits the chosen city through economic growth, and also given greater touristic prominence to the city.
- (iv) It creates new jobs, such as professionals hired to host the event.
- (v) It benefits professionals such as taxi drivers, hoteliers, small business owners, and boosts cultural tourism. Travellers visiting the city go to places such as galleries, museums, shows, theatres, etc.
- (vi) Conventions will assist in improving the qualifications of the professionals who attend these events. The attendees also get the opportunity to visit different places, thus improving and boosting. The statics for tourism and the local economy.

**Q.2. Differentiate between travel agencies and tour operators.**

**Ans. Difference between Travel Agencies and Tour Operators**

- (i) The major differences between tour operators and travel agencies is in the system of providing service to customers. A tour operator is a company that buys certain services from different companies (like hotels, restaurants, cafes, beauty salons) and forms a single tourist product out of them using its own pricing system. A travel agency acts like an independent reseller. Its profit is the commission for the sale of the operator's tours to customers.
- (ii) Usually a tour operator s a comparatively large company in comparison with a travel agency. It has its main office and several subsidiaries in order to offer their services to more potential customers. Many big tour operators have subsidiaries in different countries. Irrespective of the number of subsidiaries a tour operator usually concludes agent agreements with independent travel agencies that then sell the operator's tours to their customers.
- (iv) A tour operator may be a supplier (meaning they might own hotels or car rentals or both) and allow to use their own inventory or their supplying partner inventories for a fee. A travel agent is only a distributor, and typically travel agents rarely own any travel assets (such as car rentals or hotels) of their own.
- (v) Travel agencies are less inclined than tour operators to perform ground services i.e. to act like a handling agency or ground operator.
- (vi) A travel agency may deal with one component of travel product while a tour operator offers a variety of tour programmes.

**Q.3. Elaborate the importance of tour operators.**

**Ans. Importance of Tour Operators**

Following points highlight the importance of tour operators :

1. Tours operators play a key role in the tourism sector. Tour operators create tourist products, promote them a finally sold them to tourists.
2. Tour operators provide the best and competitive price to the tourist. Tour operators negotiate with suppliers of tourism such as hotels, airlines and provide the best



possible price to the tourist. Tour operators buy tourist products in bulk and get huge discounts from suppliers. So that they provide tourist products at a cheap price.

3. Tour operators organized a tour in the best way. They personalize and make sure each and every component of the tour is well-taken care. Tour operators provide the best travel experience during a tour. Tour operators save tourists time and money.
4. Tour operators provide immediate support systems at the host country as well as a foreign land. When tourists travel to a foreign land and things get uncertain, maybe its a health or loss of documents and need to return back or change of travel plan. A qualified tour operator takes care of all these unseen events with efficiency.
5. Tour operator caters to the needs of tourists on the based on their taste of travel. Tour operator provides all the best available option according to tourist needs and demands.

**Q.4. Give a brief introduction to tour packaging.**

**Ans. Introduction to Packaging**

Package holidays, popularly known as a tour package or simply the word 'tour' in the travel and tourism industry refers either to a package tour escorted or not escorted by the tourist guide. When we think of tour package, we think mainly on three things namely, attraction of the destination, accessibility to the destination and facilities/services available at the destination. However, the fact that tourist' choice to spend their holidays away from home is likely to have a significant bearing on the level of satisfaction they derive from it. Thus, for the tourist, the holiday is more than simply the activities and services of the destination.

The tourist's visit involves a mix of various elements such as travel, accommodation, transportation, attraction, excursions, facilities and so forth. These components, if combined are perceived by the tour operator as 'Tour Package'.

**Q.5. Explain the components of tour package.**

**Ans. Components of Tour Package**

The components of a tour package can broadly be categorised into two parts namely (i) travel and (ii) ground arrangements. Travel means air segments in the tourist itinerary where air transportation is arranged from airlines. Tour operators negotiate with airlines for bulk purchase of airlines seats and combine air travel land arrangements to form a package tour or sell these (Air Seats) directly to individual travellers. Sometimes, tour operations arrange air charter tours, promote them and sell these tours to the general public directly or through the retail travel agencies. Technically, air travel component forms the core of any inbound and outbound package.

Ground arrangement generally include transfer (transportation between airport and hotel or vice-versa) transport sightseeing car, rental, cruise, accommodation, meals or food and beverage, escort services, entertainment shopping and other ground services.

Tour operator arranges the ground arrangements from the destination travel companies/ground operators and adds this component with the travel to organize or plan a tour package. There is no doubt that a reputed tour operator also adds some unravelled and prized ingredients in his package tour in order to give tourists more value of their money.

**Q.6. Discuss the costing and pricing a package tour.**

**Ans. Pricing a Package Tour**

The cost of a package tour encompasses the air ticket, the hotel room, car rental, entertainment charges, administrative costs, promotional costs, and other travel services.

The confidential tariff helps the travel company in preparing the cost sheet which will enable the concern to determine its price strategy.

Tour pricing is a big factor in the success of the company's tour programme. The price of a package tour is, whether it is an escorted, independent or hosted the tour, often lower than the combined costs of the same components purchased separately from the principals. However, the purchase price of a travel product is based on three factors : Cost, Competition, and Demand.

**Q.7. What do you know about marketing of a tour package?**

**Ans. Marketing of Tour Package**

Once a tour package is ready, travel agency management has to make a careful decision regarding promotion and marketing of the particular package tour. The basic objective of management is to make a tour package widely known to make and more attractive.

To achieve these objectives, the management must consider the budget available, promotion mix, potential market, easiest and most effective media, campaigning through the international, regional or the public/private sector etc.

The promotion of a package tour means increasing its sales potential and creating an awareness of the existing and potential markets. The following methods are commonly used to promote package tours.

- (i) Middlemen–Retail Travel Agents, GSA, consolidators
- (ii) Familiarization tours
- (iii) Building Brand Loyalty
- (iv) Encouraging Potential Buyers
- (v) Competitive Market
- (vi) Courier

**Q.8. Discuss the origin and meaning of travel agent business.**

**Ans. Origin and Meaning of Travel Agent Business**

The history of travel agent business can be traced back to over 165 years to Thomas Cook, who while travelling from Derbyshire to Leicester thought of an idea regarding engaging a special train to carry the friends of temperance from Leicester to Loughborough and back. He thought that it would be a better proposition to persuade a railway company to carry a train of passengers at a very cheap rate than to run the train at standard fares, but probably only half full. The railway companies jump at the idea and a few weeks later, a-train carrying 570 passengers traveled at excursionists to various other places.

Cook's Paris excursions are the first true 'package tours'; all the details of transport, accommodation and other facilities were pre-arranged. In 1863, he was given a red-carpet welcome by hoteliers and transporters in Switzerland. In 1864, the first guided tour of Italy left England with applications for a berth for exceeding the then available capacity. Then the introduced the concept of 'railway and hotel coupons'. By the end of 1880s more than a thousand hotels throughout the world has accepted the hotel coupons.

In 1880 John Mason Cook the son of Thomas Cook, left for India and established offices in Bombay and Calcutta. In 1887, these offices arranged the visits of Indian princes to Queen Victoria's Jubilee Celebrations. Thus travel agency business kept on growing as many other travel agencies were established and contributed towards growth of the business.

**Q.9. What information is required by the tour operator in order to insure efficient services ?**

**Ans. Information Required by Tour Operator**

Following information is required by the tour operator in order to ensure efficient services.

1. Receiving the group at the airport and taking them to the hotel and vice versa.
2. Provide appropriate transport for the group to travel in the area.
3. Provide Guide for sightseeing tours.
4. Provide tickets for entrance fee at places of visit.
5. Any special services for the group.
6. Reconfirm hotel reservations.
7. Reconfirm onward flight/train/bus reservation confirmation.

And so the group moves from one excursion agent to another while the inbound tour operator is closely monitoring the movement being the chief coordinator. This way an inbound tour operator is able to provide pickup service and transport and excursions at each city in India even though he does not have an office in more than one city.

**Q.10. Explain the role of channel relationships between travel agents and tour operators.**

**Ans. Role of Channel Relationships**

The modern travel and tourism industry has become complex, encompassing diverse organisations. The tourism product consists of various elements, involving transport, accommodation, catering, entertainment, natural resources and also other facilities and services. It cannot be examined prior to purchase or stored, and involves an element of travel. For all these reasons the value and importance of intermediaries through which those products are channelled in developed countries seem to be obvious. Tour operators and travel agents alleviate market inefficiency in terms of imperfect information or transaction costs, to name but a few (Sinclair 1998). Although they do not cover the full extent of the distribution channel structure, it is the most significant single relationship in the targeted industry in both countries. Tour operators were chosen from a wide range of travel service providers. Their relationship with travel agents creates one of the several links within the channels of distribution of tourism products, and it is one of the most important.

**Q.11. Discuss the need for travel agency in tourism**

**Ans. Need for Travel Agency**

Tourism require a wide range of tourism related services ranging assistance in procuring a Passport, visa, airline tickets accommodation, information about the destinations and attraction, local transport & other service.

Tourism supplier of the tourism Industry need to approach their potential customer and need their effectively. So that the task of the travel agent is to link the supplier of tourism service to the consumer therefore the demand of both the supplier and the consumer are fulfill. This link in the tourism system is travel agent means through which the tourism product is sold to the customer or tourist.

They form their channel of distribution. Their role is bring the customer of distribution plays an important link in the tourism system, linking tourism supply and demand.

Travel Agent either working for a travel agency or individual working on their own assist their client in planning their trips-planning tour itineraries, making reservations for airlines, hotels and other services. They act as intermediaries between the customer and the principle supplier. They sell a variety of travel product and services and help their client in turning their dreams in reality. The travel Agent/Travel agency sells the principles services and is rewarded by commission.

**Q.12. What do you know about retail travel agency?**

**Ans. Meaning of Retail Travel Agency**

Retail travel agency is one which sells the different travel-related services directly to its clients on behalf of the principal service providers/services, i.e. hotels, airlines, cruises, railways coach operators, etc. and in return earns a commission from them. The retail travel agency may add a markup cost on these travel services. Thus, it earns its income form the commission earned from suppliers as well as from the mark up.

**Definition :**

**According to Airlines Reporting Corporation (1987)**, a retail travel agency is defined as a business that performs the basic function of quoting fares and rates, books seats for airlines, railways, coaches, makes reservations for hotels, arranges for passport, visa, and other documentation services, and acts on behalf of the tourism vendors’.

The services performed by a retail travel agency are as follows:

- (i) Preparation of tour itineraries
- (ii) Transportation—air, rail and road.
- (iii) Accommodation
- (iv) Insurance services
- (v) Foreign exchange
- (vi) Travel documentation
- (vii) Special interest tour.

**Q.13. Discuss the meaning and features of wholesale travel agency.**

**Sol. Meaning of Wholesale Travel Agency**

A wholesale travel agency plans, organizes, develops and sells packages tours through a network of travel agencies or directly to the clients if it operates as a retail travel agency. Some travel agencies operate as both retail as well wholesale travel agency, for example, Thomas Cook, Travel Corporation of India, etc.

The Wholesale travel agency is one which assembles the different components of travel and forms a package to suit the needs of tourists. A wholesale travel agency thus designs package tours and sells them under its agency’s name.

Feature of wholesale travel agency:

The feature of the wholesale travel is as follows :

- (i) It serves as a link between the principal travel suppliers and retail travel agency.
- (ii) It negotiates with the travel suppliers for best possible rate on the bulk booking.
- (iii) It assembles the various travel components such as hotels, airlines, rail and ground transport to form a package tour.
- (iv) It conducts research to know the changing preference of tourists.

**Q.14. Elaborate 'ticketing function of travel agency.'**

**Sol. Ticketing**

Ticketing is one of the most common function of a travel agency. The travel department of a travel agency has two sub department-Domestic ticketing and International ticketing. Ticketing department is responsible for handling ticketing query whether it is domestic or international.

The executive at the travel desk should aware of the computer and internet familiar. He have good knowledge of flight schedules of various airlines and airlines applicable for journey like-Special fare, discounted fare, night fare, classed to travel, classes of travel, special, fares, booking and cancellation rules, booking update, prephone and the city code and airport code and airlines code, reservation code, special service etc.

The travel desk counter executive have good knowledge of Computer reservation system (CRS) is commonly used for making airlines bookings. Travel agent executive should also be familiar with Global distribution system (GDSs) such as Amadeus, Galileo, Abacus etc.

**Q.15. Explain 'costing of tours' as a function of travel agency.**

**Sol. Costing of Tours**

Vendors agents go for costing of tours. After planning the tour and negotiation for rates with principal supplier, the next job of the travel agent is to do the tour costing. The costing of tour is done for both the inclusive tours (package tours and individual tours). The tour costs are worked out on per person basis which. In the domestic tours included- hotel, meal charges, airlines airfare, hotel airport transfers charge, sightseeing by Car/Coach, guide fees etc.

In international tours costing include - hotel airlines, cab and coach transfers, visa, passport, travel documents, forex arrange traveler cheque, guide, local transport. The tries to provid the best facilities at least cost as per the client requirement and budget. Therefore tour arrange by travel agency must be well-planned and cost-effective.

The plans must be made in such manner as to deliver the best possible level of comfort and economy to the traveler and per the economic level of the client.

**Q.16. What do you know about 'travel documentation department' of travel agency?**

**Sol. Travel Documentation Department**

Travel documentation department is one of the most important department in the travel agency. Responsibility of the travel documentation department is preparation of travel documents for outbound traveler.

This department provide facilitation service to the client such as :

- (i) Passport
- (ii) Visa
- (iii) Travel Insurance

Travel Document are the papers associated with particular Journey Including air tickets, hotel voucher, visa, Passport, travel Insurance, foreign exchange etc.

- (i) **Passport** : The Passport is an official documents which is issued by competent Public authority to nationals or to alien residents of the issuing country.
- (ii) **Visa** : Visa stands for "visitor intended stay abroad". Visa is official confidential document or stamped of visiting country or it show on your passport and it show the permission of foreign government for visit stay abroad. As stamped of visiting country



or it show on your passport and it show the permission of foreign government for visit stay abroad.

(iii) **Travel Insurance** : Travel insurance is the one of the most important travel document at the time of travel to abroad. Customer can obtain the insurance through travel agent. Because the traveler can face many health related problem if traveler takes a travel insurance policy cover.

- (a) Medical and related expenses
- (b) Personal liability
- (c) Cancellation missed departure
- (d) Highjacking

**Q.17. What is meant by e-tourism? Explain.**

**Sol.**

#### **Meaning of E-tourism**

E-tourism is about using internet technology in tourism systems and activities like promotion, resort management, online shopping, reservation, destination information services. A travel portal is a gateway in the internet which provides access to specialized and focused information and links. It is customized and acts as a channel between the provider and the audience. These virtual travel agencies and principal create a brand value in the minds of the consumer by designing appealing Web sites, emphasizing better service and providing additional product information. The key to success for online travel agencies is to build customer loyalty and reduce dependence on price competition by effectively addressing pressing issues like security and quality. However the ease entry to the markets has made it much simpler for new entrants to get into the market and gain market share quickly thus increasing competition day by day. Worlds leading travel portals are expedia.com, lastminute.com, thomascook.com, firstchoice.com, mytravel.uk etc. In India, makemytrip.com, travelocity.com, travelguru.com, traveljini.com, indianholidays.com, indianfo.com, yatra.com, ezeego1.co.in etc. With more and more people becoming techno-savvy portals are becoming popular medium of booking.

**Q.18. Discuss the various factors that affect the tour cost.**

**Sol.**

#### **Factors affecting tour cost**

Determination of accurate tour cost is the main task of the tour planner/tour-costing manager. The cost should be designed in such a way that it must generate an adequate profit for survival. Before costing a tour, the tour-costing manager considers the following factors, which have a profound impact on company's profitability position.

- (i) Seasonality
- (ii) Exchange rate movements
- (iii) Competitor's price strategy
- (iv) Increase in other costs
- (v) Impact of liberalization and globalization
- (vi) Promotional pricing
- (vii) Market segmentation pricing
- (viii) Increase in fuel and other costs

It is true that the cost management of a travel company when wielded wisely acts as a crucial bridge between strategic and operational efficiency that can channel the working of entire

organization towards the unified aim of achieving competitive advantage. Every strategic choice that a travel company makes, viz, costing a tour package, introduction of new products/services to new products and so on, must be validated by its cost implication.

**Q.19. What do you mean by sightseeing and guide service?**

**Sol. Sightseeing and Guide Service**

While there is seldom a charge for sightseeing, certain charges must be anticipated. Many cities require a motor coach to be licensed to drive through or to park. Other cities charge parking fees. In some areas, a small admission fee for the motor coach only may be charged.

Guide service is very complicated to price. If a guide is on the company daily guide service would be charged at the rate that is paid to the guide plus an amount equal to the benefits (also known as payroll burden) paid to the guide. Benefits can range between 20 and 40 percent of basic wage and include taxes matched payroll, by the employer an allocation for worker's compensation, insurance for life and health purposes, and the operator provides. Some tour operators utilize tour directors/escorts on an independent contractor basis. An independent contractor does not pay taxes at the time of receiving payment. Neither does the employer pay benefits. However, for these reasons independent contractor rates are usually more expensive because the independent escort has to provide medical insurance and income taxes out of pocket. The total amount is divided by the break point (minimum number of people expected to be on the tour).

**Q.20. What is meant by independent tour?**

**Sol. Meaning of Independent Tour**

A package tour is called as independent tour when tourists want to travel independently. It is designed for such people who want the services of their interest to be included as part of the package. These tourists are very much particular about selecting mode of travel. Types of attraction at destinations and accommodation as it suits their time, comfort and budget. Either individual service is purchased or combination of services is bought by the client which is then packaged. One or more of the components may be changed as per the taste of the tourists. Such tour packages give a free hand to the tourists. Because these tours are designed as per their desire they ought to be costlier than the group tours. But the element of flexibility makes them more interesting. With the increasing awareness in this regard more tourists are now showing interest in such tours.

### **SECTION-C (LONG ANSWER TYPE) QUESTIONS**

**Q.1. Discuss the term 'package tour'. What are its major types?**

**Sol. Meaning of Package Tour**

Package tour is the sum total of variety of services offered to the tourists in one price, which normally is less expensive than that of each individual items. Such tours largely include the services of accommodation, transport, food, guide and other ground and miscellaneous services. Transport and accommodation form a significant proportion of the cost and service of any organised package tour. In short, package tours are very economical and convenient for tourists as they help them locate tourist spots, hotel and modes of conveyance with ease and at the opportune moment.

Package tours not only save time and money tourists but also help suppliers to ensure sale of their services thus balancing the demand and supply in the travel market. Tour operator being

a consolidator or wholesaler assembles primary and miscellaneous services with his own price tag. However, packages are designed for the independent and group tours after comprehensive research and analysis before it is launched in the market.

**Types of Package Tour :** Package tours are generally classified on the basis of their operation and types of services included. These are basically classified into independent tour, escorted tour, incentive tour, hosted tour and freedom tour.

- 1. Escorted Tour :** An escorted tour is conducted sending along with the group/individual a well trained, experienced and qualified, guide/escort to provide information and assistance to the group at the origin, en-route and the destinations about flight boarding, baggage handling, hotel check-in, meal arrangements along with interpretation about the places of tourist importance during sightseeing and all along the trip. The tour escort helps the group in check in procedures, hotels, food facilities and provide timely assistance and advice wherever and whenever required. Escort is expected to have the requisite knowledge, presence of mind and crisis management skills.
- 2. Independent Tour :** A package tour is called as independent tour when tourists want to travel independently. It is designed for such people who want the services of their interest to be included as part of the package. These tourists are very much particular about selecting mode of travel, types of attraction at destinations and accommodation as it suits their time, comfort and budget. Either individuals service is purchased or combination of services is bought by the client which is then packaged. One or more of the components may be changed as per the taste of the tourists. Such tour packages give a free hand to the tourists. Because these tours are designed as per their desire they ought to be costlier than the group tours. But the element of flexibility makes them more interesting. With the increasing awareness in this regard more tourists are now showing interest in such tours.
- 3. Hosted Tour :** A hosted tour refers to a tour handled by another agency, ground operator or destination management agency as their representative of the tour operator, wholesaler or principal provider. They actually play the role of a host on behalf of a tour operator away for making ground services like cab, coach, guide, confirmation of hotel rooms, toll taxes, entry tickets, etc. as per the agreement. The wholesaler may not have its presence in a particular destination and thus takes the help of another agency to host the tour. A tour operator operating from outside the country may have a different host at different destinations in host country. Hosting agencies take care of all the requirements of the tourists as per the contract.
- 4. Incentive Tour :** Incentive tour is an organised package tour conducted for employees usually sponsored by the business firms or corporate houses as incentives to their employees. These tours are also all-inclusive package tours that include all essential components of a standard package tour. Sponsoring firms bear all the costs on behalf of the groups/individuals for incentive tours to further encourage their employees as rewards or incentives. For example, if a team successfully complete a project for XYZ company. and brings cash inflows, the management may send the team for a weeklong incentive tour to Singapore and bear all the expenses.
- 5. Freedom Tour :** Working class, these days, is inclined to travel but have limited disposable income. Such tours are designed as per the choices of the tourists. Tourists,

individuals or groups of common interest, select services like travel mode, hotels, destinations, meal plans and activities etc. and plan for a tour. Such very flexible planning is assisted by tour operators and then they organise freedom, trips. These are suitable for those people who want to decide where, when and how they want to travel and what they wish to do at destinations.

**Q.2. Elaborate the various elements of a package tour.**

**Sol. Elements of a Package Tour**

Following elements play a major role in planning, designing, marketing, selling and attaining success and acceptance.

1. **Accommodation** : Accommodation is an important element of package tour and it shares a good amount of the total cost of package. Accommodation can be of primary and supplementary in nature. Primary service providers are the category star hotels, resorts, business hotels, and international hotels. They are the conventional accommodation operators with the provision of providing room cum food and allied services. Lodges, homestays, guest houses, bungalows, service apartments, etc. are supplementary service providers, Depending upon the nature of the groups package, operators include the right kind of a hotel accommodation into the package. Comfortable and safe stay is always a serious concern of tourists and this element determines the strength of a tour package.
2. **Attractions/Sightseeing** : Adding the most appealing attractions in a package tour sightseeing is one of the most important elements of a package tour. The best of experiences are counted on the kind of sightseeing conducted and not to forget inclusion of attractions to a package tour must be sequenced in such a manner that the customer satisfaction is enhanced from point to point. The most exciting should always be listed last and the itinerary needs to be planned in such a way. Sightseeing is, no doubt, the backbone of the whole tour package as it serves the prime objective of the tourists visit to a destination.
3. **Transportation** : Travelling is part of any tour. Transportation thus becomes yet another focal component of a package tour. The journey of a tourist from origin (place of residence) to destination (host country or place of visit) involves tourists' movement and it requires a suitable means of transport. Safe, comfortable and quick modes of transport are wanting of the tourists. Quicker means help tourists spend more time at the destinations and at the same time can visit more places in a country. Transportation modes can be air travel, railways buses, ships, cars etc.
  - (i) **Airways** : Air transportation in the modern days has great influence on the travel industry. Package tours especially international tours have benefitted a lot. This is a quick most of transport and most foreign tourists prefer travelling by air. The component of air travel includes international and domestic flight tickets and on-board services.
  - (ii) **Railways** : Railways are most used form of transport for package tours in countries like India and also Europe. Railways connect destinations which are away from airports or where air services are not available. For example, the Indrail pass, Eurail Pass, Brital Pass and AMTRAK are booked in advance to provide alternative

and quickest mode of transport and different experience to the visitors. IRCTC in India is offering a variety of package tours such as Bharat Darshan.

(iii) **Ships, Cruise of Ferry Services** : Passenger ships and ferry services are used for water transport. For example, ferries ply between Chennai, Vizag and Kolkata to Andaman and Nicobar islands. Certain operators are using this mode for package tours to these islands. They include room, food, drinks, sightseeing, entertainment, casino, etc on-board.

(iv) **Bus services** : Bus services are mostly utilised in domestic tourism for short distance package tours. This is being used by regional tour operators to take tourists to interior destinations as well which otherwise can not be accessed either by air or train. Though there is not much craze for bus services, they are part of any destination tour for group tours.

4. **Ground Services** : Ground services are also an equally important element of package tours. Tourists can not do away with ground services when they are at a destination. For local conveyance they need coaches, cabs, to know about places they may need guides and interpreters to help them convey in the language of the land. Car rentals, luxury coaches, other motor vehicles services are an active part of package tours enabling better travel with and around a destination.

5. **Events and Activities** : Events are of different kind at destination. Entertainment parks, theme parks, sports and leisure clubs are used for a variety of events and activities. Events such as meetings, incentive tours, conferences, conventions, exhibitions etc are some times part of certain package tours or package tours of such events are also offered by operators. Events and activities may be offered as complementary to tourists to add value to the package.

6. **Insurance** : Loss of baggage, loss to life and sudden withdrawal of tour or complete break of tour due to natural or manmade interruptions are issues related to travel. Insurance covers this loss and tourists can ensure safe journey plus surety against loss. Insurance companies have customised travel insurance for the foreign outbound travel for Indian travellers. Insurance now-a-days is included in the total cost of the package or otherwise one can choose from the travel insurance policies available in the market. Many nations have made it compulsory for the visitors to have insurance before entering their countries.

**Q.3. Discuss the various steps to be followed in the process of formulation of tour packages.**

**Sol. Package Tour Formulation Process**

Following are the steps to be followed in the process of formulation of tour packages.

- ◆ **Market research** : Marketing research involves study of the economy of the country to be visited, foreign exchange rate, demand for the product, consumer profile, competitors in the market, studying the product components like sightseeing, transport baggage allowance, ground service etc., sales status, channels of distribution, and promotional measures.
- ◆ **Prepare an itinerary** : A well planned itinerary holds the key for success of a package tour. It needs to incorporate exciting places of interest and enough scope for events and activities.



- Identification : Identify and decide on mode of travel, hotels, destinations, dates, capacity and others.
- Contracts : Sign contracts with principal service providers. Agreements with various services providers well in advance is important. Contracts for timely delivery of services by hotels, transportation, entry permits, ground handler etc. has to be signed.
- Costing of the package : After having signed contracts and designing of package systematic costing of the package will be done, which includes cost to be incurred towards all elements of a package tour are summed up and then package is given a mark-up price before a price tag is decided upon.
- Tour Brochure : Promotional material is another important aspect in the formulation process. Both print and electronic media are widely used but brochures are an integral part of it which play a major role. Hence designing and printing attractive brochures and other material is very essential for marketing.
- Marketing of the product : In line with demand requirements of the markets right kind of marketing strategies are framed and then the product is marketed through the above listed means of promotional material.
- Documentation : This last step in formulation process includes copy of the clients itinerary, tour vouchers, travel and other entry tickets, luggage labels and other useful information for the clients.

#### Q.4. Discuss the various types of tour operators.

##### Sol. **Types of Tour Operators**

Following are the major types of tour operators.

1. **Inbound Tour Operators** : These are also known as incoming tour operators. Technically, the operators who receive guests, clients/tourists and handle arrangements in the host country are called inbound tour operators. For example, a group of American tourists coming through TCI to India and the company makes arrangements and handles the group in India, then TCI is called an inbound tour operator. Incidentally, the inbound traffic to the country for the last two decades has been decreasing. Essentially, tour operators need to adopt innovative marketing strategies and should introduce special interest tours to cater to special needs of the foreign tourists.
2. **Outbound Tour Operators** : Tour operators, who promote tours to foreign destinations, may be business tours of leisure tours are called outbound tour operators. Indian outbound tourist traffic is growing at a rate of 10 percent annually and this makes India the second largest country in the world with regard to the travelling population. However, India's outbound tourism is not only holiday oriented but it is business oriented too. There are many travel companies which offer outbound packages such as SITA, TCI, Thomas Cook etc.
3. **Domestic Tour Operators** : Domestic tour operators are those who assemble and combine tourist components into inclusive tours and sell it to the domestic travelers. In general, these tour operators provide travel services within the boundary of home country and offer package tours to the travelers viz. domestic inclusive tours or independent tours.

4. **Destination Management Companies/Ground Operators** : These are commonly known as handling agencies and their main function is to organize tour arrangements for incoming tourists on behalf of overseas operators. When a tour operator himself promotes beach holidays, wildlife holidays, wildlife tours, heritage tours, cultural tours at different places, the difficulty arises. It is the ground operator who handles the incoming travelers in the package tours or agreements. Sometimes when a handling agency is at a prominent tourist place, for example Delhi and it has to make arrangements to Goa, then it contracts (if it has no office of its own) with a local operator (known as excursion agent) to handle the arrangements on his behalf.

**Q.5. Elaborate the major functions of tour operator.**

**Sol. Function of Tour Operator**

Following are the major functions of tour operators :

1. **Planning a Tour** : The most important functions of the tour operators are planning a tour. Tour operators plan a tour and make tour itinerary which contains the identification of the origin.  
Destination and all the stopping point in a traveler's tours. A prospective tour operator also gives advice to intending tourists in various types of tour programmes, which they may choose for their leisure or commercial travel.
2. **Making Tour Package** : Tour operator buys individual travel components, separately from their suppliers and combines them into a package tour. Tour operators make tour package by assembling various travel components into a final product that is called tour package which is sold to tourist with own price tag. Making tour packages is also an important function of Tour Operator.
3. **Arranging a Tour** : Tour operators make tour package and also arrange a tour according to tourist demands. Tour operators arrange the tour package and various tourists activities to provide the best experience to tourists/traveler.
4. **Travel Information** : Whatever the size of tour operators, it has provided necessary travel information to the tourists. This task is utterly difficult and very complicated. A tour operator must give up-to-date, accurate and timely information regarding destinations, modes of travel, accommodation, sightseeing immigration, health and security rules about various permits required to travel in a particular area etc.
5. **Reservation** : It is a very important function of all type tour operators and travel agencies. Tour operator makes all the reservation by making linkages with accommodation sector, transport sector and other entertainment organizations to reserve rooms, and seats in cultural programmes and transportation.
6. **Travel Management** : Tour operators manage tour from beginning to the end of the tour. A tour operator has the responsibility to look after the finer details of a vacation or tour such as hotel, accommodation meals, conveyance etc. Tour operators provide travel guide, escorting services and arrange all travel related needs and wants.
7. **Evaluate the Option Available** : Tour operators evaluate all available options to provide a unique or unforgettable travel experience to tourists during their journey. Tour operators evaluate the various options available for a tour package and provide best of them to tourists.

8. **Promotion** : Tour Operators makes tour packages and promote them into various tourists markets at domestic as well international level. Tour operators promote a travel destination to attract a large group of tourists at domestic as well as international level. In the promotion of tourist destination, tour operators play a key role. Travel agencies or tour operators are called as image builder of a country.
9. **Sales and Marketing** : Tour operators do sales and marketing of tourist products. Tour operators buy individual travel components, separately and combine them into a tour package, which is sold with their own price tag to the public directly. Tour operators do marketing of tourist destinations and tourism product to attracts the attention of the tourists/travelers.
10. **Taking Care of Glitch** : Tours operators are also called handling agencies which handles tour package and take care of all the glitches and problems arises during a tour package. Tour operators fix the glitches and provide the best available alternative to tourists during their journey.

**Q.6. Discuss the various types of tour packages.**

**Sol.**

### **Types of Tour Packages**

A travel agency/tour operator deals with variety of 'tour packages' catering to the diverse needs of tourists such as adventure, beach, architecture, cultural, business, conference, incentive tours, Ayurvedic packages, Buddhist, religious, incentive tour, special interest tours, cruise tour group tour, educational tour, heritage, monuments, wildlife lovers, etc. These are broadly classified into five categories :

1. **Independent Tour** : Independent tours are prepared/formulated for those tourists who want to travel independently. The components of such tours are air travel, air transfer, accommodation, travel documents, sightseeing, boat riding, entertainment, and other travel services.  
However, in some cases, the tourists are free to purchase every single component separately. Thus, this type of tour provides the tourists considerable freedom to plan the activities according to their own choice.  
An independent tour may or may not be an all-inclusive tour. Therefore tour price varies depending on the type of air travel, air transfer accommodation and is inclusive of other tour components. The foreign independent travel (FITs) and domestic independent travel (DITs) are example of an independent tour.
2. **Escorted Tour** : When a travel agency includes the services of a well educated and trained tour manager in its package, the tour is called escorted tour. Basically, escorted tours are meant for those travelers who are planning to visit a foreign country first time.  
The escort's responsibilities and duties are to provide comprehensive information and assistance to the group or individual traveler, at the origin, en route and the destination place. The excursion tours are the example of escorted tours.
3. **Hosted Tours** : A hosted tour means when an agency utilizes the services of another agency at a particular destination. Suppose a group of French tourists is coming to India. When the group arrives in India, they are greeted at the airports by TCI, which assists them in clearing their baggage and transfer them to the hotel.

Their tour-host (TCI) is available to offer device and information about the local attractions and entertainment. Further, when the group arrives at another destination in India, a different travel agency greets them at each tourist spot. Thus, a hosted tour provides the tourists maximum level of pre-arranged and personalized services.

4. **Incentives Travel/Tour** : It is a motivational programme or a fully paid holiday which is given to the employee by the enterprises as a reward. Mostly in medium and large-scale companies and usually too distant destinations to spur them in maintaining their track record, to increase output, improve the image and moreover to earn the long period loyalty of the employees.
5. **Freedom Tours** : Freedom tours are becoming very popular these days among the working class. These tours are designed as per the choice of tourists. The tourist is free to choose and plan how they want to travel and enjoy their holiday. These types of tours are meant for that kind of people who like to decide how, when, and where to travel.

**Q.7. Discuss the various stages involved in the tour design and selection process.**

**Sol. Stages Involved in Tour Design and Selection Process**

The following are the main stages in the tour design and selection process :

**1. Initial Research**

- (i) **The Destination Research** : The decision to develop and formulate a new package is a multi stage process that involves various positive and negative points/steps. Normally, the idea for a new product comes either from the tour executive within the company due to a review of the questionnaire completed by the previous tour members because of the political, economic and social development in a particular area.

When a tour manager sees that a large number of old clients are interested in taking a trip to particular destinations, naturally, those destinations become the nucleus of a new 'tour concept'.

- (ii) **Market Research** : Since tour package is a complete tourism product, obviously, before formulating/designing this product, market research needs to be analyzed and assessed in a systematic manner. Market research provides us the answer to the following questions.

- ◆ What is the size of the tourism market?
- ◆ Who are the existing clients?
- ◆ Where do they live?
- ◆ Who will be their potential buyers?
- ◆ Who are their competitors–Their strategy and area of business leisure?
- ◆ How many tourist ones want to cater?
- ◆ What price will the clients accept?
- ◆ What facilities are available and required?
- ◆ What are the constraints viz., license, permission, finance, restrictions, taxes, and others?

Once we know the basic components of the package tour, distribution channels, market conditions, constraints in the tourism market, we can develop the marketing strategy. It enables the smooth functioning of the agency and also offers

a clear picture of the tour programme. Practically, market research is conducted by the private tour companies/private tourism enterprises in order to penetrate the market.

2. **Itinerary Preparation** : By itinerary one means the designing of a programme which one wants to sell and it includes destinations, stopping points, number of days and the travel services that are to be included in the programme. Whether it is a lean season or an off-season, escorted or not escorted, consumer-oriented or readymade tour programme, the itinerary is prepared to identify the origin, destinations, stopping points, accommodations, sightseeing and other travel services on travellers' trip.

3. **Handling Agency or Destination Company** : The appointment of handling agency not only ensure excellent travel services to the tourist but also make the operation smooth and profitable. It is a matter of great significance as the success of travel business largely depends upon the clients are actually taken care of during the tour.

It is a positive match between the promised services and tourist's actual experiences or feelings. Thus, the tour operator should consider the experience of the handling travel agency in the business, the area of operation, reputation, credibility, professional staff, credit facilities and the competitive price in appointing a handling agency.

4. **Negotiation** : It is another important management decision area in tour designing and planning. Once the decision has been made regarding the destination's concerning their date, duration and number of clients to be carried during the trip, the tour management starts negotiations with the principles suppliers for a normal contract.

Negotiation means talk between the travel companies and the principal suppliers for the terms, conditions, and prices of the components of a tour package. When both parties are satisfied, it leads to a formal or informal contract between them.

5. **Coasting and Pricing a Package Tour** : The cost of a package tour encompasses the air ticket, the hotel room, car rental, entertainment charges, administrative costs, promotional costs, and other travel services. The confidential tariff helps the travel company in preparing the cost sheet which will enable the concern to determine its price strategy.

Tour pricing is a big factor in the success of the company's tour programme. The price of a package tour is, whether it is an escorted, independent or hosted the tour, often lower than the combined costs of the same components purchased separately from the principals. However, the purchase price of a travel product is based on three factors, cost, competition, and demand.

Every tour package sold by a vendor has a quantifiable cost. To produce profit the price paid by the tourists must be greater than the agency's cost.

6. **Tour Brochure** : The tour package is an intangible product which has to be purchased by the tourists/clients without inspection and sometimes even without adequate knowledge. In these circumstances, the brochure becomes the principal instrument to perform the major tasks to inform the clients about the products and to pursue them to purchase it.

Designing, printing and distributions of tour brochures require necessary skills and knowledge about the components of the tour package. Basically, in the era of



specialization and intense competition, tour brochure creates awareness and provides the description of the holiday programme.

- 7. Development of Reservation System :** The next step in tour formulation process is reservation system. The agency management in order to put a package into operation must develop and implement a scientific reservation system. The system depends on whether the reservation is to be handled manually or with a computer working on the distribution method.

Whatever method the agency may adopt, the agency management should always keep in mind the sole objective of the reservation system.

- 8. Marketing of Tour Package :** Once a tour package is ready, travel agency management has to make a careful decision regarding promotion and marketing of the particular package tour. The basic objective of management is to make a tour package widely known to make it more and more attractive.

To achieve these objectives, the management must consider the budget available, promotion mix, potential market, easiest and most effective media, campaigning through the international, regional or the public/private sector etc.

The promotion of a package tour means increasing its sales potential and creating an awareness of the existing and potential markets.

- 9. Tour Handling/Actual Tour Operation :** After the successful marketing and achieving target sales, the next and final step in the process of tour designing is tour handling. It means an actual operation of tours, which generally includes administrative work and passenger handling like maintaining reservations, handling deposits, sending advice to ground operators, arranging travel representation, analyzing the feedback received from clients/escorts/ground operator and so on.

All this is not an easy task. At every stage, one has to face different types of queries and problems due to lack of coordination and communication.

**Q.8. State the major duties and responsibilities of a tour operator.**

**Sol.**

#### **Duties of a Tour Operator**

Following are the main duties of a tour operator :

- 1. Develop Tour Packages :** One of the main duties of a tour operator is developing tour packages and itineraries for a variety of individual clients and groups. Some tour operators work within a specific location, while others provide supports to tourists travelling to many locations. In developing tour packages, tour operators select attractions, accommodations, and transportation options that tourists can then choose for visits of varying lengths and budgets.
- 2. Modify Tour Packages :** Tour operators tailor tour packages and options for specific groups and individuals. They may seek out reduced rates for a large group, for example, and arrange for larger or smaller chartered vehicles depending on the group's size. In this aspect of the role, the tour operator may also consider various factors like mobility and specific interests of group members or individuals to provide a higher level of interest, access, and customization.
- 3. Make Travel Arrangements :** In many cases, tour operators make travel arrangements for tour groups or individuals. They may assist with choosing flights, booking train and bus transit, and ensuring that tour groups can successfully travel

between attractions. Tour operators also secure lodging, working closely with hotel personnel to arrange blocks of rooms and secure discounted rates. They may also develop dining itineraries.

4. **Provide Tourist Assistance :** Throughout the tour, a tour operator provides direct assistance and answers client questions. For a group traveling abroad, for example, a tour operator may provide assistance with customs, foreign currency exchange, and language translations. Tour operators also provide itineraries and updates, distributing hard copies to tour group members and providing updates if plans or schedules change during the tour.
5. **Coordinate Tour Leaders :** Many tour operators work with a team of tour leaders, coordinating their locations and schedules to ensure that tours are properly staffed and that leaders have the information they need regarding group members, schedules, and destinations. Tour operators often need to consider a specific group's needs, then make staffing decisions based on their tour leaders' skills, abilities, and availability.
6. **Manage Tour Budgets :** Tour operators also ensure profitability by closely managing tour group budgets. For tour operators who work with travel agents, this can mean identifying attractions and accommodations that fit within the tour package's price point and securing lower room, meal, and ticket rates to balance the tour budget with money paid by clients. Tour operators may also provide agents, individual tourists, and groups with quotes related to tour costs.

**Responsibilities of a Tour Operator :** Following are the main responsibilities of tour operator.

1. Providing general and specific advice about different travel destinations.
2. Drawing up complicated travel itineraries and ensuring that all the needs of the customers are met.
3. Making arrangements for transport, accommodation, tours, and activities.
4. Contacting airlines, hotels, and ground transport companies such as coach operators to make suitable arrangements.
5. Advising the customer about travel issues including required documentation and financial matters, such as appropriate exchange rates.
6. Using the computer database to research information about hotel accommodation fares and hotel ratings.
7. Dealing with payments.
8. Performing general administration tasks.
9. Dealing with and documenting complaints in an efficient and diplomatic manner.
10. Planning and advertising different promotions.
11. Making alternative arrangements for customers who have had their trips interrupted by unforeseen issues.
12. Evaluating customers' holidays and issuing appropriate feedback forms.
13. Every now and then, tour operators travel abroad for research purposes.
14. Making presentations to travel groups.
15. Creating and putting up displays at trade shows.

**Q.9. Discuss the various functions involved in travel operations.**

**Ans. Functions Involved in Travel Operation**

Following are the major functions involved in travel operations.

- 1. Handling queries :** In the office of a travel agency there are several business queries that a person receives through emails, fax and telephones. Handling of these queries needs a very special training and experiences of the product. Once the business query is received, one needs to read it very carefully and respond it accordingly. In today's world majority of queries are received through email and the time is very important for the sender of the queries, secondly the option for travel through internet is extremely wide which simultaneously increases the competition also. So the swift responses of email queries are highly appreciated and it sustains the business too. To handle the queries in a professional way one needs to have the information of the destination the client is asking, the available facilities at that destination with several options, the prices of the services and a proper liaison with the handling team at the particular destination so the operations move smoothly once the client/group reaches there. It should be taken of good care that the queries have to be responded quickly and the potential client has to be made satisfied as maximum as possible from the first interaction itself. No fake information or approximate cost should be supplied to the client.
- 2. Designing Itineraries :** There would be different kinds of travel queries, the potential clients may ask for a tour which is published by you through your brochures and websites or they can ask for a tour of a particular region by giving the approximate number of days they wish to spend for the holidays or they can ask a customized or tailor made program from your organization. If the tour program is not designed, the concerned person handling the query has to design a feasible itinerary for the clients. The itinerary is a day to day tour program which includes the detail of place, accommodation, distances and meal plan in brief. While designing the itinerary against any query one needs to keep the spending capacity of the client in mind which can be asked from the client while handling the initial query or can be judged from the occupation, previous travel history and the place of the potential client if he is not interested to mention his budget. Normally today there would hardly be a place which is not explored and the details of all the regions are well mentioned in the numerous websites available on internet and its also quite important that the travel consultants should be a very good travelers in themselves because if the product is experienced by the consultant himself, it would be very easy for him to design the program and put the best price for that.
- 3. Sending Quotations :** This would be third phase of travel pre operation in a travel agency business. Once the itinerary has been finalized the consultant/executive or the file handler is expected to send the final quotation to the client. The quotation for the package contains prices for flights, railways, surface transportation (whatever is applicable according to the program), accommodation and the sight seeing during the tour. If there are monuments to be visited during the tour, it also has to be finalized weather the clients/group will directly pay the entrance fees or the same has to be included in the tour price. Normally the prices for the accommodation are included on the basis of continental plan which includes room plus breakfast but a destination

management company has to follow the brochure programs of its foreign agents and if there are any other meals are found included on a group tour, the same has to be included while sending the quotation. If the query is sent by FIT or a individual, the tailor made itineraries will follow the instructions of the client while adding the meals in the package cost. The second essential aspect of quotation is your markup or the profit share on that particular package. The profit share or the mark up is normally included on the net price of the services whereas the travel agencies do have the special prices from the hotels/transporters on their operational circuits which are absolutely less than the rack rates. It has to be noticed that the quotations should be competitive so the business must remain with you. This is the time of World Wide Web which has several benefits and threats too. To avoid the threats, the good travel agencies have developed the technique of “dynamic packaging” as a very strong tool of travel technology.

**Q.10. What are the various functions of travel agency?**

**Ans.**

### **Functions of Travel Agency**

Following are the major functions of travel agency.

- 1. Providing Travel Related Information :** Provide Travel related information is one of the most important and basic function of travel agency business. When the client or prospective client arrives in the office of the travel agency, he seeks information that could help him undertake the tour. So that travel agency provide necessary information about travel to their client. Therefore the travel agency professional should have deep an detailed knowledge of the tourist destination, major attraction, weather condition, accessibility, culture, location, destination on the distance from the airport/railway station, different categories of hotels and the services provided by them, etc. The staff should well trained & skilled, fluent in local language-English & foreign language if dealing with foreign countries.
- 2. Planning/Preparing of Tour Itineraries :** Planning of tour itinerary is secondary mandatory function of travel agency. It is most important aspect for Domestic, Inbound & outbound tours weather group or individual tours.

The tour professionals after receiving the client's preference of destination to be visited his/her approximated date of travel and duration, the mode of transport, routing, hotel, etc. It has to plan the itinerary to suite the client's need. The itinerary is a suit the client's need.

**The itinerary** is preplanned tour programme in sequential order like day by days description of tour & as per the itinerary identity the origin points to destination points & destination enrouting point, hotel needs, mode of transport, sightseeing, car/coach and other relevant details related to the tour.

- 3. Liasoning With Tourism Service :** The tourism suppliers are the airlines, railways hotels, transport operators, cruise companies, tour operator, travel insurance companies, etc. The travel agents, before selling any travel product to their client, they have to contact their service providers on their behalf.

The travel agent have to negotiate for best possible rate from the service providers. They suppliers give a certain amount of fixed percentage as a commission to the travel agents for selling their products. Some service providers also give net rate as per their

business relationship and business agreement or contract with the tourism suppliers in this regard.

This commission structure, period of contract, and terms and conditions are mentioned in the agreement.

- 4. Costing of Tours :** As learner will understand about the costing of tours and most important function of Travel agency. After the Liasoning with tourism supplier/vendors agents go for costing of tours. After planning the tour and negotiation for rates with principal supplier, the next job of the travel agent is to do the tour costing. The costing of tour is done for both the inclusive tours (package tours and individual tours). The tour costs are worked out on per person basis which. In the domestic tours included–hotel, Meal charges, airlines airfare, hotel airport transfers charge, sightseeing by Car/Coach, guide fees etc.

**In International tours costing** include–hotel airlines, cab and coach transfers, Visa, passport, travel documents, forex arrange, traveler cheque guide, local transport. The tries to provide the best facilities at least cost as per the client requirement and budget. Therefore tour arrange by travel agency must be well–Planned and cost–effective.

The plans must be made in such manner as to deliver the best possible level of comfort and economy to the traveler and per the economic level of the client.

- 5. Ticketing :** Ticketing is one of the most common function of a travel agency. The travel department of a travel agency has two sub department–domestic ticketing and International ticketing. Ticketing department is responsible for handling ticketing query weather it is domestic or international.

The executive at the travel desk should aware of the computer and internet familiar. He have good knowledge of flight schedules' of various airlines and airlines applicable for journey like–Special fare, discounted fare, night fare, classed to travel, classes of travel, special fares, booking and cancellation rules, booking update, prephone and the city code and airport code and airlines code, reservation code, special service etc.

The travel desk counter executive have good knowledge of Computer reservation system (CRS) is commonly used for making airlines bookings. Travel agent executive should also be familiar with Global distribution system (GDSs) such as Amadeus, Galileo, Abacus etc.

- 6. Reservation :** After ticketing reservation is most importance function the travel agents. The travel agent after getting the confirmation and initial payment from the client has to book airlines seat, hotel rooms, transportation arrangement and other services as per the requirement of the clients. The tour professionals should thus be familiar with the term and abbreviation used for the hotels. The travel agents executive preferably used phonetic alphabet used at the time of making reservation on telephone. Once the booking has been confirmed and payment make be client
- 7. Travel Documentation :** As learner understand that after the Reservation another important function of travel agency is to prepare of arrange the travel documentation for the client.

Travel document are the papers associated with the travelling abroad particulars of international journey including–airline ticket, other ticket, hotel voucher, visa, travel Insurance, foreign exchange (forex) and Passport.



8. **Settlement of Account** : As learner know Settlement of Account with the tourism supplier/client is one of the major function of a travel agency. Settlement of Account-linked with the function of ticketing and reservation of accommodation in hotel for client. Accounts department play an important role in travel agency.

The working in the accounts department should be familiar with and have through knowledge of foreign Currencies, their cross value, exchange regulation etc. which vary country to country.

**Q.11. Discuss the sources of income of a travel agency.**

**Ans. Source of Income of a Travel Agency**

Following are the main sources of income of a travel agency.

1. **Commission of Selling their product to the clients** : The industry suppliers pay these approved agents a commission on the service sold on their behalf. The commission is usually a fixed percentage of the sales prices of the or the service or the product sold, and is paid to the travel agent/tour operator after the sale of the service or product. The commission is deducted from the final payment and the balance is forwarded to the principal. For example, a client purchases a tour worth Rs. 20,000. If the commission for that tour is 10 percent for the tour operator then the travel agent will retain Rs. 2000 and forward the tour Operator the net amount of Rs. 18,000.

Some service providers such as airlines give commission only to officially appointed travel agencies. Officially approved agencies are those agencies which are approved by IATA. To be an IATA approved agency it is necessary that the staff working in the agency is IATA qualified. Non-IATA accredited agents work as subagents for IATA accredited agents and earn a commission of around 4.5 per cent of the basic fare. Commission received from principal suppliers is shared by non-appointed or non IATA travel agents who obtain tickets from IATA appointed travel agents. Such commission is called split commission or shared commission.

2. **Incentives or Override** : As learner have understood that, in addition to the commission, some service providers may pay incentives to the travel agents who have given large amount of business in terms of sales volume to them. These incentives are referred to as overrides or bonuses.

The Commissions given by the principal suppliers are normally fixed, but some suppliers offer the agency an override, i.e. higher the sales, higher will be the commission rate. Sometimes a part of this commission may be passed on to the customer as a discount rate.

Travel agency also received incentives from tour operators. If they are able to sell a fixed number of tour packages in a fiscal year, the tour operators given them turnover incentives. The amounts of such incentives. The amounts of such incentives are mutually decided.

3. **Service Charge for the travel agency** : Service charges are another source of revenue to travel agents which are charged for services rendered to the clients. For instance, for getting a passport or a visa the travel agency charges the client as they do not receive any commission on selling these services. Some service providers may give the travel agent very less commission which is insufficient to cover the expenses of the travel agency. Such charges are very high nominal and vary from Rs. 100 to 250 per task.

In such cases the travel agent charges the clients for services rendered the service charges differ from travel agency to travel agency and on the nature of service provided. Apart from commission and service charges, the agency gets additional income from other sources.

4. **Mark Up on tours :** Travel agents buy the travel products from the principal suppliers in large volume, at net rate or discounted rate, and create his/her own package tour. The travel agent tries to get the best prices for each component of the package tour and then adds a mark up to the tour cost for selling it to the clients directly or through other travel agents.
5. **Wholesale Fee :** Some wholesalers may not pay the usual 10 per cent commission to the travel agents for selling their tours. Instead, they will pay a flat fee for each reservation made.
6. **Representation Fee :** The tour operators or airlines may not have their branch offices in all cities of the country or world. In this case, the tour operator or the airline may appoint a general sales agent (GSA), who could be a travel agent, to handle their business in these cities, so as to generate higher sales. The GSA will handle the service of the tour operator or principal service provider to promote the sales. The tour operator will pay a fixed fee on commission and a budget for advertising and promoting their products to the GSA.
7. **Profit from sales of own tours of travel agency :** Some travel agencies operate as tour operators in limited areas of tourist interest, called sectors. Thus, they earn profits from the sales of their own tours. We have already stated that some travel agencies graduate as tour operators after some time. It is quite natural if their operations expand in the domestic and international markets.
8. **Commission from Tours Operator :** Travel agencies approach a tour operator for its services on the behalf of its client. It sells the services of a tour operator as a middleman between the tourist and the tour operator. It gets commission, which is also part of its income.
9. **Commission Hotels & Own Tours :** Travel agencies book hotels on behalf of their clients. They market and sell the hotel service and get commission in return. Thus, they get a certain fixed percentage on sales effected by them.
10. **Commission from Modes Transport :** Travel agencies get commission from various operators of transport operator services such as airlines, AC coaches, cruise lines, ships etc. These transport companies give commission on a certain percentage to the agency that books the packages for its clients. Normally, this percentage varies from 2 per cent to 20 per cent.

**Q.12. Compare the functions of a travel agent and a tour operator.**

**Ans. Comparison between Travel Agent and Tour Operator**

Historically, the tour operator has mostly emerged from retail travel agency. However, today a clear distinction must be made between a travel agent and a tour operator. Essentially a travel agent is a retailer and a tour operator is a manufacturer and wholesaler. The travel agent is a retailer because he sells the travel services to the final consumers i.e. the tourists directly.

But unlike the travel agent, the tour operator is a manufacturer of the tourism product. He plans, organises, sells and conducts the tours, He acts as a wholesaler also sometimes because

he has to engage travel agents as middleman to sell his package tours in different territories. The Figure 2 makes amply clear the flow of travel services from suppliers to the tourists.

Presently, there are roughly 1200-1,500 travel agencies and tour operators in India, concentrated in major cities such as Mumbai, Chennai Delhi and Kolkata while online booking is on the rise, travel agencies continue to play dominant roles in the Indian market as a means for consumers to purchase and book their travel, particularly international travel. The travel trade industry in India is fragmented, with different ranges of travel agencies, ranging from small, to medium and large. In the past ten years, there has been a gradual shift towards smaller agencies operating to cater for independent travellers. Traditionally, the international travel market in India has been dominated by a few large agencies such as TCI, SOTC, Thomas cook, Kuoni, Cox and Kings, and so forth which are prominent in group travel. There are a few recognized travel associations such as the Travel Agents Association of India (TAAI) and the Indian association of tour operators (IATO) which play active roles in promoting domestic and international travels. TAAI has over 700 members and holds annual events, such as an international travel expo, sports days, and Familiarization trips for tour agencies. In addition, TAAI also hosts country-specific international travel fairs in conjunction with various airlines and national tourism boards, such as Singapore, Japan, Australia, China, Korea, etc. With the rise of Internet and online booking, smaller independent ticket agents have also emerged to serve the needs of customers. These ticket agents have more international experience and are more comfortable with booking online. However, the number of online customers and agencies is still relatively small but rising. Most Indian travel agencies book through international or big travel agencies seeming to have a dominant position, particularly visa-a-vis European travel products. A handful of agencies specialize in the corporate/incentive segment, with clients ranging from insurance companies, beverage companies, to pharmaceutical and multinational companies. While a myriad of travel agencies exist in big cities, it is only the big companies with clout and connections that win clients from large MNCS and government offices. Most are companies that have been established for some years and have cultivated enough goodwill, reputation and relationships with airlines and government offices. In contrast to group travel, the leisure travel market does not seem to be dominated by any particular company. Company size ranges from small to medium, with most products being advertised through newspapers and travel magazines, both in Hindi and the English languages.

### Multiple Choice Questions

**Q.1. A tourism policy includes**

- |                               |                  |
|-------------------------------|------------------|
| (a) rules                     | (b) regulations  |
| (c) Objectives and strategies | (d) All of these |

**Ans.** (d) All of these

**Q.2. The National Tourism Policy was drafted in**

- |          |          |          |          |
|----------|----------|----------|----------|
| (a) 1997 | (b) 1998 | (c) 2000 | (d) 1996 |
|----------|----------|----------|----------|

**Ans.** (a) 1997

**Q.3. The first tourism policy was implemented in**

- |          |          |          |          |
|----------|----------|----------|----------|
| (a) 1980 | (b) 1982 | (c) 1983 | (d) 1984 |
|----------|----------|----------|----------|

**Ans.** (b) 1982

**Q.4. A person who moves from one location to another is known as**

- (a) Tourist
- (b) Traveller
- (c) Inbound tourist
- (d) Out bound tourist

**Ans.** (b) Traveller

**Q.5. A person who is travelling a place for pleasure is known as**

- (a) Tourist
- (b) Traveller
- (c) Inbound tourist
- (d) None of these

**Ans.** (a) Tourist

**Q.6. Net travel propensity measures**

- (a) Total number of trips
- (b) Total number of transit
- (c) Total number of persons who take at least one trip
- (d) None of these

**Ans.** (c) Total number of persons who take at least one trip

**Q.7. Which is the critical determinant of tourism demand?**

- (a) Race of gender
- (b) Mobility
- (c) Income
- (d) Education

**Ans.** (a) Race of gender

**Q.8. A country is mainly benefited from tourism by the**

- (a) Tourist expenditure
- (b) Tourist travel
- (c) Accommodation
- (d) None of these

**Ans.** (a) Tourist expenditure

**Q.9. Which is the most important economic benefit of tourism?**

- (a) Increase in employment
- (b) Increase in production
- (c) Foreign exchange
- (d) None of these

**Ans.** (c) Foreign exchange

**Q.10. Tourism demand measurement is referred as—**

- (a) Tourism statistics
- (b) Tourism marketing
- (c) Tourism segmentation
- (d) None of these

**Ans.** (a) Tourism statistics

**Q.11. Which statistics simply measures the number of people who arrive at a destination?**

- (a) Volume
- (b) Expenditure
- (c) Value
- (d) None of these

**Ans.** (a) Volume

**Q.12. Which of the following is not a major component of tourism?**

- (a) Transport
- (b) Accommodation
- (c) Tour operators
- (d) Shops

**Ans.** (d) Shops

**Q.13. Which of the following is a secondary component of tourism?**

- (a) Hawkers
- (b) Catering
- (c) Transport
- (d) Tour operators

**Ans.** (a) Hawkers

**Q.14. A visitor who stays in the country visited for at least one night is known as**

- (a) Visitor
- (b) Resident
- (c) Tourist
- (d) none of these

**Ans.** (c) Tourist

**Q.15. Visa Stands for-**

- (a) Visitor Intended Stay Abroad
- (b) Visitor International Stay Abroad
- (c) Visiting Intended Staying Abroad
- (d) None of the above

**Ans.** (b) Visitor International Stay Abroad

**Q.16. Independently operated mid-price restaurants are known as**

- (a) Pub
- (b) Restaurant
- (c) Cafe
- (d) None of these

**Ans.** (c) Cafe

**Q.17. Which of the following is not a scenic tourist attraction?**

- (a) National park
- (b) Wilf life
- (c) Beach resort
- (d) Spas

**Ans.** (d) Spas

**Q.18. Which of the following is a cultural tourist attraction?**

- (a) Museums
- (b) National Park
- (c) Arts
- (d) Folklore

**Ans.** (a) Museums

**Q.19. Which of the following is not a traditional turist attraction.**

- (a) Arts
- (b) Handicrafts
- (c) Wildlife
- (d) Music

**Ans.** (c) Wildlife

□



## UNIT-III

# Tour Operations and Documentation

### SECTION-A (VERY SHORT ANSWER TYPE QUESTIONS)

**Q.1. What do you mean by a passport?**

**Ans.** A passport is an official identification document issued by your own government. It includes your photo, name, address, date and place of birth, as well as blank pages for travel stamps. Immigration officials will stamp those pages for approval every time you enter and exit a different country.

A.U.S. passport is required to travel between the United States and all foreign countries. In certain parts of Europe, however you can travel from one country to another without a passport. Even without a passport, you'll always need to show identification. In some cases, you'll need to show proof of your nationality.

If you are planning to travel outside your home country, it's always best to have a passport. Without one, immigration and customs officials can deny you entry or exit.

**Q.2. What is the difference between a visa and a passport?**

**Ans.** A passport is an identification document issued by a government that gives a citizen official permission to travel in and out of their home country.

A visa is a document issued by a government to foreign visitors, providing them with legal entry into a foreign country.

A passport comes from the country you live in. A visa comes from the country you are visiting. The confusion of when you need a passport vs. visa is common among many travellers. To make your next trip run smoothly, get a passport regardless of where you are going. Most airlines require it. Research your destination country to see if a visa is necessary and apply for one if need be.

International travel is thrilling, but without both travel documents in hand, you may be denied entry or exit into a foreign land.

**Q.3. What is a visa ?**

**Ans.** A visa is an official document issued by a foreign government that permits entry into their country. Visas have various expiration dates. They may be 10 days, 30 days or 60 days—or longer. Once your visa expires, you will no longer be able to stay legally in that country. Visa requirements may be different from one country to the next. In some countries, a transit visa, business visa, student visa or employment visa might be necessary and sometimes, there are places you can travel to without a visa.

For example, US citizens can spend up to 90 days (for tourism or business) in dozens of countries without a visa. Some of those countries include most parts of Europe, Canada, Mexico and South America. United States citizens can visit the United Kingdom for tourism or business for up to six months without a visa.

**Q.4. How can we get a visa ?**

**Ans.** Before you plan your next trip abroad, check the government website of your destination country. The official website or the embassy of each country will provide you with the information you need to apply for a visa if one is required. Countries like India and Turkey will let you apply for an e-visa online.

In some cases, you may need to complete a visa application form in person.

Like the visa itself, the costs vary by type or country. For example, a Chinese tourist visa for a US citizen costs \$140. Heading to Nigeria? That travel visa will cost you \$160. Russian visas are some of the most expensive with the price of a tourist visa costing around \$270.

**Q.5. What are the major functions of tour operator ?**

**Ans.** Following are the major functions of tour operator.

- (i) Planning a tour
- (ii) Making tour package
- (iii) Arranging a tour
- (iv) Evaluating the option available.
- (v) Promotion
- (vi) Sales and marketing

**Q.6. What do you mean by travel insurance ?**

**Ans.** Traveller can face many health related problem at the time of travel to aboard. If a traveller takes a travel Insurance cover then he can make a smooth ride through the problem in term of paying off the expenses through the insurance cover. When a passenger buy a travel insurance cover, the need of cover safety and security of medical contingencies. To avoid such situation a passenger is advised to take a travel insurance cover to help take such problems.

**Q.7. What is meant by Customer Relationship Management ?**

**Ans.** Travel agencies are increasingly investing Customer Relationship Management (CRM) these days to build a brand loyalty. There has been trend of adopting sophisticated CRM technology have the ability to have one-to-one relationship with the customers. Moreover CRM is being regarded as a philosophy or a culture in the industry. A sense of personal care for customers is created by assuring them as they are not mere numbers in company's computer system, rather they can relax and trust that their travel arrangements will go smoothly.

**Q.8. Discuss the role of m-commerce in the field of tourism.**

**Ans.** M-commerce (short form of mobile commerce) in travel products is going to be a big part of travel business. The benefit of it being handy mobile can become a great source of information to tourists. M-commerce probably won't take off for leisure travel now since customers take time to think for their big investment and big screen will their preferred mode. With all this online time, booking the theatre or arranging excursion to the local fiesta, booking a restaurant etc will remain the businesses through mobile.

**Q.9. What do you mean by Protected Area Permit (PAP) ?**

**Ans.** The Foreigners (Protected Areas) Order 1958 of the Government of India defines 'Protected area' as any border area falling beyond the inner line as described in Schedule I of the Indian Constitution. Thus all areas falling between the 'Inner Line', as defined in the said order and the International Border of the State have been declared as Protected Area. According to this order, "No foreigner shall enter into or remain in any protected area except

under and in accordance with a permit issued by the Central Government or an officer authorized by the Central government in this behalf'.

**Q.10. Discuss the significance of tour cost sheet.**

**Ans.** Cost sheet will reduce the chances of errors or omissions in the calculations and the tour operator will have a clear picture of the profits made on the arrangements. The advantages of cost sheet are;

- (i) It discloses the total tour costs and the cost per passenger.
- (ii) It enables the tour company to keep a close watch and control over costs.
- (iii) It helps in fixing up the selling price more accurately.
- (iv) It helps the tour company to submit quotations.

**Q.11. What is the period of validity of passport and visa ?**

**Ans.** Passport should have at least six months validity at the time of making application for grant of visa.

It should have at least two blank pages for stamping by the immigration officer. The validity of all visas will commence from the date of issue of visa.

**Q.12. In which states are protect areas located in India ?**

**Ans.** Protected areas are located in the following States :

- (i) Whole of Arunachal Pradesh
- (ii) Parts of Himachal Pradesh
- (iii) Parts of Jammu and Kashmir
- (iv) Whole of Manipur
- (v) Whole of Mizoram
- (vi) Whole of Nagaland
- (vii) Parts of Rajasthan
- (viii) Whole of Sikkim
- (ix) Parts of Uttarakhand

## SECTION-B (SHORT ANSWER TYPE) QUESTIONS

**Q.1. What is meant by official passport ?**

**Ans.** These are white/grey coloured passport that is issued to government officials or other persons travelling on government missions. In order to obtain the official passport a request to issue has to be made by the concerned person's department along with personal information of the applicant. It is a "Type S" passport where S stands for Service. That is why it is sometimes also known as service passport. Its purpose is to let officials in the destination country know that the bearer is entering the country on official business, representing their country in an official capacity. Holders of official passports are not typically granted special privileges.

**Q.2. What do you know about diplomatic consular passport ?**

**Ans.** It is red/marooned coloured passport which is issued to Indian diplomats, top ranking government officials and diplomatic couriers for official international travel and residence. It is a "Type D" passport with D standing for Diplomatic. A diplomatic passport is granted to diplomats who are travelling for official business and representing their home country abroad. Diplomats are appointed by the government to conduct official business abroad and maintain political, economic and social relations with other countries. Their passports typically grant them certain privileges and immunities, such as exemption from prosecution and taxes in the host country.

**Q.3. What is the procedure to apply for a passport?**

**Ans. Procedure for Applying for a Passport**

In the last few decades, India has seen a surge in the number of people travelling across its international boundaries due to number of reasons like leisure, business and education and so on. In order to meet the increasing demand, the Ministry of External Affairs (MEA), Government of India had launched the Passport Seva Project (PSP) in May 2010. The project aims to make the delivery of passport and related services like police clearance certificate or identity certificate simple, efficient and a transparent process.

There are three different ways to apply for an Indian passport. These are  
Passport via e-Form submission

- ◆ Passport via Online Form Submission
- ◆ Apply for Passport in Person

**Q.4. What is meant by Inner Line Permit ?**

**Ans. Cleaning of Inner Line Permit**

Indian Citizens do not need special permission to visit the Restricted Areas. In the case of Protected Area also, Indian nationals do not generally need special permission but to enter and stay for a limited period in four states namely, Arunachal Pradesh, Nagaland, Mizoram and Manipur, an Inner Line Permit (ILP) is required for all those Indian citizens who reside outside the states protected by the ILP system. There are various types of ILPs issued depending on the purpose of visit to the protected areas. Thus there are ILP for tourist; ILP for tenants, ILP for longer term like government servants, contractors, investors etc. A person holding an ILP cannot stay in the protected area beyond the specified time and needs to renew their respective ILPs. NRIs and OCI card holder are not eligible for inner line permit; rather they have to apply for a regular protected/restricted area zone pass.

**Q.5. Discuss the provision of travel information.**

**Ans. Provision of Travel Information**

Information is an essential function of travel agency and tour operation. An information seeker can become a customer to buy package tours when detailed information is given to customers. Information must be clear and it must describe the places of tourist interest pertaining to climate, accessibility, amenities, facilities, activities, people, culture, etc. More particularly, tour brochure contains description with images about the places, hotels, transports and other inclusive services. Thus, travel agency and tour operators provide information free of cost through telephone and internet. For example, Cox and Kings and SOTC have created toll free number for information seekers. Auto reply or reply through customer care executives disseminates information. Specific information like travel mode, accommodation, meal plan, attractions, activities and events at a destination is also provided.

**Q.6. Discuss the term 'Travel documentation'.**

**Ans. Travel Documentation**

Travel documentation are processed for FIT and GIT package tours. Travel documents include processing of passport, visa and health certificate along with currency endorsements before the commencement of tours. The most important task is to follow the issue of visa from Consulate Offices. It takes time to get the VISA clearance from the embassies. As far as tourist visa is concerned, there is no much hassle to get visa processed when it is pursued by tour operator. Visa is an endorsement on a passport indicating the holder is allowed to enter, leave

or stay for a specified time period in a country visited. Health certificates, vaccination, insurance, foreign currency and restricted area permits are also processed much before the commencement of tour. All these formalities are managed by travel agencies and tour operators to help customers or member of GIT and FIT travel comfortably.

**Q.7. Explain the term 'Travel Insurance'?**

**Ans. Meaning of Travel Insurance**

Travel insurance is a new business area that constitutes an attractive source of revenue. Customers are much aware of safety of their travel and compensation of package tour. There are attractive insurance schemes introduced by insurance companies to take care of life and package tour insurance. Premiums for these two purposes are added into the cost of package tour or sometimes it is excluded from the cost of package tour. Typical travel insurance may cover insurance for life, accidents, medical treatment, baggage loss, trip cancellation and similar losses.

**Q.8. Explain the role of Information Technology for the growth of tour operation business.**

**Ans. Role of Information Technology**

Information technology has become an enabler for the growth of the travel agency and tour operation business. Travel agencies have no choice but to adopt new technologies to maintain quality standard of services. Most of the modern travel agencies are automated to deal with the clients. It enables to optimize productivity with the extensive use of technology. The modern gadgets include telephones, fax, electronic mail, photocopiers and computers as essential communication equipment for travel information. Proper use of communication technology can reduce time and costs. The staff members are selected on the basis of their adequate computer skills. The implementation of the MIS system can identify the problems and hence, it can generate and evaluate the alternative course of actions after collecting the necessary feedback. For example, the e-ticketing is a global phenomenon to earn commissions on ticketing.

**Q.9. Discuss the commission from transaction of foreign exchange as a source of income for a travel agency.**

**Ans. Commission from Transaction of Foreign Exchange**

Many travel agents and tour operators obtain authorization from Reserve Bank of India (RBI) for selling and buying of foreign currency. At the same time, inbound tour operators get authorization for receiving the payments in foreign currency for sale of package tours foreign nationals whereas outbound tour operators make the payments in foreign currency to hotels and ground transport operators.

Thus, travel agents do the retailing of foreign currency directly to customers who plan to travel abroad. Travel agencies also earn commission from the wholesale foreign exchange dealer for the transactions of foreign currencies. Most of the foreign exchange dealers deal with US dollar, Great Britain Pound, Singapore Dollar, Australian Dollar, Euro, Yen and Franc. Out of all the currencies, US dollar, Pound and Euro are largely transacted for sale of inbound package tours in India.



**Q.10. What are the various types of passports?**

**Ans. Types of Passports**

Following are the three types of passports :

1. **Regular Passport** : It is issued for normal travel purposes such as business or vacation. The colour of the passport cover is Navy Blue.
2. **Diplomatic Passport** : It is issued especially for Indian diplomats and top ranking government officers for visiting overseas for official tours. The colour of this passport cover is Maroon.
3. **Official Passport** : It is issued to those Indian who represent the government for official or business purposes. The colour of this passport cover is White. Passports and travel documents remain to be invalid to certain countries.

**Q.11. Explain 'gratis visa' and 'diplomatic or official visa' ?**

**Sol.** 1. **Gratis Visa** : It is granted to diplomats and officials or UN officials travelling on duty or those travelling to India on invitation of Government of India as its guest. Gratis visa is also granted to those who travel on the scholarship under Cultural Exchange Programmes.

2. **Diplomatic/Official/UN Official Visa** : It is granted to Diplomats or Officials assigned to their countries Missions/Posts in India or Diplomatic or Official or UN passport holders working in UN or international organizations located in India and their spouses or children holding any type of passport are granted diplomatic or official visas.

**Q.12. What do you mean by employment visa ?**

**Ans. Meaning of Employment Visa**

This type of visas is valid for one year at a time and is granted to foreigners provided the foreigner is a skilled and qualified professional, engaged by a company, organization or undertaking in India on contract or employment basis at a senior level, skilled position such as technical expert, senior executive, or in a managerial position. Proof of employment in the form of employment contract like an appointment letter, contract letter, applicant's resume and proof that the organization is registered in India are required. Duration of visa would depend on the period of the contract and grant of visa under this category are decided on case to case basis.

**Q.13. Discuss the following types of visa.**

1. **Journalist visa**
2. **Business Visa**
3. **Missionary Visa**

**Ans.** 1. **Journalist Visa** : Journalist visa is issued to professional journalists, press-persons, film-persons other than commercial etc and similar personnel in the field of information such as travel writing, travel journalism, travel promotion or photography, travel television production and those who write on fashion, costumes and sports. It is normally valid for up to six months.

2. **Business Visa** : It is granted by Missions of Posts to foreign business persons to set up industrial/business venture or to explore possibilities to set up industrial or business venture in India or to buy or sell the Industrial or commercial products. Proof of financial standing and expertise in the field of intended business must be produced. It is valid for up to five years.

3. **Missionary Visa** : A Missionary Visa is issued to the person who visits India for religious reasons. The visa is single entry visa. Visa to foreign missionaries, other than those holding no-objection certificate to return to India for endorsements are granted only after clearance by respective Ministry of Department in India.

**Q.14. What do you know about 'medical and medical attendant visa' and 'Universal visa' ?**

**Ans.**

### **Medical and Medical Attendant Visa**

Indian Mission of Posts abroad may issue Medical Visa (MED) to foreign nationals visiting India for medical treatment in recognized specialized hospitals or treatment centres in India. Visa is permissible for treatment under Indian system of Medicine also. It is valid for one year or the period of treatment, whichever is less. Attendants/Family members of patients for medical treatment shall also be granted Medical Attendant visa (MEDX) co-terminus with the Medical visa of the patient. Attendants should be spouse or children or those having blood relations with the patient only two attendants are allowed.

### **Universal Visa**

Universal visa is a multipurpose life-long visa which Indian Missions and Posts abroad or the Ministry of Home Affairs may grant to Foreigners holding Overseas Citizens of India (OCI) card. The Holder of universal visa can study, do business or take up employment in India and is exempted from the requirement of registration with FRRO/Police authorities for any length of stay in India.

**Q.15. What is meant by Temporary Landing Permit (TLP) ?**

**Ans.**

### **Meaning of TLP**

The Immigration Officer has the right to issue a Temporary Landing Permit (TLP) for a time period of 72 hours by retentions of the passport to any foreign national. A TLP is granted if foreigner does not have a valid visa and the officer is satisfied of the person's purpose of visit and also the transiting foreigner has an onward journey ticket within 72 hours.

The nationals from Sri Lanka, Bangladesh, Pakistan, Iran, Afghanistan, Somalia, Nigeria and Ethiopia are not provided with the TLP facility. If a foreigner needs to visit India without a Visa, in case of emergency situations such as death of a family member etc, then TLF are granted to them provided that the person has to produce a bonafide proof to the FRRO/FRO-cum-District Superintendent of Police. The TLF is granted for a period of 15 days and if they wish to extend it, they are required to contact Ministry of Home Affairs, Foreigners Divisions; New Delhi.

**Q.16. State the various items that are not permitted to carry on their travel in airlines.**

**Ans.** The items that are not permitted to carry include the following :

1. As far as gold and silver jewels in excess of permitted limit is concerned, the maximum limit for females is ₹ 20,000 and ₹ 10,000 for males.
2. Indian currency exceeding the amount of ₹ 1000.
3. Harmful drugs such as coca leaf, cocaine, hemp, charas, opium, morphine, etc and also their mixtures or derivatives.
4. Vulgar material that includes obscene magazines, books, pamphlets, drawing, painting, representation, figure or any such them.
5. Some other restricted items include plants, parts of plants, soil seeds, fruits, dry fruits, vegetables, flowers, coffee seeds, coffee beans, cottons and un-manufactured tobacco.

6. Pet animals and birds are allowed, but in limited numbers only.
7. Fire armaments.

**Q.17. What do you mean by itinerary ?**

**Ans. Meaning of Itinerary**

An itinerary is a schedule or an arrangement of programmes or events. It is prepared for designing package tour. The origin, destination and en-route halting points and duration of halts along with elements of services like hotel rooms transports, activities and miscellaneous services are clearly described in tour itinerary. An itinerary gives detailed information about nature, type, length and quality of package tour. Importantly, it determines sales of package tour and it is aptly a selling point for alluring customers to buy package tour.

### SECTION-C (LONG ANSWER TYPE) QUESTIONS

**Q.1. Discuss the procedure of applying for an Indian Visa.**

**Ans. Procedure of Applying for an Indian Visa.**

For travel to India a regular/e-Visa along with passport is mandatory. Only categories exempted under bilateral arrangements may not need a visa. For persons of Indian origin also (all categories), OCI card is mandatory. The different ways of applying for a Visa are given below.

**A. For Regular/Paper Visa by Indian Mission/Post**

**Step 1 : Apply Online :** Applicants are required to fill and submit an online application form (<http://indianvisaonline.gov.in/visa/Registration>)

**Step 2 : Submit Documents :** Once the form is filled and submitted, applicant must print the completed application form and sign and submit the physical copy along with the supporting documents and the Passport to the concerned Indian Visa Application Center (IVAC) or directly at the Indian Mission on the scheduled appointed date.

**Step 3 : Receive Visa :** Collect your visa from Indian Mission/Visa Application Center or by post.

**B. For e-Visa by Bureau of Immigration**

**Step 1 : Apply Online** (Fill up online visa form, upload Photo and Passport Page)

**Step 2 : Pay eVisa Fee online** (using Credit Card/Debit Card/Payment Wallet)

**Step 3 : Receive Electronic Travel Authorization (ETA) online** (ETA will be sent to the email ID provided)

**Step 4 : Print ETA** (e-Visa will be stamped on passport at Immigration Check Post)

**C. For Visa on Arrival**

For the grant of Tourist Visa on Arrival (TVOA), tourist are required to fill a simple Visa application Form provided by the Immigration Officer on arrival at the concerned airport in India. Nationals of Japan, South Korea and UAE are eligible for Visa-on-Arrival and for UAE it is extendable to such nationals who had earlier obtained e-Visa OR regular/paper visa for India.

**Q.2. Elaborate the major functions of tour operators.**

**Ans. Function of Tour Operators**

A tour operator is like a service provider, providing the most convenient option for tourists to stay, visit, as well as leave from the city. A tour operator owns a high volume of travel services

across carriers, services and accommodation. Some most important functions of the tour operators are following as :

1. **Planning a Tour** : The most important functions of the tour operators are planning a tour. Tour operators plan a tour and make tour itinerary which contains the identification of the origin, destination and all the stopping point in a traveller's tours. A prospective tour operator also gives advice to intending tourists in various types of tour programmes, which they may choose for their leisure or commercial travel.
2. **Making Tour Package** : Tour operator buys individual travel components separately from there suppliers and combines them into a package tour. Tour operators make tour package by assembling various travel components into a final product that is called package which is sold to tourist with own price tag. Making tour package is also an important function of Tour Operator.
3. **Arranging a Tour** : Tour operators make tour package and also arrange a tour according to tourist demands. Tour operators arrange the tour package and various tourists activities to provide the best experience to tourist/traveller.
4. **Travel Information** : Whatever the size of tour operators, it has provided necessary travel information to the tourists. This task is utterly difficult and very complicated. A tour operator must give up-to-date, accurate and timely information regarding destination, modes of travel, accommodation, sightseeing immigration, health and security rules about various permits required to travel in a particular area etc.
5. **Reservation** : It is a very important function of all type tour operators and travel agencies. Tour operator makes all the reservation by making linkages with accommodation sector, transport sector and other entertainment organization to reserve rooms, and seats in cultural programmes and transportation.
6. **Travel Management** : Tour operators manage tour from beginning to the end of the tour. A tour operator has the responsibility to look after the finer details of a vacation or tour such as hotel, accommodation meals, conveyance etc. Tour operators provide travel guide, escorting services and arrange all travel related needs and wants.
7. **Evaluate the Option Available** : Tour operators evaluate all available options to provide a unique or unforgettable travel experience to tourists during their journey. Tour operators evaluate the various option available for a tour package and provide best of them to tourists.
8. **Promotion** : Tour Operators makes tour packages and promote them into various tourists markets at domestic as well international level. Tour operators promote a travel destination to attract a large group of tourists at domestic as well as international level. In the promotion of tourist destination, tour operators play a key role. Travel agencies or tour operators are called as image builder of a country.
9. **Sales and Marketing** : Tour operators do sales and marketing of tourist products. Tour operators buy individual travel components separately and combine them into a tour package, which is sold with their own price tag to the public directly. Tour operators do marketing of tourist destinations and tourism product to attracts the attention of the tourist/travellers.
10. **Taking Care of Glitch** : Tours operators are also called handling agencies which handles tour package and take care of the glitches and problems arises during a tour packages. Tour operators fix the glitches and provide the best available alternative to tourists during their journey.

**Q.3. Discuss the various sources of income of a travel agency or tour operators.**

**Ans. Sources of Income of a Travel Agency**

Following are the main sources of income of a travel agency :

- 1. Commission on Selling their Product to the Clients :** The industry suppliers pay these approved agents a commission on the service sold on their behalf. The commission is usually a fixed percentage of the sales prices of the or the service or the product sold, and is paid to the travel agent/tour operator after the sale of the service or product. The commission is deducted from the final payment and the balance is forwarded to the principal. For example, a client purchases a tour worth ₹ 20,000. If the commission for that tour is 10 percent for the tour operator then the travel agent will retain ₹ 2000 and forward the tour Operator the net amount of ₹ 18,000.

Some service providers such as airline give commission only to officially appointed travel agencies. Officially approved agencies are those agencies which are approved by IATA. To be an IATA approved agency it is necessary that the staff working in the agency is IATA qualified. Non-IATA accredited agents work as subagents for IATA accredited agents and earn a commission of around 4.5 per cent of the basic fare. Commission received from principal from principal suppliers is shared by non-appointed or non IATA travel agents who obtain tickets from IATA appointed travel agents. Such commission is called split commission or shared commission.

- 2. Incentives or Override :** As learner have understood that, In addition to the commission, some service providers may pay incentives to the travel agents who have given large amount of business in terms of sales volume to them. These incentives are referred to as overrides or bonuses.

The Commissions given by the principal suppliers are normally fixed, but some suppliers offer the agency an override, *i.e.* higher the sales, higher will be the commission rate. Sometimes a part of this commission may be passed on to the customer as a discount rate.

Travel agency also received incentives from tour operators. If they are able to sell a fixed number of tour packages in a fiscal year, the tour operators gives them turnover incentives. The amounts of such incentives. The amounts of such incentives are mutually decided.

- 3. Service Charge For the travel agency :** Service charges are another source of revenue to travel agents which are charged for services rendered to the clients. For instance, for getting a passport or a visa the travel agency charges the client as they do not receive any commission on selling these services. Some service providers may give the travel agent very less commission which is insufficient to cover the expenses of the travel agency. Such charges are very high nominal and vary from ₹ 100 to 250 per task.

In such cases the travel agent charges the client for services rendered the service charges differ from travel agency to travel agency and on the nature of service provided. Apart from commission and service charges, the agency gets additional income from other sources. They are as follow :

- (i) Mark up on Tours :** Travel agents buys the travel products from the principal suppliers in large volume, at net rate or discounted rate, and creates his/her own package tour. The travel agents tries to get the best prices for each components of



the package tour and then add a marks up to the tour cost for selling it to the clients directly or through other travel agents.

- (ii) **Wholesale Fee** : Some wholesalers may not pay the usual 10 per cent commission to the travel agents for selling their tours. Instead, they will pay a flat fee for each reservation made.
- (iii) **Representation Fee** : The tour operators or airlines may not have their branch offices in all cities of the country or world. In this care, the tour operator or the airline may appoint a general sales agent (GSA) who could be travel agent, to handle their business in these cities, so as to generate higher sales. The GSA will handle the service of the tour operator or principal service provide to promote the sales. The tour operator will pay a fixed fee on commission and a budget for advertising and promoting their products to the GSA.
- (iv) **Profit Form sales of own tours of travel Agency** : Some travel agencies operate as tour operators in limited areas of tourist interest, called sectors. Thus, they earn profits from the sales of their own tours. We have already stated that some travel agencies graduate as a tour operators after some time. It is quite natural if their operations expand in the domestic and international markets.
- (v) **Commission From Tours Operator** : Travel agencies approaches a tour operator for its services on the behalf of its client. It sells this services of tour operator as a middleman between the tourist and the tour operator. It gets commission, which is also part of its income.
- (vi) **Commission Hotels and Own Tours** : Travel agencies books hotels on behalf of their clients, they market and sell the hotel service and get commission in return. Thus, they get certain fixed percentage on sales effected by them.
- (vii) **Commission from Modes Transport** : Travel agencies gets commission from various operators of transport operator services such as airlines, AC coaches, cruise lines, ships etc. These transport companies give commission on as certain percentage to the agency that books the packages for its clients. Normally, this percentages varies from 2 per cent to 20 per cent.

**Q.4. Discuss the procedure of approval of travel agency from ministry of tourism.**

**Ans . Procedure of Approval of Travel Agency**

The Ministry of Tourism, Government of India has a scheme whereby any travel agent can get recognition as an approved travel agency. The aim and objective of the scheme for recognizing a travel agency are to promote tourism in India. This is a voluntary scheme opened to all a bonafide travel agencies in the country. According to the Ministry of Tourism, a travel agency is one to make arrangement of tickets for travel by air, rail and ship and for assisting with passports, visas etc. It may also arrange accommodation, tours, entertainment and other tourism related service.

Before recognition is accorded, the travel agency must fulfill following conditions :

- ◆ The application for a grant of recognition is to be given in the prescribed from the submitted in duplicate. (See format below)
  - (a) The travel agency must have a minimum paid-up capital of ₹ 5 lacs, duly supported by the latest balance sheets/Chartered Accountant's Certificate.

- (b) The travel agency should be approved by International Air Transport Association (IATA) or should be the General Sales Agent (GSA) of an IATA member airline.
- (c) The travel agency should have been in operation for a minimum period of one year before the date of application.
- (d) The minimum office space where the travel agency has to establish a business be 250 sq. feet. Besides, the office must be located in a neat and clean surrounding and equipped with a telephone, Fax, Computer Reservation System (CRS), etc. The office must be located preferably on the ground floor first floor, situated in a residential area with sufficient space for a reception and easy access to washroom facilities.

The travel agency should be under the charges of a full time. Member professionally trained, experienced in matter relating to ticketing, transport accommodation, facilities, currency customs regulations and other tourism related service, In addition, greater emphasis must be given to effective communication skill and knowledge of foreign languages, other than English.

- (e) There should be a minimum of four qualified staff out of which at least two should have a diploma/degree in travel and tourism from a recognized university (IITTM) or institution approved by AICTE. The academic qualification may be relaxed in case of exceptionally experienced personnel in airlines, shipping transport, PR agencies, hotels other corporate bodies and those who have worked for at least three years with IATA/UFTAA agencies.
  - (f) The travel agency should be an income tax assesses and should have filed their income tax return for the current assessment year.
- ◆ The travel agency should employ only regional guides trained and licensed by the Department of Tourism, Government of Tourism and state level guides as well as local guides approved by the state government.
  - ◆ For outsourcing any of the services related to tourists, the travel agency should use approved specialized agencies in the specific field of activity.
  - ◆ Initially the recognition as a travel agency is granted for a period of three years and renewed thereafter for five years on an application made by the travel agency, along with prescribed fee.
  - ◆ The travel agency will be required to pay a non-refundable onetime fee while applying for recognition. The fee is to be made payable to an accounts officer, Ministry of Tourism, in the form of a bank draft.
  - ◆ Recognition is to be granted to the head quarter officer of the travel agency. Branch offices will be approved along with head quarter office. Branch offices can also be approved subsequently provided the particulars of these are submitted to the Ministry of Tourism and accepted by it.
  - ◆ The travel agency granted recognition shall be and entitled to such incentives and concessions as may be granted by the government from time to time and shall abide by the terms and conditions of recognition as prescribed from time to time.

The decision of the government of India in the matter of recognition is to be final. However, the government of India may at their discretion refuse to recognize any firm, or withdraw/withhold at any time recognition already granted, with the approval of the

competent authority. However, before such a decision is taken, the necessary show-cause notice would be issued and the reply considered on merit. This will be done as a last resort and circumstances in which a withdrawal is resorted to would also be brought out.

**Q.5. Discuss the major guidelines for recognition as an approved tour operator.**

**Ans. Guidelines for Recognition as an Approved Tour Operator**

1. The aims and objectives of the scheme for recognition shall be to promote tourism in India. This is a voluntary scheme open to all bonafide tour operators.
2. **Definitions** : A tour operator is one which makes arrangement for transport, accommodation, sightseeing, entertainment and other tourism related services for tourists.
3. All applications for recognition as a tour operator shall be addressed to the Director General of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi-110001.
4. The following conditions must be fulfilled by the tour operator for grant of recognition by the Ministry of Tourism :
  - (i) The application for grant of recognition should be in the prescribed form and submitted in duplicate.
  - (ii) The tour operator should have a minimum paid up capital (or capital employed) of ₹ 2.00 lakh duly supported by the latest audited Balance Sheet/Chartered accountant's certificate.
  - (iii) The turn over in terms of foreign exchange or Indian rupees by the firm from tour operation only should be a minimum of ₹ 10.00 lakh duly supported by Chartered Accountant's certificate.
  - (iv) The tour operator should have an office under the charge of a full time member of the staff, who is adequately trained/experienced in matters regarding transport, accommodation, currency, customs regulations and general information about travel and tourism related services. However, greater emphasis may be given to effective communication skills and knowledge of foreign language other than English. There should be a minimum of four qualified staff members out of which at least two should have a Diploma/Degree in travel and tourism from a recognized university, IITM or an institution approved by AICTE.

The academic qualifications may be relaxed in case of exceptionally experienced personnel in airlines, shipping, transport PR agencies hotels and other corporate bodies and for those who have two years experience with Ministry of Tourism approved tour operators.
  - (v) The tour operator should have been in operation for a minimum period of two years before the date of application.
  - (vi) The minimum office space should be of 250 sq. ft. Besides, the office should be located in neat and clean surroundings and equipped with telephone, fax, computer reservation system, etc. The office should be located prefer able on a ground floor or first floor, if situated in residential area with sufficient space for reception and easy access to toilets.
  - (vii) The tour operator should be an income tax assesses and should have filed Income Tax Return for the current assessment year.

5. The recognition as an approved tour operator shall be granted for three years and renewed thereafter every five years on an application made by the tour operators along with the fee.
6. The tour operator is required to pay a non-refundable fee of ₹ 2000 while applying for the recognition. The fee will be made payable to the Pay and Accounts Officer, Ministry of Tourism in the form of a Bank Draft. The fee for recognition of each branch office will be ₹ 1000 Fee for renewal will be ₹ 1000 and ₹ 500 for the Head and Branch Offices respectively.
7. Recognition will be granted to the Head Office of the tour operator. Branch Offices will be approved along with the Head Office or Subsequently, provided the particulars of the Branch Offices are submitted to the Ministry of Tourism and accepted by it.
8. The decision of the Government of India in the matter of recognition shall be final. However, the Government of India may in their discretion refuse to recognize any firm or withdraw/withhold at any time, recognition already granted with the approval of the competent authority. Before such a decision is taken, necessary Show Cause Notice would invariable be issued and the reply considered on merit. This will be done after careful consideration and generally as a last resort. Circumstances under which withdrawal is resorted to would also be brought out.
9. The tour operator granted recognition shall be entitled to such incentives and concessions as may be granted by the Government from time to time and shall abide by the terms and conditions of recognition as prescribed from time to time by the Ministry of Tourism, Government of India.
10. The tour operator should employ only regional guides, trained and licensed by the Ministry of Tourism, Government of India and state level guides approved by State Governments.

**Q.6. Discuss the procedure to apply for visa. Also state the documents required to be submitted for visa.**

**Ans. Procedure to Apply for Visa**

A visa is a certificate prepared by the immigration officials of the foreign country with stamp marked on a passport after verifying the person's credentials. It gives the person the right to enter a country and stay for a temporary period. Applying for visa to India must be submitted to the High Commission of India in the country of the person who wishes to travel to India. A foreigner coming to India requires a passport and an Indian visa. The office of High Commission decides the duration of the visa. The applicant may either go in person or apply through post. It is the Consular Passport and Visa Division (CPV) of the Ministry of External Affairs that issues the visa to the foreigners.

The applicant may either go in person or apply through the post. The visa to India applied to the High Commission of India in the country of the person who wishes to travel to India. Non-resident Indians (NRI) and Persons of Indian Origin (PIO) do not require a visa to enter India if they possess an Overseas Indian Citizenship (OCI) or a PIO card. This card gives them the freedom to visit India at any time throughout their life. Those NRIs and PIOs do not have this OCI or PIO card can apply for a Visa through the normal procedure.

Following documents are required to be submitted for visa :

1. Filled-in visa application form :

2. Additional visa application form to be filled up by Foreign Passport Holders.
  - (i) Visa application form must be filled correctly. Incomplete applications and applications with wrong information shall not be processed.
  - (ii) Name and other relevant particulars must be filled in as per the details in the passport.
3. **Passport** : It should have a minimum validity of six months on the date of application with at least two blank pages.
4. **Photographs** : Latest two identical passport size (4" ×4") photographs (black/white or color) depicting front post against light background.
5. **Supporting documents** : The visa application should be accompanied with supporting documents on type of visa applied for.
6. **Visa Fee** : There is different fee schedule for the amount of fee, for the different type of visa. Visa fee is accepted only in cash.

**Q.7. Enlist the documents required for foreigners to visit India.**

**Ans.**

**Documents Required for an Entry Visa**

1. Original passport valid for a minimum of 6 months and having at least 3 blank visa pages.
2. A photocopy of the data page of the passport.
3. Two passport size photographs (2 × 2 inch).  
Photos should be glued to the form : The first on page 1 in the box provided and the second on the bottom right hand corner of page 2.
4. An Indian Government visa application form duly filled in online.  
The application form for Regular/Paper visa can be found on the official website [www.indianvisaonline.gov.in](http://www.indianvisaonline.gov.in) Your form should be signed in the box under the photograph on page 1. This signature should match the signature on your passport. You should validate the data on your form and accept the declaration by signing at the bottom of page 2.

**List of Additional Documents**

- (i) If the applicant is of Indian origin (born Indian) and has held an Indian passport in the past (one of the documents mentioned below to be attached with the application form)
  - ◆ A copy of their "Surrender Certificate"
  - ◆ A copy of their cancelled Indian Passport
  - ◆ A "Sworn Affidavit" which can be obtained at the Embassy of India
- (ii) If the applicant is of Indian origin (born in India) and was granted a nationality other than Indian by birth (one of the documents mentioned below to be attached with the application form)
  - ◆ A copy of the first passport (provided it was delivered in India).
  - ◆ A copy of the "Nationality Certificate" Specifying that they have obtained their current nationality by naturalization/birth.
  - ◆ A "Sworn Affidavit" which can be obtained from the Embassy of India.
- (iii) If you were born in India but are not of Indian origin.
  - ◆ An explanation letter in English addressed to the consular services giving details and reasons for your birth in India.





3. **Selection of Ideal Location** : Selecting a site is an arduous task. An ideal location provides an added advantage for a business to grow in more competitive environment. A company must be visible and easily accessible to its clients. The ideal location is preferably a ground-floor office with adequate nearby parking. Office space must be as stipulated by IATA or any other standard organization.
4. **Investment Capital** : Capital is essential to set up and expand a business. It is the lifeline of a company and is necessary at every stage of its operations. Capital can be arranged from its source or commercial banks at a subsidized rate of interest. As in India, various schemes have been implemented by banks and financial institutions to cater to the financial needs of tourism and hospitality-related businesses. The ministry of Tourism and the Ministry of Small and Medium Enterprises extend provisions of loans with less rate of interest.
5. **Hiring Qualified and Skilled Workforce** : A travel agency is service-oriented and human resources is a core component of the total resources of a travel agency. Therefore, it is essential to hire efficient personnel with professional qualifications and skills. According to IATA or any other recognized organizations, it is vital to have a minimum of two staff members qualified from an approved tourism educational institution.
6. **Develop Technical Resources** : In today's world, it is crucial to be up-to-date with technological advancements even in the tourism and hospitality sector. Most travel agencies and tour operators use major computer reservation system applications such as-GDS and software applications such as Amadeus CRS, Galileo CRS, SABRE and World span.  
Adoption and use of technological advancements make the job easy and enhances the productivity of the company. The online presence of a travel company is also crucial in today's modern scenario where everything, including travel information and distribution, booking, controlling the operation, handling the clients, fund transfer can be done with the help of mobile phones or laptops. Developing the website and mobile apps for a travel company has become a must demand and market trend.
7. **Managing Cash Flow** : A travel agent not only needs the investment capital to start a business but also needs continuous cash flow for day-to-day business operations. Running out of cash despite your other assets will cause the risk of business failure. Therefore, cash flow consideration is important as any other business function. It will also help you figure out your business viability.
8. **Recognition from Professional Agencies** : Getting certified from any local, national or international organization has a profound impact on the clients and market. Though it is not mandatory, it is a sign of credibility and makes any travel company stand out from others. Therefore, one should work towards acquiring needed certifications for their business. The Ministry of Tourism (GOI), IATA, IATO, TAAI, PATA, ASTA and other professional agencies provide such certifications and recognitions. However the Department of Tourism of all state Government in India also recognizes tour operators and travel agents.
9. **Legal Documents Required** : Some primary legal documents are needed to start a new travel agency business which is as follows :
  - (i) Certificate of Incorporation

- (ii) Certificate for commencement of business
- (iii) Business License
- (iv) Business Plan
- (v) Statement of Business
- (vi) Education Certificates of Staff Members
- (vii) Online privacy policy
- (viii) IATA or any other approved organizations approval.
- (ix) Minimum office space of 150 sq. ft.

**Q.9. Elaborate the procedure of approval of travel agency from International Air Transport Association. (IATA)**

**Ans. Procedure of Approval of Travel Agency from IATA**

The Travel agency needs to be recognized or approved by airlines. In fact, the sale and purchase of International airlines tickets are regulated by the International Air Transport Association (IATA) Whereas the sale and purchase of domestic airline's tickets are approved/regulated by the concerned Government and Ministry of Tourism or Civil Aviation. These approvals are necessary in all countries whether travel agencies are appointed by IATA and/or Govt. Civil Aviation or any other agency authorized by these such as ARC in and US and Canada etc. In these countries, the Airlines Reporting Corporation (ARC) in the US and Canada etc.

According to the industry agent's handbook, the main objective of ARC is to provide method of approving/authorizing travel agency location for sale of airlines tickets and cost effective procedures for processing records and funds of such sales to customers.

The applicant's ability to generate new business is another requirement to be taken into consideration by IATA before considering an applicant for approval. This is to ensure that agent is capable of generating new business in the market and has sufficient contacts to do so.

Any travel agency, in order to get IATA approval for selling the services of IATA airlines worldwide, has to ensure the following :

1. Financial standing
2. Suitability of the premise
3. Security for control of ticket stock
4. Proficiency of the staff
5. Ability to generate new business
6. Good will

**Q.10. Discuss the process of foreign currency Encashment.**

**Ans. Process of Foreign Currency Encashment**

The hotel industry in any country is a prime source for the generation of foreign currency exchange. Foreign Currency Exchanges are done in hotels through a strict system of checks and records. In a hotel, the front office cashier is the authorized person on behalf of the management to receive foreign exchange. As most of the overseas visitors prefer to pay their hotel bills in foreign currency, but cannot sell it. If the guest has settled his account in foreign currency, the cashier must know the rates of exchange. The hotel can exchange the foreign currency, the balance should be given in the local currency. The foreign currency exchange

rate offered by the hotel might be slightly higher than the bank rates. This is done to cover up the administrative costs, market fluctuations in the exchange rates and a small profit. Hotels accept foreign currencies but not coins.

Process of foreign currency encashment is as follows :

1. Request the guest to produce his/her passport and determine the credentials.
2. Ask to the guest for his room number.
3. In case of non-residence, request his/her to contact the lobby manager for his authorization for the transaction.
4. Find out the type of currency to be exchanged and determine whether it is exchangeable as per governor banking regulation.
5. Fill in the details in the foreign exchange encashment certificate.
6. Request to the guest to sign the travelers cheque and voucher in person.
7. Compare the signature.
8. Receive the amount of foreign currency in cash or travellers cheque.
9. Calculate the total amount to be paid in local currency by multiplying the foreign currency amount by the rate of exchange.
10. Give the original copy of the certificate and the total amount in local currency to the guest.
11. Attach the second copy of the encashment certificate to the notes to the traveller's cheque.
12. Leave the third copy in the book.

**Q.11. Fill in the details in reception cashier's report.**

**Ans. Fill in the details in the foreign currency control sheet**

Foreign currency Encashment certificate				
Guest Name : _____		Date : _____		Reg. No. _____
Passport No : _____		Nationality : _____		Room No. _____
T. Cheque No. or Currency Note No.	Amount	Type of money	Exchange Rate	
			Rs.	Ps.
State name of the bank In case of T. Cheque				
Guest Sign : _____ Approved by : _____ Cashier : _____				
We further certify that we have adjusted a sum of ₹ _____ out of the above mentioned Rupee equivalent towards settlements of own bill numbers _____ totalling ₹ _____ encashed from hotel clients.				
<b>CASHIER</b>				

**Q.12. Elaborate the various types of visas issued by the Indian Embassy.**

**Ans.**

### **Types of Visas**

The information below provides an overview on the type of visas issued by the Embassy.

1. **Transit Visa** : A Transit visa is issued to an individual who is transiting through India to another destination and is able to provide enough proof of such travel plans by way of valid tickets for onward journey (via India). Single/Double entry visas, valid for a maximum of 15 days, are issued to applicants who would be transiting through India. The validity of the visa starts from the period of issue of the visa and therefore if an individual is unable to travel to India within 15 days of issue of the visa, he should obtain another Transit visa. During Transit, the individual can remain in Transit in India for a maximum of 3 days at a stretch. The applicant should have visa[s] for the destination before applying for the transit visa. Transit visa is not available at airports in India.
2. **Tourist Visa** : Tourist visa is issued to a foreigner who does not have a residence or occupation in India and whose sole objective of visiting India is recreation, sight-seeing, casual visits to meet friends and relatives etc. Only those on bona fide tourist visits should apply for tourist visas. A tourist visa cannot be used for any other purpose such as business, education, research, writing articles, social work etc. A Tourist visa should not be applied for if the purpose of visit falls under any of these categories. Tourist visa is nonconvertible and non-extendable. For multiple entry long term tourist visas, a copy of itinerary along with flight reservations for all the planned trips to India is required. Long term tourist visa is issued to travel agents who have to visit India frequently. Those on tourist visas will also need to register with the Foreigners Regional Registration Office (FRRO) in case they stay continuously in India for more than 180 days.  
It may be noted that there should be a gap of two months (60 days) between two visits to India on tourist visa or re-entry of nationals of Afghanistan, China, Iran, Pakistan, Iraq, Foreigners of Pakistan origin and Stateless Persons.  
People of Indian Origin holding foreign Passport are advised to apply for X Visa.
3. **X Visa** : People of Indian origin holding a foreign passport are eligible for X visa only. As per rules, such people can not be issued a Tourist visa. As an advice it is recommended that people of Indian Origin may apply for OCI/PIO cards to tide over the visa proble in the long run.
4. **Business Visa** : Business visa is granted to a foreign national who wants to visit India to establish an industrial/business venture or to explore possibilities to set up industrial/business venture or wants to purchase/sell industrial products in India.  
An applicant for business visas might be interviewed by the consular office if the need so arises.
5. **Employment Visa** : Employment visas are issued to skilled and qualified professionals or persons, who are engaged or appointed by companies, organizations and economic undertakings as technicians, technical experts senior executives etc.
6. **Student Visa** : A student visa is issued to an individual, whose sole objective is to pursue regular and full time academic studies in India and for no other purpose/activity. Such visas are issued for the duration of the course or for a period of



five years, whichever is less, to bona fide students to pursue regular studies at recognized institutions in India. Proof of financial support for applicant's stay in India has to be furnished. It can be in the form of a financial guarantee provided by the parents with a copy of Bankstatement.

7. **Research Visa** : A Research visa is issued for pursuing a course of research in a recognized educational institution in India. A detailed set of documents will have to be produced by the applicant regarding the area of research and other particulars.
8. **Conference Visa** : Conference visas are issued to individuals whose sole objective is to visit India to attend a conference/seminar or workshop being held in India. Such visas are issued for the duration of the conference to be attended, based on letter of invitation and documents pertaining to the conference from the Conference organizers.
9. **Journalist Visa** : Journalist visas are given to professional journalists and photographers for up to three months stay in India. The journalist visa is normally valid for single entry to India.

Journalists who are going to India to work in any branch office of Foreign Media/TV can obtain six months multiple entry 'J' visa directly (This is applicable also to Journalists replacing a correspondent in India as well).

Foreign journalists visiting India on long term assignment (*i.e.* to be based in India), may please fill up the online form found on <http://pibaccreditation.nic.in/> (Under the category 'new users' select option 'I am applying through Indian Mission abroad') for issue of PIB cards simultaneously with submission of Journalist visa application.

Journalists, Editors/Writers of Television networks and Radio Stations travelling to India on work or vacation are required to apply along with a copy of their Media Accreditation Card and/or a document from their organization describing clearly the nature of their work and whether they are travelling on work or as tourists.

**Entry Visa** : An entry visa is issued to a person visiting for professional work, meetings, study tours or longer stay (other than for education, employment, journalism, commercial or business).

### Multiple Choice Questions

**Q.1. When a person flies out of the country, the passport is stamped with :**

- (a) entry                      (b) in                      (c) out                      (d) exit

**Ans.** (d) exit

**Q.2. The Walk way to the flight is called :**

- (a) rope bridge              (b) aero bridge              (c) fly bridge              (d) None of these

**Ans.** (b) aero bridge

**Q.3. A passenger collects his baggage at :**

- (a) belt                      (b) carrousel              (c) cruiser                      (d) None of these

**Ans.** (b) carrousel

**Q.4. Jumbo- Jet was introduced in the year :**

- (a) 1971                      (b) 1975                      (c) 1970                      (d) 1972

**Ans.** (c) 1970

**Q.5. The first Boeing 707 flew between New York and :**

- (a) London                      (b) Madrid                      (c) Paris                      (d) None of these

**Ans.** (c) Paris

**Q.6. A passenger protects himself while travelling by buying :**

- (a) tickets                      (b) insurance                      (c) credit card                      (d) Traveller cheque

**Ans.** (b) insurance

**Q.7. Travel by land is called what transportation ?**

- (a) land                      (b) water                      (c) surface                      (d) None of these

**Ans.** (c) surface

**Q.8. One of the following does not belong to linkages :**

- (a) banks                      (b) insurance                      (c) DOT                      (d) airlines

**Ans.** (c) DOT

**Q.9. Cargo ships are called :**

- (a) cruise                      (b) goods                      (c) merchant                      (d) None of these

**Ans.** (c) merchant

**Q.10. The code a passenger gets when he books a ticket on an airline is called :**

- (a) PRN                      (b) PNR                      (c) NPR                      (d) FAM

**Ans.** (b) PNR

**Q.11. Eastern Prince Dept. was the name of ..... travel agency.**

- (a) Jeena                      (b) Henry wells                      (c) Thomas Cook                      (d) None of these

**Ans.** (c) Thomas Cook

**Q.12. Mr. Cook changed the name of his agency to Thomas Cook India (Ltd) in the year :**

- (a) 1975                      (b) 1978                      (c) 1979                      (d) 1977

**Ans.** (b) 1978

**Q.13. Foreign tourist can be brought to India if the tour or travel agency has approval of :**

- (a) IATA                      (b) DOT                      (c) RBI                      (d) MOT

**Ans.** (c) RBI

**Q.14. Jeena and Company took Indian travellers abroad for the first time in the year :**

- (a) 1920                      (b) 1921                      (c) 1922                      (d) 1923

**Ans.** (a) 1920

**Q.15. A travel agency should be in operation for ..... years before getting approval of DOT.**

- (a) one                      (b) two  
(c) three                      (d) five

**Ans.** (b) two

**Q.16. Standard documents are issued by :**

- (a) IATA                      (b) TAAI  
(c) BSP                      (d) Airlines

**Ans.** (c) BSP

**Q.17. Validator Plate is issued to :**

- (a) airlines
- (b) BSP
- (c) travel agents
- (d) tour operators

**Ans.** (c) travel agents

**Q.18. Videsh Yatra Mitra is the brain child of :**

- (a) New India insurance
- (b) LIC
- (c) Oriental Insurance Company
- (d) None of these

**Ans.** (c) Oriental Insurance Company

**Q.19. A person travelling abroad should compulsorily need a :**

- (a) ticket
- (b) insurance
- (c) visa
- (d) None of these

**Ans.** (c) visa

**20. PAX Means :**

- (a) traveller
- (b) tourist
- (c) passenger
- (d) None of these

**Ans.** (c) passenger

**Q.21. Familiarization trip is also known as :**

- (a) MAP
- (b) FAM
- (c) AMP
- (d) None of these

**Ans.** (b) FAM

**Q.22. The place at the airport where travellers declare their items in baggage?**

- (a) Immigration
- (b) Check in
- (c) Boarding
- (d) Customs

**Ans.** (d) Customs



## UNIT-IV

# Impact of Tourism and Tourism Organisations

### SECTION-A (VERY SHORT ANSWER TYPE QUESTIONS)

**Q.1. 'Tourism helps in generating employment'. Comment.**

**Ans.** Tourism is considered as an industry. This industry involves the movement of people from one place to another. The movement of people requires infrastructure related with transport. Moving to another place, in turn, requires the accommodation for the people, which further leads to foods and drinks for them. Stay at a place leads to the interaction with the people. All these are generating job opportunity and economic activities. Interaction with local people is further associated with intermingling of the cultures of different origins.

**Q.2. Write any two positive economic impacts of tourism.**

**Ans.** Following are the two positive economic impacts of tourism :

- (i) Tourism promotes local people by giving opportunities to get the livelihood in informal sectors like street vendors, rickshaw pullers, tea/coffee stalls, magazine corners, shops with packed food items etc.
- (ii) Employment in Informal sector pumps the money into the local economy. It has rippling effects by investing and generating more income simultaneously for those people.

**Q.3. Write any four socio-cultural impacts of tourism.**

**Ans.** There are many negative social-cultural impact of tourism particularly at the destination places. Important among them are :

- (i) It reduces the bonding of family structure and promotes nuclear family norms.
- (ii) It encourages urbanisation emigration.
- (iii) Friction and resentment with tourists happens due to overcrowding and lack of recreational facilities for the local people.
- (iv) Drug abuse and prostitution are on rise at the certain tourist places.

**Q.4. Write any three negative environmental impacts of tourism.**

**Ans.** There are many negative environmental impacts of tourism particularly at the destination places. Important among them are :

- (i) The land use is altered significantly to construct houses, hotels, restaurants to meet the demand for the tourists and other people visiting the area.
- (ii) A large forest cover is removed. Agricultural land is replaced by buildings, roads and garbage disposal etc.

- (iii) Construction of roads on the slope in mountainous region leads to many problems such as soil erosion which creates ecological imbalances. Removal of plants and vegetation cover create exponential ill-effects on the environment.

**Q.5. What do you know about 7-S Mantras tourism policy?**

**Ans.** A new tourism policy was announced by the Government of India to boost the tourist sector in the country. This policy is based on 7-S Mantras. They are :

S.No.	7-S Mantras (Hindi)	English
1.	Swagat	Welcome
2.	Soochanaa	Information
3.	Suvidha	Facilitation
4.	Suraksha	Security
5.	Sahyog	Cooperation
6.	Sanrachnaa	Infrastructure
7.	Safai	Cleanliness

**Q.6. What is UNWTO?**

**Ans.** The United Nations World Tourism Organisation is the full form of UNWTO. It is an international organization responsible for the promotion, of sustainable and universally accessible tourism. The United Nations World Tourism organisation creates market knowledge and promotes sustainable policies which are competitive in nature. This organization encourages tourism education and training so that tourism can be used as an effective tool for development.

**Q.7. When was UNWTO established?**

**Ans.** WTO was established on 1st November, 1975. Then on 23rd December, 2003, WTO was transformed into a united nations specialised body now known as UNWTO.

**Q.8. Who is the current head of UNWTO?**

**Ans.** Zurab Pololikashvili is working a secretary general of UNWTO since January, 2018. The headquarters of UNWTO is situated in Madrid, Spain.

**Q.9. What are the three main objectives of UNWTO?**

**Ans.** The three main objectives of UNWTO are :

- (i) To generate market knowledge.
- (ii) To promote competitive tourism policies.
- (iii) To develop tourism sustainably.

**Q.10. When was world tourism day celebrated?**

**Ans.** World Tourism Day (WTD) is celebrated on 27 September each year since 1980. In the third session of the General Assembly of the United Nations World Tourism Organisation, it was decided to institute World Tourism Day in the year 1980. This date coincides with the anniversary of the adoption of UNWTO status on 27 September, 1970.

**Q.11. What are the main objectives of UNWTO?**

**Ans.** Following are the main objectives of UNWTO :

- (i) It aims to help its members to use tourism as a trade to stimulate economic growth.
- (ii) It aims to help its member states to create employment opportunities through tourism.



- (iii) One of the main objectives of the United Nations World Tourism Organisation is to improve international understanding among its member to prevail in peace among all nations through tourism.
- (iv) Its objective is to promote sustainable tourism and reduce poverty.

**Q.12. Discuss the role of UNWTO.**

**Ans.** Following points highlight the role of UNWTO :

- (i) **Promote Tourism** : UNWTO plays a vital role in promoting tourism so that it can help a member nation in its economic growth.
- (ii) **Education and Training** : United Nations World Tourism Organisation's role is to impart education and training in tourism.
- (iii) **Effective Tool Development** : UNWTO should work on developing effective tools for development tourism through its projects.
- (iv) **Conservator of National and Cultural Environment** : United Nations World Trade Organisation play as a regulator who can conserve the Natural and Cultural Environment.
- (v) **Situation Analysis** : UNWTO should provide real-life needs assessment and unbiased situation analysis.

**Q.13. What is the role of WTTC in sustainable tourism development?**

**Ans.** WTTC works on a number of sustainable initiatives with leading associations and organisations to ensure that Travel and Tourism benefits people/businesses, as well as nature and the environment. These include: Climate and Environment Action. Rethinking Single Use Plastic Products SUPPs in Travel and Tourism.

## SECTION-B (SHORT ANSWER TYPE) QUESTIONS

**Q.1. Why was WTTC formed?**

**Ans.** In the late 1980s a group of industry Chairs and CEOs, led by James Robinson III - then Chairman and CEO of American Express-came to the realisation that, although Travel and Tourism was the largest industry in the world and the biggest provider of jobs, few in the industry, let alone within governments, were aware of this. There was no consolidated data, nor industry voice, through which to convey this message to elected officials and policy-makers. Indeed, Travel and Tourism was considered by many as frivolous or, at least, a 'non-essential' activity.

This realisation led to an initial meeting in Paris in 1989 between a number of industry leaders from different parts of the globe. One notable outcome of the meeting was that the participants received a powerful message from Henry Kissinger, which confirmed that they represented the world's biggest industry but that it was not recognised because it was too fragmented. This gave added impetus to the group's objectives and WTTC was established in 1990, with James Robinson III as Chairman and Geoffrey Lipman as President. At the time of the first AGM in Washington in 1991, in the aftermath of the Gulf War, the Council comprised 32 Members. This first official meeting served to determine the objectives of WTTC and the key issues to be addressed.

**Q.2. Give the various major informations about UNWTO.**

**Ans.** At present United National World Tourism Organisation membership includes 160 member states and the official languages adopted by UNWTO are Arabic, English, French, Russian and Spanish. The United National World Tourism Organisation was envisioned to achieve various objectives and goals. To understand more about United Nations World Tourism Organisation the table given below has relevant information :

Title	Description
UNWTO full form	United Nations World Tourism Organisation
UNWTO Establishment Data	WTO was Established on 1st November, 1975, On 23rd December, 2003, WTO was transformed into a United Nations specialized body now known as UNWTO.
UNWTO Headquarters	Madrid, Spain
Head of UNWTO	Zurab Pololikashvili, Secretary-General since January, 2018
UNWTO members	160 members states 6 Associate Members over 500 Affiliate Members
UNWTO Objectives	To generate market knowledge To promote competitive tourism policies To develop tourism sustainably

**Q.3. What do you know about Pacific Asia Travel Association (PATA)? What are its main objectives?****Ans. Meaning of 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.

**Pacific Asia Travel Association**

Pacific Asia Travel Association (PATA) is the largest non-profit, non-political organization in the field of travel and tourism. The objective of the PATA is the promotion and development of tourism, advancement of the interest of members.

PATA is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry.

The main objectives of PATA are :

1. To promote and develop tourism in the Pacific region.
2. To provide timely up-to-date and informed.
3. To organize seminars/ conferences for the members.
4. Build the business of members.
5. To organize training and development programs for members.
6. To promote ethical practices.
7. To focus on destination development.
8. To take the lead position on travel and tourism industry issues that need to be addressed.
9. To stimulate and develop public-private sector partnerships.

10. To improve international understanding and international corporation.
11. To provide a common forum.

**Q.4. Write a short note on the Travel Agents Association of India (TAAI).**

**Ans.** Travel Agents Association of India (TAAI) was formed towards the end of the year 1951 ; 4 years after Indian Independence, by a group of twelve leading travel agents who felt the time had come to create an Association to regulate the travel industry in India, along organised lines and in accordance with sound business principles. It continues most effectively with quality growth and ability to support industry growth. TAAI is India's premier, nodal, largest and oldest Travel & Tourism Association.

The primary purpose of TAAI is to :

1. protect the interests of those engaged in the industry,
2. promote its orderly growth and development; and
3. safeguard the travelling public from exploitation by unscrupulous and unreliable operators.

**Q.5. What are the main aims and objectives of TAAI?**

**Ans. Objectives of TAAI**

The mission of TAAI is that it represents all that is professional, ethical and dynamic in our nation's travel related activity. TAAI has been recognised as the voice of travel and tourism in India. The aims and objectives of TAAI are :

1. TAAI is conscious of the interest of the travelling public and maintains high ethical standards within the travel trade.
2. TAAI aims at the development of the travel and tourism industry in India by constantly improving the standard of service and professionalism in the industry so as to cater to the needs of the travellers and tourists from within India and overseas.
3. TAAI is engaged in promoting mutual co-operation among the different segments of the travel and tourism industry, among TAAI members, by contributing to the sound progress and growth of the industry as a whole.
4. TAAI members comprising of nearly 2500 leading Indian Tourism companies, bring to its members constant guidance from TAAI's 20 Regional Units, which is unique to TAAI and its development of Leadership. Each unit has an elected Chairman, Secretary and Treasurer to effectively administer. Member agencies get to meet regularly. TAAI supports road shows; presentations; interaction on industry updates most effectively.

**Q.6. Discuss the short-term agenda of IATO.**

**Ans. Short-term Agenda of IATO**

1. Upgrade IATO secretarial to ensure greater efficiency and rapid communications.
2. Creation of IATO website with data and information, update on everyday basis.
3. Unify IATO members through, regular dialogues and create greater participation from members, irrespective of size of their company.
4. Repositioning of IATO newsletter, effectively covering news and views of the industry.
5. Immediate setting up of Steering Committee to facilitate & focus longterm progress.
6. Reorientation of IATO secretariat for efficient and timely handling of decisions, placing a second line of command system in place.
7. 24 hour helpline at international airports to facilitate members with right information and support.

**Q.7. What are main activities of TAAI?**

**Ans. Main Activities of TAAI**

Following are the main activities of TAAI :

1. TAAI functions as a powerful platform for interaction of thoughts and experiences.
2. TAAI helps promote, maintain and stimulate the growth of travel and tourism in the industry.
3. TAAI educates and equips the members to meet the challenges of tomorrow through conventions and seminars.
4. TAAI draws the attention of the controlling and regulatory authorities in the country and discusses with them the problems of the industry and works for the survival and betterment of its members.
5. TAAI maintains Close contact with world bodie. and represents matters affecting travel and tourism industry of the country.
6. TAAI gathers usefull information on travel and tourism; and disseminates the same to its members for their guidance.
7. TAAI helps develop better understanding among the different segments of the travel industry and brings them into its fold by offering membership under different categories.
8. TAAI fosters fraternity among its members.
9. TAAI has signed several MOU's with various Travel Agents Associations in neighbouring countries and around the globe.

**Q.8. Elaborate the Economic impacts of tourism.**

**Ans. Economic Impacts of Tourism**

The importance of the economics of this sector could be judged by the number of people involved in it as well the income generated. Directly or indirectly, large number of people are involved in the tourism sector. It includes areas like transportation, accommodation, food, ticketing, guiding, boating, rafting, trekking, maintenance of the tourist sites etc. Host provides all required services and facilities to the guests. The guest pays for all these services. Hence, the tourism generates considerable benefits for the people of the origin place of the tourist as well as people on destinations.

By developing the infrastructures in various tourism related activities enables, better movement facilities from one place to another for both incoming or outgoing tourists. One of the primary motives for developing a country like ours is to promote tourism destinations for foreign tourists. It helps to get the foreign exchange. A good amount of foreign reserve helps to maintain a country's balance of trade. Apart from the balance of trade in the country, it also generates employment opportunities for the unemployed youth. In this way they get their livelihood and the income is generated for their survival and well being.

**Q.9. Discuss the socio-cultural impacts of tourism**

**Ans. Socio-Cultural Impacts of Tourism**

Society is a community or broad grouping of people living in a certain area that has common traditions, institutions, activities and interests. In fact, society is a system of relationship of people who share some sense of common identity. It may be small like a family/locality or large as whole of the nation. Culture is the practices of that society which binds people of the society together. It includes manners, morals, beliefs, behaviour, values and norms.

A good manner is socially acceptable way of relationship. It includes respect, care and consideration for others. Morality is a set of rules, principles and duties applicable to a group of people or a society which is generally independent of religion. Belief is the foundation of attitude. Attitude determines the outlook and thinking process of an individual and the society. Behaviour is the way in which an individual or a member of the society behaves or acts. It is viewed with reference to phenomena, incident or an action. It is, therefore, a response of the member. Norms are the formal rules of the society. It regulates the members of the community, group or society in maintaining harmony. Values are those ideals that a society holds above all, like honesty, respect, faithfulness. These values are the building blocks of norms. These are certain basic rules of social interaction and conduct of the people of the society.

**Q.10. Discuss the impacts of tourism on environment.**

**Ans. Environment Impacts of Tourism**

Environment is the total surroundings or conditions in which a person, animal or plant lives or interacts. A person's environment is made up of all that is, directly or indirectly associated with the living conditions. It includes houses, buildings, fellow persons, animals, plants, land, water, temperature, light, air, flora and fauna, other human developed infrastructures etc. The living plants and animals not only exist in the surroundings but also interact with each other. Such interactions also impact significantly depending upon the dynamism of interaction. Tourism brings huge number of people to an area continuously who have diverse attitudes. Huge number of people arriving at those locations poses intense pressure on various resources. More and more infrastructures are created to accommodate them due to which great changes in the landscape of the area are made. Some of the environmental improvements are also observed to attract more and more tourists. Therefore, tourism helps in preserving the environment.

**Q.11. What are the major functions of Federation of Hotel and Restaurant Association of India (FHRAI)**

**Ans. Functions of FHRAI**

Following are the main functions of FHRAI :

1. **Professionalism** : The FHRAI promotes professionalism in the hospitality industry, and encourages its members to adhere to high standards of service, quality and ethical conduct.
2. **Sustainability** : The FHRAI supports the principles of sustainability and environmental responsibility. And encourages its members to adopt eco-friendly practices.
3. **Innovation** : The FHRAI encourages innovation and the adoption of new technologies in the hospitality industry, in order to improve the quality of service and the efficiency of operations.
4. **Collaboration** : The FHRAI promotes collaboration and partnership between its members, as well as with other industry stakeholders, in order to drive the growth and development of the hospitality industry.
5. **Community Engagement** : The FHRAI encourages its members to be active and engaged members of their local communities, and to contribute to the social and economic development of the region.



**Q.12. What do you mean by IATA? What are its main objectives?**

**Ans. Meaning of IATA**

IATA stands for the International Air Transport Association and is the official trade organization for the world's airlines (more than 85 participating nations). For air carriers, IATA provides a pooled resource for scheduling, traffic and routes, standardizing services and the creation of a worldwide public service for the air industry.

For consumers, IATA sets the international standard for services and business practices amongst member airlines. As an example, the three-digit airport codes used internationally are an IATA convention.

**Objectives of IATA**

It aims to achieve the following mandate :

1. To promote safe, regular and economic air transport.
2. To foster air commerce.
3. To study problems connected with airline industry.
4. To provide a means of collaborating between air transport companies and agencies.
5. To co-operate with other international air transportation organizations. Essentially, IATA is airlines working together to standardize and improve service internationally. Due to the vital role played by IATA in air transportation issues, it is recommended that you ensure that your carrier/forwarder is an IATA agent.

### SECTION-C (LONG ANSWER TYPE) QUESTIONS

**Q.1. What do you know about FHRAI? Discuss its major objectives.**

**Ans. Meaning of FHRAI**

FHRAI stand for Federation of Hotel and Restaurant Association of India. It's body who controls Hotels and Restaurants in India.

FHRAI is the national organization representing the hospitality industry in India. The organization's mission is to promote and protect the interests of the hospitality industry, and to provide its members with a range of benefits and services.

The Federation of Hotel and Restaurant Association of India (FHRAI) formed in 1954. It was incorporated as a company under the Indian companies Act on 7th December 1955.

The organization works to promote the growth and development of the hospitality industry in India and to advocate for the interests of its member businesses. Some of the key activities of the FHRAI include working with government agencies and policy makers on issues related to the industry, providing training and education to industry professionals, and hosting events and conferences to facilitate networking and knowledge sharing among members.

FHRAI was formed by the four Regional Associations functioning in the country viz. Hotel and Restaurant Association of Eastern India: Calcutta; Hotel and Restaurant Association of Northern India, New Delhi : Hotel and Restaurant Association of western India, Bombay and the South India Hotels and-Restaurants Association, Madras.

**Objectives of the FHRAI**

1. Unite the four Regional Associations in a representative national organisation.
2. Create a national fraternity of the hotel and restaurant establishments located all over India.
3. Consider and take decision on all questions of interest to the hotel and restaurant industry.

4. Act as an information centre and disseminate statistical and other information concerning the hotel and restaurant industry and advise its members on matters of importance to them.
5. Promote and market the hospitality industry of India, especially hotels and restaurants in the national and international market.
6. Coordinate and liaise with the ministry/Department of Tourism and other concerned Department/Agencies of the central and state governments to achieve accelerated growth of hotel and restaurant.
7. The business of federation is managed by an Executive Committee comprising 24 members, 6 from each region.
8. FHRAI secretariate is functioning from New Delhi with Secretary General, Joint Secretary, Deputy Secretary and other staff.
9. The FHRAI is the Member of International Hotel Association.
10. FHRAI acts as eyes and ears of the Government in the hotel and restaurant sector.
11. For example, it keeps the Government apprised of the developments in this area and constantly reminds it about the problems faced by the industry.
12. Thus the FHRAI has been helping the Government in the decision making process.

**Q.2. What do you know about united Nations world tourism organisation?**

**Ans.**

**Meaning of UNWTO**

The World Tourism Organization (UNWTO) is the United Nations specialized agency responsible for the promotion of responsible, sustainable and universally accessible tourism. It is the leading international organization in the field of tourism, which promotes tourism as a driver of economic growth, inclusive development and environmental sustainability; and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. It serves as a global forum for tourism policy issues and a practical source of tourism knowledge. It encourages the implementation of the Global Code of Ethics for Tourism to maximize the contribution of tourism to socio-economic development, while minimizing its possible negative impacts. It is committed to promoting tourism as an instrument in achieving the United Nations Sustainable Development Goals (SDGs), geared towards eliminating poverty and fostering sustainable development and peace worldwide. UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training; and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

The objectives of UNWTO are to promote and develop sustainable tourism to contribute to the economic development, international understanding, peace, prosperity and universal respect for; and observance of, human rights and fundamental freedoms for all, without distinction as to race, sex, language or religion. In pursuing these aims, UNWTO pays particular attention to the interests of developing countries in the field of tourism.

With regards to the history of UNWTO; the origin of UNWTO stems back to 1925 when the first international congress of official tourist organisations was held at the Hague. The congress continued to meet annually and in 1930, it decided to form a formal union, which in 1934 became the international Union of official Tourist Publicity Organizations (IUOTPO).

**Q.3. Elaborate the organisational structure of UNWTO.****Ans. Organisational Structure of UNWTO**

The organisational structure of UNWTO is discussed as below for understanding the working of this massive global organisation :

1. **General Assembly** : The General Assembly is the principal gathering of the World Tourism Organization. It meets every two years to approve the budget and programme of work and to debate topics of vital importance to the tourism sector. Every four years it elects a Secretary-General. The General Assembly is composed of full members and associate members. Affiliate members and representatives of other international organizations participate as observers. The World Committee on Tourism Ethics is a subsidiary body of the General Assembly.

The General Assembly is the supreme organ of UNWTO. Its ordinary sessions are held every two years and are attended by delegates from UN WTO; full and associate members, as well as representatives from UNWTO affiliate members. It is considered the most important global meeting of senior tourism officials and high-level representatives of the private sector.

2. **Executive Council** : The Executive Council is UNWTO's governing board, responsible for ensuring that the Organization carries out its work and adheres to its budget. It meets at least twice a year and is composed of members elected by the General Assembly in a ratio of one for every five full members. As host country of UNWTO's headquarters, Spain has a permanent seat on the Executive Council. Representatives of the associate members and affiliate members participate in Executive Council meetings as observers.

The Executive Council's task is to take all necessary measures, in consultation with the Secretary-General, for the implementation of its own decisions; and recommendations of the Assembly and report thereon to the Assembly. The Council meets at least twice a year. The Council consists of full members elected by the Assembly in the proportion of one Member for every five Full Members, in accordance with the Rules of Procedure laid down by the Assembly, with a view to achieving fair and equitable geographical distribution.

The term of office of Members elected to the Council is four years, and elections for one-half of the Council membership are held every two years. Spain is a Permanent Member of the Executive Council. The Council elects one Chair and two Vice-Chairs from among its Members.

3. **Committees** : Specialized committees of UNWTO members advise on management and programme content. These include :
  - (i) The Programme Committee,
  - (ii) The Committee on Budget and Finance,
  - (iii) The Committee on Statistics and the tourism Satellite Account,
  - (iv) The Committee on Market and Competitiveness,
  - (v) The Sustainable Development of Tourism Committee,
  - (vi) The World Committee on Tourism Ethics,
  - (vii) The Committee on Poverty Reduction and the Committee for the Review of applications for affiliate membership.

4. **Secretariat :** The Secretariat is responsible for implementing UNWTO's programme of work and serving the needs of members and affiliate members. The group is led by Secretary-General, who supervises staff at UNWTO's Madrid headquarters. The Secretariat also includes a regional support office for Asia-Pacific in Osaka, Japan, financed by the Japanese Government; and a liaison office in Geneva as UNWTO's representation to the UN System, the World Trade Organization, and other diplomatic organizations in Switzerland.
5. **Commissions :** UNWTO has six regional commissions-Africa, the Americas, East Asia and the Pacific, Europe, the Middle East and South Asia. The commissions meet at least once a year and are composed of all the full members and associate members from that region. Affiliate members from the region participate as observers.  
Established in 1975 as subsidiary organs of the General Assembly, the six Regional Commissions enable member States to maintain contact with one another and with the Secretariat between sessions of the General Assembly, to which they submit their proposals and convey their concerns. Each Commission elects one Chairman and its Vice-Chairmen from among its Members for a term of two years, commencing from one session to the next session of the Assembly.

**Q.4. Discuss the role and activities of IATA.**

**Ans.** IATA has a very important role to play with regard to the Airline business. Few of them are discussed below :

1. **Representing the Airline Industry :** IATA improves understanding of the air transport industry among decision makers and increase awareness of the benefits that aviation brings to national and global economies. Advocating for the interests of airlines across the globe, IATA challenge unreasonable rules and charges, hold regulators and governments to account, and strive for sensible regulation.  
For over 70 years, IATA has developed global commercial standards upon which the air transport industry is built. IATA's aim is to assist airlines by simplifying processes and increasing passenger convenience, while reducing costs and improving efficiency.
2. **Serving the Airline Industry :** IATA helps airlines to operate safely, securely, efficiently, and economically under clearly defined rules. Professional support is provided to all industry stakeholders with a wide range of products and expert services.
3. **Strategic Partnerships :** The Strategic Partnerships Program is a platform for aviation solution providers to build as well as strengthen relationships with key industry stakeholders. Through their participation in various IATA work groups, strategic partners gain a unique insight into airlines' priorities and have the opportunity to be recognized for working together with IATA in serving the air transport industry.  
The IATA Strategic Partnership Program focuses on more than 40 areas of involvement, spanning virtually all aspects of airline operations. Members contribute their knowledge to more than 100 work groups and task forces, responsible for moving the industry forward, and drawing up policies and regulations on behalf of IATA member Airlines. The areas of involvement include :

- (i) Aircraft and Airline Operations
- (ii) Cargo

- (iii) Environment
- (iv) Finance
- (v) Safety and Security
- (vi) Passenger

**Q.5. What do you know about Indian Association of Tour Operators (IATO)?****Ans.****Meaning of IATO**

The Indian Association of Tour Operators (IATO) is the National apex body of the Indian Tourism Industry. Founded on 13th January 1982 with just seven members, it has now over 1600 members from different segments of the tourism industry like travel agents, hotels, airlines, government tourism departments/development corporations, educational institutions, transport operators, and both national and international tour operators.

IATO today has international acceptance, and linkages. It has close connections and constant interaction with other Tourism Associations in US, Nepal and Indonesia, where USTOA, NATO and ASITA are its member bodies; and is increasing its international networking with professional bodies for better facilitation to the international traveller visiting not only India but the entire Region.

IATO interacts closely with the Indian Government on all critical issues affecting the Tourism Industry in India with the highest priority to Tourism facilitation. It interacts closely with all Government Ministries/Departments, Chambers of Commerce and Industry. Diplomatic Missions etc; and has been the forum for the Tourism industry for addressing crucial industry issues, at various levels. It acts as the common medium between the decision makers and the industry; and presents the complete perspective to both sides, synergising their common agenda of Tourism facilitation. During the 1982 convention, IATO's demand for the Tourism Industry's recognition as 'Exporters' was finally accepted by the Government in 2002.

Being the National Apex Body of the Indian Tourism industry. IATO is always actively responsive to its social responsibility. All IATO members actively participate in meeting their Social Obligations not only during national emergencies and natural calamities but also as an ongoing venture. All IATO members are expected to observe the highest standards of professional ethics and offer personalized service to their clients.

IATO has 12 Action Committees, each focused on a specialized area headed by a Convenor, assisted by the committee members. They are :

1. Adventure Tourism Development Committee
2. Civil Aviation, Press & PR Committee
3. Domestic Tourism Development Committee
4. Grievances Committee
5. Guides Coordination Committee
6. Host Committee
7. Hotel Relations Development Committee
8. IATO News Committee
9. Legal Affairs, Insurance & Consumer Committee
10. Privilege Card Development Committee
11. Railways Co-ordination & Development Committee



12. Surface Transportation Development Committee

13. Website Development Committee

IATO member meet every month on the first Saturday, for interaction with each other and with a Guest Speaker, who delves on current issues. The members are updated on the events of the month at this meet.

With the feedback from the chapters and the action committees, unresolved and major issues are focused and discussed at the IATO annual convention. The IATO annual conventions are held in different States of India every year.

**Q.6. Explain the various aims and objectives of IATO.**

**Ans. Aims and Objectives of IATO**

The Indian Association of Tour Operators was found in the general interest to promote international understanding and goodwill to the ultimate advantage. All income of the Association shall be utilized towards the promotion of the aims and objectives of IATO. The aims and objectives of the organization are as follows :

1. To promote national integration, international welfare and goodwill.
2. To take all steps which may be necessary for promoting, encouraging and assisting in the development of tourism throughout the country and to take initiative to secure the welfare of the tourism trade in all respects.
3. To communicate with chambers of commerce, other mercantile and public bodies in India, government departments or committees, International Air Transport Association and various foreign and local associations and cooperation, companies and concerns; and promote measures in the interests of the travel trade and nominate members to act on them.
4. To encourage and promote friendly feeling among the tour operators and travel agents on all subjects involving their common good and benefit.
5. To try and amicably settle disputes of the members of this Association by referring the disputes for settlement by a sub-committee to be constituted for such purpose by the executive committee.
6. To protect the interest of the members of this association from the malpractices of foreign tour operators.
7. To set up and maintain high ethical standards in the industry.
8. To undertake such welfare activities as the members cannot take individually.
9. To get affiliation with similar organizations in other countries.
10. To promote equal opportunity for all visitors to enjoy the tourism and travel facilities without distinction of race, colour, creed or nationality.
11. To organize overseas promotional tours jointly with various airlines and Govt, of India tourist offices abroad, and other similar organizations.
12. To conduct aiding and assisting seminars, group discussions, course of studies, cultural meetings.
13. To institute awards for excellence in tourism related activities.
14. To assist students by scholarship to pursue higher education, study and research particularly in the field of development of tourism and international brotherhood, both in India and outside the country.

15. To take initiative and ensure that the problems affecting any of the services relating to the tourism trades is sorted out through the mediation of the association; failing which joint legal action to be taken for and on behalf of the members of the association for settling such problems.
16. To produce regular reports about the achievements of the members of the association and to do all such things as all incidental or conducive to the above objectives.
17. To print and publish information material for the benefit of its members.

**Q.7. What do you know about Travel Agents Association of India (TAAI)? Also discuss its objective.**

**Ans. Travel Agents Association of India**

Travel Agents Association of India (TAAI) was established by a group of twelve leading travel agents in 1951, is perhaps the largest Travel Association of India. Now TAAI has got a staggering 2400 members under its banner with the objective to regulate the travel industry in India. Down the years TAAI has earned the reputation as the voice of the Travel and Tourism industry in India by dint of their dedicated, dynamic and professional service. The primary purpose was to :

1. Protect the interests of those engaged in the industry,
2. Promote its orderly growth and development and
3. Safeguard the travelling public from exploitation by unscrupulous and unreliable operators.

TAAI is a professional coordinating body consisting of various segments of the travel and tourism industry. It is recognized as the main representative body of the travel industry in India. It is a non political, non-commercial and a non-profit making body. It is very much aware of the unprecedented pace in which the travel industry is growing. Therefore, to keep a check on any unethical practices by the member agencies, TAAI has got a strict Code of Ethics that sets certain parameters for the members. These norms ask the travel agents and tour operators to maintain an honest and clear relation with the travellers with proper information on deals, schemes and monetary issues. Apart from the rapport with the travellers, TAAI makes sure that the members keep the spirit up with the Fellow Members and other Travel Agents.

### **Objectives of TAAI**

The set of primary objectives for TAAI has been clearly mentioned as :

1. Apply superior technical skills to the job on hand.
2. Deliver the highest quality of service.
3. Act with responsibility within sound financial parameters.
4. Build trust and credibility in the marketplace.
5. Helping promote, maintain and stimulate the growth of travel and tourism in the country.
6. Maintaining close contact with world bodies and representing matters affecting the travel and tourism industry of India
7. Educating and equipping members to meet future challenges through seminars, conventions and sharing of thoughts and experiences.
8. Gathering and disseminating useful information on travel and tourism among members for their guidance.

**Q.8. Discuss the negative economic impacts of tourism.**

**Ans. Negative Economic Impacts of Tourism**

There are many negative impacts on the economy of destination of the tourist particularly in the less economically developed countries (LEDC) or developing countries due to tourism. Some of them are :

1. There are many hidden costs of tourism which have an adverse effects on economy on the destination countries. Most of the time, richer countries are better profited than the poor countries. Many consumable products like food and drinks have to be imported by host countries which are poor or developing. This is because local products are of inferior quality. Thus, the profits go to the developed countries from where they are imported.
2. In all-inclusive package tours, almost two-third of the expenditure goes to the airline, hotels and other international companies and not to local businesses or workers.
3. In all-inclusive package tours, tourists generally remain for their entire stay at the same cruise ship or resort, which provides everything they need. There is no option left for making profit to the local economy.
4. In poor and developing destinations, the money is used to develop the infrastructures for tourism by government. But the profit is exported to other developed countries when overseas investors finance resorts and hotels.
5. More and more demand for basic services and goods by the tourists lead to the price hike in the destination nation. It negatively affects local people whose income does not increase in that proportion.
6. Development of tourism in destination nation increases the value of services and land. Thus, basic needs of the people of that place becomes very difficult to meet.
7. Many countries do not support tourism because of the seasonality or harsh climatic conditions. During the tourist season, the local people get some employment opportunity, but there is no guarantee that they would get the same in the next season. Therefore, they are insecure in getting their livelihood.
8. People are displaced to construct airports, resorts, hotels, nature reserves, historical and other attraction sites, and other tourism development projects.

**Q.9. Elaborate the positive economic impacts of tourism.**

**Ans. Positive Economic Impacts of Tourism**

There are many positive impacts on the economy of the local area of destination of the tourist particularly in the less economically developed countries or developing countries due to tourism. Some of them are :

1. Expenditure incurred for the purpose of encouraging tourism generates income in the host countries. This in turn increases the growth in the other allied economic sectors.
2. As mentioned above, attracting foreign tourists to a host country fetches foreign currency. This is a very good sign of having good international trading capacity.
3. Government of a host country generates the revenue as taxes on the income from tourism employment, business, and entry fee at various tourist sites/ monuments also through toll taxes etc.
4. Many items needed by the tourists are imported from other countries. When Government levies import duty it gets financial benefits.

5. Quickly growing national and international tourism has created significant employment opportunities. It has piloted better economic status of the people involved in tourism, directly or indirectly through hotels, restaurants, guides, nightclubs, taxies, local crafts, paintings, local cultural products etc.
6. Tourism motivates the government to invest more on many types of infrastructures leading to better facilities for tourists as well as for the local people.
7. Tourism also promotes local people by giving opportunities to get the livelihood in informal sectors like street vendors, rickshaw pullers, tea/coffee stalls, magazine corners, shops with packed food items etc.
8. Employment in Informal sector pumps the money into the local economy. It has rippling effects by investing and generating more income simultaneously for those people.

**Q.10. What are the negative socio-cultural impacts of tourism?**

**Ans. Negative Socio-Cultural Impacts of Tourism**

There are many negative social-cultural impact of tourism particularly at the destination places. Important among them are :

1. It reduces the bonding of family structure and promotes nuclear family norms.
2. It encourages urbanisation emigration.
3. Friction and resentment with tourists happens due to overcrowding and lack of recreational facilities for the local people.
4. Drug abuse and prostitution are on rise at the certain tourist places.
5. Commercial sexual exploitation of children and young women has increased with the growing tourism industry in many parts of the world. Children are trafficked into brothel houses and sold into sex slavery market.
6. Misbehaviour and rape of foreign tourists hampers tourism.
7. The tourists are welcomed in traditional style at certain places and hotels/airports. Sometimes, it leads to commercialisation of the traditional welcome and hospitality norms, making a mockery.
8. Intermingling with the people of various cultural groups leads to loss of the culture of the destination area. Later on, it leads to crisis of cultural identity.
9. Tourists are well off in comparison to the local unskilled people. Thus it leads to the greed of the local people to extort money and equipment of the tourists. Greed of this kind leads to crime committed by the local people.
10. Moral conduct of the local people is deteriorating particularly when local youth try to imitate foreigners. They try to adopt the habits of tourists by indulging in smoking, drinking and gambling etc.
11. Violation and breaking of local norms and customs by foreign tourists lead to the conflict between host and guest.
12. Erosion of local language and dialect in terms of the purity and mixture of the language is on rise.
13. Cultural clashes are taking place because of the differences in cultures, ethnicity, religion, values, behaviour, life-style, and level of prosperity.

14. Many tourists come from different societies with varying life-style. They seek pleasure of every kind, spend more money and sometime behave very arrogantly which may not be acceptable even in their own society from where they are coming.
15. There is a growing distinction between 'haves' and 'have-nots' especially in economically less developed countries. It creates socio-cultural tensions.
16. Due to carelessness and ignorance, tourists often fail to respect local customs and moral values. This causes irritation among local people.

**Q.11. What are the positive socio-cultural impacts of tourism?**

**Ans. Positive Socio-cultural Impacts of Tourism**

There are positive social-cultural impacts of tourism also particularly at the destination places. Some of them are :

1. Tourism provides an appropriate opportunity to get acquainted with people of many cultural groups from national and international origins.
2. Tourism has a component of education. Through education tourism promotes understanding between peoples of two or more cultural groups together. It offers cultural exchange between hosts and guests.
3. Because of cultural exchange, people develop mutual sympathy and understanding about each other and thus it reduces their prejudices.
4. Finally, sympathy and understanding could lead to decrease tension between the two communities/nations. In this way, peace and good relationship would prevail.
5. Tourism supports the development of community facilities and services. These facilities and services are also used by local people, thus leading to better living condition.
6. Tourism creates awareness about the importance and value of natural, cultural, archaeological or historical sites. It stimulates a feeling of pride in local and national heritage. This leads to the consciousness of them.
7. Tourists are interested in buying many arts and crafts of a particular area/ nation as a souvenir to take back with them. Monetary gain to the residents through sale of souvenirs helps keep these arts and crafts alive for ever.
8. Festivals organised in certain parts of the year are very enthusiastically observed by tourists. It encourages people to keep the local culture alive even if the local youth are well educated and have broader look and understanding.

**Q.12. What are the negative as well as positive political impacts on tourism.**

**Ans. Negative political Impacts**

Following are some major negative political impacts on tourism :

1. Sometimes, the governments of the tourist origin countries give a warning or issue advisory to their citizens not to visit such countries where political instability or conflict prevails.
2. When the tourists are already visiting the country where some political instability comes in, a warning is issued to the citizens to leave the country at the earliest.
3. The unstable government is not able to maintain law and order situation for the citizens of the country. They may not be able to take proper care of the foreign tourists. Hence, it becomes a deterrent to tourism.



4. Government is the only authority to formulate a policy of any concern. All the policy matters concerning the tourism are taken care of by the government which in turn affects the outcome of the policy.
5. A policy adopted in favour of tourism and infrastructure development leads to the growth of tourism and in inverse conditions, result is contrary.
6. Terrorism or naxal activities or communal conflicts in any part of a country or globe reduces the chance to develop tourism. In Kashmir valley, the general unrest reduced tourism significantly.

**Positive Political Impacts**

There are many positive political impacts on tourism particularly at the destination places. Important among them are :

1. Political stability is of foremost concern to the tourists. Safety and security at any tourist destination attracts large number of tourists.
2. Law and order is the concern of the government. If it is well managed, it helps in the inflow of the tourists.
3. Political stability and protection to the tourists from the government machinery is a tonic for the promotion of tourism.
4. Political willpower to establish infrastructures in tourist attraction areas encourages tourism. It facilitates the easy access, accommodation, provision of guidance and other facilities required for the tourists.
5. A tourists targeted planning further accelerates effect on tourism.
6. Beautification of a site and safety provision without much alteration to the natural landscape also attracts the tourists tremendously.
7. Risk perception can influence tourist decision-making about the destinations. It can severely affect tourist inflow to a destination.

**Q.13. Elaborate the negative environmental impacts of tourism.**

**Ans. Negative Environmental Impacts of Tourism**

There are many negative environmental impacts of tourism particularly at the destination places. Important among them are :

1. The land use is altered significantly to construct houses, hotels, restaurants to meet the demand for the tourists and other people visiting the area.
2. A large forest cover is removed. Agricultural land is replaced by buildings, roads and garbage disposal etc.
3. Construction of roads on the slope in mountainous region leads to many problems such as soil erosion which creates ecological imbalances. Removal of plants and vegetation cover create exponential ill-effects on the environment.
4. Deterioration and disturbance of the natural ecology in such areas is common affair. There is also great loss of bio-diversity due to intense tourism.
5. Landslide is widespread in such areas because of human interventions.
6. Run-off is great because of the reduction of the water seepage. Due to greater run-off more erosion is observed. Higher erosion in the upper reaches brings high amount of silt to the lower regions. The deposition of coarse silt and high run-off brings floods and makes the flood affected area almost infertile.

7. Huge number of tourists arriving at any site is generating great pressure on the natural resources of the destination area. Those resources are getting depleted gradually.
8. Huge demand for resources is leading to the degradation and deterioration both in terms of quality and quantity. It is leading to pollution of resources like water, air and land.
9. Due to growing tourism activities, pollution of beaches, lakes, rivers, underground water is reaching an alarming phenomenon.
10. Larger number of tourists, places higher demand of various items and services. To provide supportive and other facilities in turn leads to congestion of the tourists sites.
11. Managing the solid waste disposal and sewage treatment in such areas is a difficult task.
12. Tourism caters to tourists from all over the world. They travel by air to cover the large distance in a short duration. Each flight expels huge toxic gases like carbon-di-oxide, monoxide etc. in the atmosphere resulting in a rise in the overall, worldwide environmental problems are on rise.
13. Local transport also pollutes the environment by consumption of bio-fuels.
14. The status of the archaeological, historical, architectural and natural sites is deteriorating because of more rush of tourists.
15. Many of the tourists are interested in visiting hilly areas with natural beauty, full of waterfall, bridges, changing forests sites, snow, skiing etc. and all these are found in a fragile area of mountain slopes. More tourists visiting these areas results into added pressure on the carrying capacity of such lands.
16. Litter is found along the roads/trekking paths and camping grounds.
17. Vigorous travelling of tourists in the parks/wildlife sanctuaries, biosphere reserves alters the behaviour of the animals and even their reproductive cycle. They are scared of the tourists and they try to run away from their natural habitat and move to the peripheral areas. The same is observed with the aquatic animals and plants because of the increased water activity and boating.
18. Habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behaviour when tourists come too close.
19. When many tourists go for trekking, the vegetative cover along/ nearby treks are on attack under the foot falls. Grasses, plants and bushes are trampled upon and their growth is retarded.
20. Construction of the tall buildings and hotels obstructs the skyline and the natural beauty is hampered. That is just like visual clutter.

**Q.14. Explain the positive environmental impacts of tourism.**

**Ans. Positive environmental Impacts of Tourism**

There are many positive environmental impacts of tourism particularly at the destination places. Important among them are :

1. Since large numbers of tourists are arriving and income is generated from the tourists, more and more environmental consciousness is expected.

2. Sometimes, foreign, tourists give a good idea about minimising stress on environment and promote sustainable tourism.
3. Fund raised is used to create more resources and beautification of the area.
4. Cleanliness drive is taken up to attract more and more tourists.
5. Greater environmental protective measures are adopted.
6. Ecological balance maintenance becomes an important objective to preserve the ecosystem.
7. Commercialisation of various activities is there but defensive steps are adopted to avoid the ill-effects.
8. Various research activities/projects are taken up to study the side effects of tourism on the environment. These studies are beneficial in understanding the social problems. the findings and recommendations of these studies are implemented. It helps in protecting and maintaining the right environmental/ecological balance.
9. The local people are also made aware about the importance of the environment/surroundings. They also cooperate in maintaining the equilibrium.
10. More and more efforts are taken up to clean the streets, roads, lakes, beaches, mountain slopes etc. This makes the area neat and tidy.
11. Monuments, historical places, excavated sites, museums etc. are protected by taking appropriate measures. They are maintained regularly and kept tidy.
12. Public parks, gardens, road side greenery, sculptured landscapes, herbs of medicinal uses gardens, nurseries of plants etc. are developed and maintained.
13. Abandoned and neglected, degraded unusable land is put under parks and made attractive.
14. Private and public buildings are renovated. The area looks very beautiful. It soothes our eyes. It is good for the tourists as well as for the local people.

**Q.15. Explain the strategies to overcome or reduce the negative impacts of tourism.**

**Ans. Strategies to Overcome the Negative Impacts**

Tackling the negative impacts of tourism is one of the serious challenges facing the tourism industry today. As mentioned above, it has four broader impacts—economic, socio-cultural, political, and environmental. In fact, there are three tridents of tourism sustainability. They are economic, environmental, and societal. Societal sustainability may further be divided into two - social and cultural. Therefore, we can say that there are four pillars of sustainable tourism. The sustainability of tourism refers to ensuring the continuance, protection, and the development of regional and local features/resources which are an asset for tourism for all times to come. In other words, tourism is developed and maintained in any specific area/surrounding in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment.

The main purpose of sustainable tourism is to maintain the everlasting guarantee of sustainability. For this, one would have to consider the economic, sociocultural and environmental factors and measures to maintain proper/appropriate equilibrium. The cleanliness, tidiness and the beauty of the area/ region is equally important to attract the tourists. Hence, striking a suitable balance between the economic, socio-cultural and environmental factors is the foremost concern for sustainable tourism.

Every area/region has its own capacity to provide facilities to the tourists. Once, the number of tourists are within the limit for which the resources are available, it is good. But when the limit is crossed beyond capacity the condition begins to worsen. A proper and respectable treatment is not possible to provide to all the tourists. A chaotic condition is created. So, the limit upto which it is well maintained is known as the tourist carrying capacity of the area/region. The United Nation World Tourism Organisation (UNWTO) has defined it as the maximum number of people that may visit a tourist destination at the same time, without causing the deterioration of the physical, economic, and socio-cultural environment and the quality of life. Therefore, striking a balance is the need of the hour for sustaining tourism; otherwise the very concept of *Atithi Devo Bhawah* will be completely denounced. A new tourism policy was announced by the Government of India to boost the tourist sector in the country. This policy is based on 7-S Mantras. They are :

S.No.	7-S Mantras (Hindi)	English
1.	<i>Swagat</i>	Welcome
2.	<i>Soochanaa</i>	Information
3.	<i>Suvidha</i>	Facilitation
4.	<i>Suraksha</i>	Security
5.	<i>Sahyog</i>	Cooperation
6.	<i>Sanrachnaa</i>	Infrastructure
7.	<i>Safai</i>	Cleanliness

The above policy of tourism promotion is appreciable but a proper balance among various factors is equally important to maintain and sustain tourism for all times to come.

#### Q.16. Elaborate the membership of IATO.

Ans. **Membership of IATO**

The membership of the association shall be composed of :

- 1. Active Members :** A firm or company having established place of business in India and recognized by the department of tourism as tour operator/travel agent for a minimum period of two years and its major substantial part of activity of promotion of tourism and foreign exchange earnings in a year is minimum ₹ 20,00,000; shall be eligible for membership as an active member of the association; provided an application is made and accepted by the Executive Committee. However only one office of a firm or company shall be admitted as an active Member of the Association.
- 2. Associate Members :** Any other office including overseas offices of an active or allied member shall be eligible for associate membership of the association. They shall have no right to vote in the proceeding of the association.
- 3. Allied Members :** Any firm or company, which is regularly engaged or associated with tourism and travel industry such as carrier companies, hoteliers, restaurants, excursion agent, transport contractors, forwarding and clearing agents, shipping companies, state tourist corporations/organizations, hotel marketing representatives/agencies, trade publications and any overseas firm/company/corporation/organization shall be eligible for membership as an allied member. The

allied members shall have the right to participate in the activities of the association except to vote. The allied members will be represented on the Executive Committee by nomination of office bearers of various national trade associations who reciprocate membership to IATO executive members on their association.

4. **International Members** : Any international firm or company which is engaged or associated with tourism and travel industry shall be eligible for membership as allied members of the association. The members shall have the right to participate in the activities of the association except to vote.
5. **Honorary Members** : The executive committee may invite persons who are hall of fame awardees and distinguished society members and/or who have distinguished themselves by their services to the tourism and travel industry in the national or international field to become honorary members of the association. Such members will be invited to the association by the unanimous vote of all the members of the executive committee.

The executive committee may at any time create different classes of members and may provide for entrance fees and subscriptions, and define their respective right and privileges. The executive committee shall have power to dispense with the payment of the entrance fee/membership fee, if they deem fit. The decision of the executive committee will be final in all cases.

**Q.17. Write a note in detail on International Air transport Association (IATA).**

**Ans. International Air Transport Association**

IATA was founded in Havana, Cuba, on 19 April, 1945. It is the prime vehicle for inter-airline cooperation in promoting safe, reliable, secure and economical air services - for the benefit of the world's consumers. The international scheduled air transport industry is more than 100 times larger than it was in 1945. Few industries can match the dynamism of that growth, which would have been much less spectacular without the standards, practices and procedures developed within IATA.

At its founding, IATA had 57 members from 31 nations, mostly in Europe and North America. Today it has some 290 members from 120 nations in every part of the globe. The modern IATA is the successor to the International Air Traffic Association founded in the Hague in 1919 - the year of the world's first international scheduled services.

The old IATA was able to start small and grow gradually. It was also limited to a European dimension until 1939 when pan American joined. The post-1945 IATA immediately had to handle worldwide responsibilities with a more systematic organization and a larger infrastructure.

This was reflected in the 1945 Articles of Association and a much more precise definition of IATA's aims than had existed before 1939.

1. To promote safe, regular and economical air transport for the benefit of the peoples of the world, to foster air commerce, and to study the problems connected therewith;
2. To provide means for collaboration among the air transport enterprises engaged directly or indirectly in international air transport service;



3. To cooperate with the newly created International Civil Aviation Organization (ICAO - the specialized United Nations agency for civil aviation) and other international organizations.

The most important tasks of IATA during its earliest days were technical, because safety and reliability are fundamental to airline operations. These require the highest standards in air navigation, airport infrastructure and flight operations. The IATA airlines provided vital input to the work of ICAO, as that organization drafted its Standards and Commended Practices. By 1949, the drafting process was largely complete and reflected in "Annexes" to the **Chicago convention**, the treaty which still governs the conduct of international civil aviation.

In those early days, ICAO coordinated regional air navigation and support for airports and operational aids in countries which could not themselves afford such services. IATA provided airline input to ICAO and to sessions of the International Telecommunications Union on wavelength allocation.

In the early days, governments insisted on the right to oversee the prices charged by international airlines but could not, in practical terms, develop those prices for themselves. IATA was delegated to hold Traffic Conferences for this purpose, with all fares and rates subject to final government approval. The aim was twofold: ensuring that fares and rates would not involve cut-throat competition, while ensuring that they could be set as low as possible, in the interests of consumers.

**Q.18. Discuss IATA as a standardising agency.**

**Ans. IATA as a Standardising Agency**

One of the primary jobs of IATA is to look after the interests of the Airline industry; and at the same time it's also the regulator of the standardisation of services provided. Mentioned below are some of the areas where IATA is actively working with the industry for its benefit and representing its causes :

### **1. Industry Priorities**

- (i) Improve the regulatory and legal environment.
- (ii) Ensure smarter regulation principles are used by governments.
- (iii) Propagate consumer protection and align regulatory movements with industry principles.
- (iv) Unruly Passengers
- (v) Airport slots: Complete the review of the world slots guidelines and ensure that the outcome strengthen the globally harmonized airport slot allocation process.
- (vi) Reduce Airport and ANSP charges, fuel fees and taxes
- (vii) Work to implement a global agreement at ICAO for review of emissions.
- (viii) Remove Barriers to the commercialization of sustainable aviation fuels (SAF). Encourage SAI deployment on a commercial basis; towards an aspirational goal of 2% of the global aviation fuel supply to come from sustainable sources by 2025.
- (ix) Push the adoption of distribution, payment, baggage and data standards.
- (x) Aircraft Operational Data: campaign among aircraft manufacturers to allow airlines to access their aircraft data.

- (xi) Continue the transformation of safety audits
- (xii) Continue digitalization of quality processes to ensure reliability and consistency of audit results for IATA Operational Safety Audit (IOSA) and IATA Safety Audit for Ground Operations (ISAGO).

## 2. Targeting Key Industry Priorities

- (i) Safety remains the industry's top priority and IATA assists its members in continuing to meet industry standards.
- (ii) IOSA, which is mandatory for IATA membership, is a critical component of IATA's safety program.
- (iii) IATA is actively working with ICAO to globally harmonize security measures, and is working to improve security processes.
- (iv) IATA is leading the charge on reducing the environmental impact of aviation and is helping to drive the industry towards carbon-neutral growth and ultimately a carbon-free future.
- (v) Members have the opportunity to help drive the industry's priorities on key initiative such as New Distribution Capability (NDC). IATA is driving changes in the industry.
- (vi) IATA's financial settlement systems (ISS) are the backbone of the global air transport industry, helping to contain costs, improve cash flow and maximize efficiency. IATA helps to reduce cost and protect airlines money.
- (vii) IATA is also helping members achieve cost reductions related to ATC charges, fuel and taxation.
- (viii) Participation in member conferences, committees and groups, offers unprecedented access to a variety of airline and industry partners. This helps in increase in communication.
- (ix) The IATA Annual General Meeting and World Air Transport Summit bring together representatives from leading international airlines.
- (x) IATA helps members gain influence with the travel agent community ' through the IATA Agency Program.

## 3. Providing Key Commercial Services and Training

- (i) IATA provides training in major field such as passenger, cargo and safety.
- (ii) IATA programs help to strengthen the capabilities of aviation industry professionals.
- (iii) IATA members can receive discounts on a number of IATA publications

### Multiple Choice Questions

**Q.1. International tourism helps to earn .....**

- (a) Goodwill
- (b) Foreign exchange
- (c) Image building
- (d) Collaborative Business

**Ans. (b) Foreign exchange**

**Q.2. .... is the cultural capital of India.**

- (a) Mumbai (b) Delhi  
(c) Nagpur (d) Bangalore

**Ans. (b) Delhi**

**Q.3. Availability of trained ..... is essential for tourism.**

- (a) Manpower (b) Candidates  
(c) Caterers (d) Hoteliers

**Ans. (a) Manpower**

**Q.4. India needs to change its ..... marketing approach to modern marketing approach for developing Tourism**

- (a) Planning (b) Organising  
(c) Traditional (d) Management

**Ans. (c) Traditional**

**Q.5. Tourism sector creates more ..... opportunities**

- (a) Job (b) Fund raising  
(c) Profit making (d) Attractive

**Ans. (a) Job**

**Q.6. .... is the current head of UNWTO.**

- (a) Zurab Polotikashvili (b) James Thomson  
(c) Martin Jame (d) Nayan line

**Ans. (a) Zurab Polotikashvili**

**Q.7. The headquarters of UNWTO is situated in :**

- (a) Madrid, Spain (b) Colombo, Sri Lanka  
(c) Bangalore, India (d) Beijing, Japan

**Ans. (a) Madrid, Spain**

**Q.8. World Tourism Organisation was established in the year :**

- (a) 1955 (b) 1965  
(c) 1975 (d) 1985

**Ans. (c) 1975**

**Q.9. .... does not play any role in growth of tourism in India.**

- (a) Public Sector  
(b) Private Sector  
(c) Quasi Sector  
(d) Micro small industries

**Ans. (b) Private Sector**

**Q.10. .... is a unique tourism product organised in the state of Maharashtra.**

- (a) Kumbh mela  
(b) Shilp Gram Mela  
(c) Pushkar Mela  
(d) Odissa handicraft Festival

**Ans. (a) Kumbh mela**

**Q.11. .... provides traditional crafts designed for shopping purpose in the capital city of India.**

- (a) Noida (b) Dilli haat  
(c) Chandigarh (d) Chennai

**Ans. (b) Dilli haat**

**Q.12. Indian ..... are not part of tourism for attracting foreigners.**

- (a) Places (b) Art  
(c) Paintings (d) Food and taste

**Ans. (d) Food and taste**

**Q.13. Tourism destination planning relates to planning of .....**

- (a) Carvings (b) Sculptures  
(c) Architecture (d) Places

**Ans. (d) Places**

**Q.14. Tourism and ..... should go together for promoting tourism activities in India.**

- (a) Service Industry (b) Product  
(c) Planning (d) Hotel

**Ans. (a) Service Industry**

**Q.15. Tourism activity is ..... generating activity.**

- (a) Income (b) Recreation  
(c) Travel (d) Destination

**Ans. (a) Income**

**Q.16. Advertising agencies create jobs in ..... field.**

- (a) Banking (b) Copywriters  
(c) Production Department (d) Technology field

**Ans. (b) Copywriters**

**Q.17. The place at which a traveller terminates his journey is called .....**

- (a) Destination (b) Domestic Tourism  
(c) Excursionist (d) Mass tourism

**Ans. (a) Destination**

**Q.18. .... is a very powerful pull marketing strategy for tourism products.**

- (a) Word of mouth  
(b) Trade show promotion  
(c) Sales promotion  
(d) Exhibitions

**Ans. (a) Word of mouth**

**Q.19. .... tourism products include visit to natural resources and natural environment.**

- (a) Adventure (b) Symbiotic  
(c) Manmade (d) Natural

**Ans. (d) Natural**

**Q.20. .... characteristics of Tourism creates the challenge of fluctuations in demand for tourism products.**

- (a) Storability (b) Separability  
(c) Tangibility (d) Seasonality

**Ans. (d) Seasonality**

**Q.21. .... pricing in tourism occurs, when a company sells product or service at two or more prices.**

- (a) Promotional (b) Discriminatory  
(c) Mark-up (d) Follow the leader

**Ans. (b) Discriminatory**

**Q.22. Visit to witness rich flora, fauna and natural attractions of a particular place is considered as ..... tourism product.**

- (a) Dark (b) MICE  
(c) Religious (d) Eco

**Ans. (d) Eco**

**Q.23. Which one of the following is not a challenge for Indian Tourism Industry?**

- (a) Lack of proper infrastructure (b) Amenities  
(c) Culture and History (d) Taxation

**Ans. (c) Culture and History**

**Q.24. The importance of International Tourism is .....**

- (a) human trafficking (b) incidence of crime  
(c) Revenue to the Government (d) Gambling

**Ans. (c) Revenue to the Government**

**Q.25. The Indian Tourism Development Corporation was established in .....**

- (a) 1966 (b) 1947  
(c) 1951 (d) 1990

**Ans. (a) 1966**

□

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