

**2**

## **TOURISM INDUSTRY AND ITS ORGANIZATION**



Notes

The term tourism refers to the activities of the visitor who travels to a certain geographical destination outside his or her usual surrounding of stay or work for not more than a year, for leisure, business or other purposes. They are not supposed to take up any remunerative assignment at the destination. Tourism is regarded as one of the fastest growing industries in the world. But it is not very well organised as it includes formal and informal sectors both. It is one of the most fragmented industries. But, to run any industry certain requirements are to be fulfilled. Industry needs an appropriate space; capital and infrastructure to bring the product in a usable form. It requires work force. Finally, when the product is out from the industry, there has to be a market for its consumption. All these are needed to fulfil the conditions of an industry. But tourism as an industry has some variations. The Policy of many governments in the world is considering it to be an industry. Hence, in this chapter, an attempt has been made to examine the concept, structure and components of tourism as an industry.



### **OBJECTIVES**

After studying this lesson, you will be able to:

- explain the importance of tourism as an industry;
- describe the components of tourism industry;
- explain the service needed by a tourist;
- explain the recent trends emerging in the tourism industry and
- discuss the role of the Government of India in popularizing tourism in the country.

**2.1 IMPORTANCE OF TOURISM AS AN INDUSTRY**

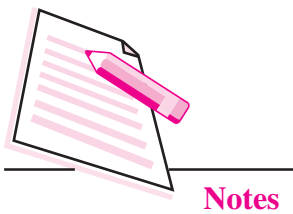
Tourism is one of the most labour-intensive industries of the world. It gives an employment opportunity to a large number of people all over the globe. It is considered as an industry, but it falls under the tertiary sector of economy. Traditionally speaking, industry is the one which transforms the raw material into finished goods and make the product more sustable for use. But in the tourism industry, a demarcation of the raw material and finished product is not clearly distinguishable. At one point of time, an input for tourism industry may be a finished product to be used by the tourists. For example, a tourist guide is the work force in the industry. They are the ones who guide the tourists and explain everything about the destination which is a great help for the tourists to know. But when the same guide is paid by the tourists for his services rendered to them, they become the end product of tourism industry.

It is also a very important means to achieve the socio-economic development of a region. It helps in strengthening the economic condition of the region by providing livelihood to the local people in different ways. A large number of people are involved in the development of tourism. Those people may be with formal knowledge and training as well as from informal sector of the society. Tourism gives an opportunity even to the vendors, rickshaw pullers, auto-taxi drivers, apart from the highly qualified experts in hotel industry, IT and communication sector, long and medium haul transport, guides, ticketing, hotel booking, food and drinking etc. In the true sense, it is more of people involving service industry serving the need of the tourists. Providing livelihood to the people, it is able to remove many of the social and economic problems like poverty, under development and social discrimination.

Tourism is also a medium through which global and regional socio-political harmony could be established. Its ability to generate socio-economic opportunities and help reducing the gap between rich and poor is more important than ever. Many advocators of tourism also consider that it is a “peace industry”, a means to establish equilibrium of global peace process. Therefore, tourism developed and practised in a responsible and sustainable manner would bring peace and prosperity to the people of the tourists’ destinations as well. At the regional and global level it would bring a geo-political stability.

**2.2 COMPONENTS OF TOURISM INDUSTRY****2.2.1 Space for Tourism Industry**

Space is a basic component on which tourism occurs, as it is change of place from one area to another. The space for the tourism is almost the whole world.



Some parts of the world are more sought after while the others are not that important. It has region specific reasons. The availability of the required facilities for tourists makes the region resourceful. On the other hand, absence or qualitatively and quantitatively less availability of facilities makes the region less in demand by tourists. The facilities for tourists may be transport, hotels, hygienic food, accessibility, attractions etc. in that region. Safety and security is one of the very important aspects for tourism development. A region notorious for terrorism or politically unstable would definitely not attract many tourists. Therefore the growth and development of tourism depends on development of tourist products in that space.



Notes



Fig. 2.1: Components of tourism industry

### 2.2.2 Entrepreneurship for Tourism Industry

For an industry to be established there has to be someone who takes the responsibility to run the business. Since a large number of people wish to visit various places of tourists' interest, the entrepreneur takes the responsibility of providing facilities to the visiting tourists. In turn, they earn revenue along with the other local people. But many of the infrastructures are developed by the state government and not only by the individual/ organisations or institutions. Therefore, all of them are also accounted to be the entrepreneurs in the development of tourism.

### 2.2.3 Capital: Resource for Infrastructure Development

A huge capital is needed to develop the infrastructure in any industry of a region. It is generally provided by the government under various policies. The

**Notes**

development of infrastructure is not confined only to the tourism industry, but it is for general well being of the area and people. The connectivity of the region with the rest of the country or the world, availability of regular electricity, hotels, good law and order condition, attractions for the tourists, good food facilities etc. are some of the requirements for tourists facilities. Many of them are facilitated by the government. Some of them are provided by different interested industrial institutions, organisations, entrepreneurs or hoteliers.

**2.2.4 Workforce for Tourism Industry**

There are many components of tourism over which its structure depends. Important among them are transport, accommodation, food, entertainment, hospitality, tourist attraction, tour operators, travel agents, and finally tourist etc. All of them are not separate entities but they exist in an interlinked manner. Their interaction is in the form of a web leading to finally serving the tourists. The tourism industry flourishes when qualified manpower is available to cater to the needs of the tourists. The manpower may be grouped into skilled, semiskilled as well as unskilled. All are required to meet the necessity of the tourists. For example, a highly skilled person is needed to book the tickets, take care of the hotel arrangement, and provide entertainment, guide and high-quality food. Local transport is provided by workforce like taxi driver and other helping staff. Making the tourists places neat, clean and tidy. Unskilled workforce is also needed and is utilised. The development of infrastructures is also associated with all kinds of workforce working together.

**2.2.5 Market for Tourism Industry**

When do you think tourism flourishes? The answer is when infrastructure is provided, accessibility is available, natural attractions are present, qualitative service providers are there, law and order is of utmost order, and people with spare time and money are in abundance; tourism is bound to flourish. Tourists are the consumers of services provided to them as per their wishes. Apart from the tangible items available, intangible services are also utilised by the tourists. The tangible items which physically exist like hotels, food, souvenir, taxis, guides, helpers etc. But the intangible services are completely different. It could be appreciated like the taste of food, peaceful environment, culture, entertainment, welcoming, sense of beauty etc. They are all used by tourists directly or indirectly. All of them are good reasons for the growth and development of the tourism industry in any particular region. Tourism marketing promotes the products developed to meet the needs of tourists.

Generally, industries are those which produce similar goods and services and therefore, they are constantly in a state of competition. For example, production

of chips, cold drinks, ice creams, clothes, paper, cement, iron etc. are competing with each other in their categories. This sort of competition is not that strong, but they are complementary in nature in terms of providing products and services. An airline, hotel, travel agent may be competing in their categories, but all of them are supporting the tourism activities in that region. For tourism, they are harmonising the growth of tourism and that helps tourists. Their purpose is to provide the best services available and facilities to the tourists as per their requirements or choice.

The input and output is not very explicitly separable in tourism industry. Other industries are defined by the product and services they produce with regard to the supply. With regard to tourism, it is driven by the demands of tourism. Other facilities are developed and provided in the region according to the demand of the tourists.



### ACTIVITY 2.1

Visit a tour operator in your area and try to collect the following information:

- a. What were the steps the tour operator took before starting the tour operation?
- b. According to you, what are the requirements for starting the tour operation?
- c. What difficulties do the tour operators face in the beginning?

Based on the collected information, try to prepare a status report for the tour operator.



### INTEXT QUESTIONS 2.1

1. What is the concept of tourism industry?
2. What are different factors which affects the tourism industry?

## 2.3 SERVICES ASSOCIATED WITH TOURISM

There are many components of tourism. The main components of tourism may be put as producer, operator, travel agent and the tourists. All these are interconnected with tour operators and travel agents. The producer creates various resources which are needed for tourism. These resources could be put into both public and private sector. Now, let us briefly discuss them one by one. Overall there are various major components of tourism industry. They are:



Notes



Notes

- I. Accommodation
- II. Food and Beverage
- III. Travel trade
- IV. Transport
- V. Attractions
- VI. Events and Conferences
- VII. Tourism services



Fig. 2.2: Components of tourism industry

### 2.3.1 Accommodation

Accommodation is one of the fastest growing sectors of tourism industry. It plays a key role and it is a very basic component in industry. The demand of hotels exists almost throughout the year. Accommodations for the tourists are categorised on the basis of different methods like star rating, size, location, types of guests, alternative arrangements etc.

The numbers are assigned on the basis of the facilities and services provided to the tourists/ guests. This classification is done by a central government committee known as Hotel Restaurant Approval Classification Committee (HRACC). One star hotel has the least facilities and services provided under the star category while the Five star has the maximum. Even, some seven star hotels are emerging up with the highest order of luxurious services. These facilities are of the highest order in terms of quality and space. Apart from the star ratings, some private budget hotels/guest houses are also providing accommodation facilities to the tourists under the economy category such as dormitory type and bed and breakfast.

**Classification on the basis of location:** The location is also an important criterion to categorise the hotels. Some of them are very sought after because

of the location, like many are situated near the airport, railway station or near the bus depot. Some hotels along the highways are also in demand as the tourists need them for stopovers or for overnight stay enroute. Under this category they may further be classified by business or commercial accommodation found mostly in big cities, business centers, tourist centers etc. Suburban accommodations are provided in the outskirts of cities and towns. In the same way accommodations are also available near the airports. Resorts and motels also cater to the need of the tourists in hilly areas or along the highways.

**Classification on the basis of the types of guests:** Depending upon the facilities, space and privacy as well as the paying capacity of the guests, accommodations are grouped into commercial, suite, airport hotel, resort and motel. The first three accommodations are of the high order in terms of the rent of the rooms. A Suite is probably of the highest order having luxurious bed rooms apart from the living and dining room too. It serves the need of the rich categories of people like businessmen, film stars, politicians etc.

**Classification on the basis of supplementary/ alternate accommodation:** Apart from the above mentioned categories, some other types of accommodations are also available. They are circuit houses, youth hostels, Yatri Niwas, forest lodges, Dak Bungalows and farm houses. A Circuit house is the tourist accommodation offering rooms to high ranking government officials. These are designed to offer good accommodations and food. Payment in cash is made on day basis and services provided. Youth hostels offers affordable rooms to young tourists. Yatri Niwas is a cheap accommodation normally found near beaches, lakes, railway stations, pilgrimage places etc. Forest lodge is for tourists who are visiting wildlife sanctuaries. Dak Bungalows are for the government servants who are on official visits.

### 2.3.2 Food and Beverage

Increase in the number of visiting tourists has led to an increase in the demand for food and beverage which has led to rise in their demand. This component of tourism is employing a great number of youths. The change is very apparent in the consumer preferences. It is leading to increasing competition; products are becoming sophisticated and specialised. Many restaurants are becoming specialised and creating a chain of their own. Their products are getting diversified. Food and beverage sector includes all sorts of consumption items used by the market forces. They are in immense demand and their outlets are coming up everywhere, at the roadside. In the hotels, lounges, dining rooms, coffee shops, fast food, pubs and bars.



Notes





## Notes

### 2.3.3 Travel Trade

Travel trade is concerned with the travelling of the tourists. It includes the selling/booking of reservation for travelling, accommodation, tours, transport, food and beverage etc. These bookings are done in two categories; all inclusive or at an individual basis. All inclusive tour booking is the one in which the tourists have to pay an amount fixed or negotiated, between the tour operators and the tourists. Generally, the tour operators fix the rate depending upon the size of the tourists group and duration. They even go for negotiation to reduce the charge. Booking for the individual or group of individuals for a sector of tourism is more of a fixed rate by the tour operator. It may include booking of reservations for travelling, accommodation, tours, transport, food and beverage etc. It is known as retail travel operation. All inclusive packages take care of everything associated with travel, like accommodation, site seeing, food, entertainment etc. This group of tour operation is sometimes known as wholesale tour operation.

### 2.3.4 Transport

Transport is one of the essential components of tourism activities. The relationship between transport and tourism development has traditionally been regarded as ‘chicken and egg’. Transport contributes significantly in fulfilling the social and economic development of the area concerned. It overcomes the physical constraints of distance and meet the human needs for movement over the space. It provides a link between origin of tourism and its destination. Human movement at national and international level is taking place because of various means of transport. Millions of tourists expect to be transported safely, quickly and comfortably to their destinations at a reasonable cost. In fact, transport and its associated infrastructure have facilitated the human mobility on a large scale with lesser problems. Transport sector is divided into four types. They are air, rail, road and water transport which has different characteristics and advantages over the other. All of them are catering to the need of economically different categories of travellers and tourists. A brief description of each of them is given below:

**Railways:** The railway provides a great advantage of travelling for a long distance in a country or a group of countries where this facility is available. It is a cheap mode of transport and serves every category of travellers. Huge number of people can travel together. If the distance is long, the railway is a convenient mode of transport in comparison to road. It is faster and safer than road. Special trains have been introduced for tourists in India. It provides all sorts of facilities on the wheel. The details about the railways transport and its characteristics can be read from this internet source.





**Fig. 2.3: Rail transport**

*Source:* <https://www.google.co.in/search?q=railways&source=lnms&tbn=isch&sa=X&ei=>

**Airways:** Airways is very important for foreign tourists as many of the countries are not linked with rail or road transport. It is the fastest means of transport but it is costly. Many of the countries are connected by air and it reduces the distance. Air transport has accelerated tourism in a big way, particularly the international tourism.



**Fig. 2.4: Air transport**

**Roadways:** Road provides a door to door transport service and connects all the transport systems combining them together. It has given access to the destinations for tourists. Air transport has brought the world to the door steps but road transport has connected all the utility rooms inside the door. The



Notes

importance and the characteristics of road transport can be seen in Lesson 5 on Transport for Tourism. In fact it takes the tourist right upto the monument, place of worship or to the house of the host.



Notes



**Fig. 2.5: Road transport**

Source: <http://bangaloreinfraplus.blogspot.in/2012/02/artists-impression-of-nayandahalli.html>

**Waterways:** Waterways include ferry, cruise, water taxis and other forms of water transport. They may be of the open seas or inland transport as well. Water transport was very popular before the advent of motorised vehicles. In the olden days, the water was considered an important means of transport. Because of the increased importance of road, rail and air, the services of water transport taken by passengers has gone down drastically. The details of the water transport can be seen in the following source.



**Fig. 2.6: Water transport**

Source: <https://www.google.co.in/search?hl=en&site=img&tbn=isch&source=hp&biw>



**ACTIVITY 2.2**

Visit different hotels in your area and try to get the information about the number of rooms, maximum number of guests at a time, facilities provided to the guests etc. and prepare a list of activities needed by the tourists.



**INTEXT QUESTIONS 2.2**

1. What are the different components of the tourism industry?
2. Give an account of accommodation classification.
3. Discuss different types of transport.

**2.3.5 Attractions**

Generally, attraction for the tourists is meant increasing desirability to visit the area destination. Hence, it includes historic and heritage sites, museums, art galleries, botanical gardens, amusement parks, aquariums, zoos, water parks, cultural attractions, beaches, qualitative cheap medical facilities, traditional health rejuvenating centers etc. are some of the attractions for the tourists. Because of rich diversity, India has abundant tourists attractions. Some of them have been presented in a tabular form.

Heritage site	Cultural	Beaches	Health/medical	Wildlife/parks
Ajanta Ellora cave	Holi	Anjuna, Goa	Ayurveda	Corbett NP
Khajuraho	Dipawali	Kovalam, Kerala	Yoga	Sariska NP
Qutab minar	Pongal	Marina, Goa	Meditation	Ranthambore NP
Taj Mahal	Kumbh mela	Juhu Maharashtra	Shirodhara oil therapies	Kaziranga NP
Konark temple	Pushkar mela	Baga, Goa	Panchakarma therapies	Kanha NP
Golden temple	Surajkund mela	Dona Paula, Goa	Steam therapies	Gir NP
Akhardham	Desert festival	Mamallapuram T.N	Cheap surgery	Mudumalai sanctuary
Bodhgaya	Music and dance	Puri, Odisha	Nalur	Periyar NP

All these are the attractions for tourists and they are fascinated to visit the area/destination again and again. It can be found from the sea coast in the south to



Notes

**Notes**

the high Himalayas in the north; from dry part of Rajasthan in the west to the wettest part of Meghalaya in the east. All the parts of the country has various types of attractions. This is the reason why India has been recording a very high growth of tourism particularly in the last few decades.

**2.3.6 Events and Conferences**

Many academic, professional, business or government events, meetings and conferences are organised. They deliberate on the topics chosen for the events. They invite the people from various parts of the world. They are supposed to travel to the places of the event and its surroundings. At that place, accommodation and food are essentially required for them. They are offered entertainment. All these involve spending on the part of tourist. They manage the money from their own pockets or get sponsorships. Sometimes the organisations bear the cost where they are working. Some of the delegates are also financially helped by the organisers. The organisers themselves get the financial supports from the government, ministries, business houses, academic institutions etc.

Conferences, seminars, meetings, trade shows, exhibitions and conventions are big business for many communities. Because of these types of events local people earn by providing and selling tourist services and products. When people arrive at such places, they visit the nearby areas. Therefore, most cities of the world organise many meetings and conferences from time to time, especially at destinations which are places of tourist interest like Goa, Delhi, Mumbai, Kolkata' besides many other places like Pragati Maidan at Delhi is booked almost the whole year for events at national or international level. The same is the case of other cities and towns in India and abroad.

**2.3.7 Tourism Services**

The sector of tourism services includes many organisations, associations, government agencies, companies etc. All of them have specialised services which the tourism industry needs. They are basically a sort of regulators which provide services. They fullfil not only the need of the travellers and tourists but also serve the purpose of growth and development in a specific region. Hence, conducting a research becomes an important component for tourism. Apart from research in tourism; advertising, marketing, educating/informing about tourism are other good components of the tourism industry.

The government plays an important role in providing basic infrastructures so that tourism is well developed and organised. It encourages business by providing money, information and services. In this process the government conducts market research for finding out industry demands, problems and

profiles of tourists at different intervals of time. It is a very important tool in assisting the marketing planning and management of services and facilities provided to tourists. Their demand in tourism is assessed and finally a decision is taken, which helps in the growth of tourism. For all these, a proper and balanced plan and policy are needed for which the government is the right authority to take a decision. One can find dozens of advertisements about tourism in the newspaper everyday, inviting tourist to their destinations. For example honeymoon trip, pilgrimage trip, cruise trip, mountaineering, rafting, national site visit, international visit; All these are working together for the promotion of tourism as well as getting financial benefits out of them.



Notes



### ACTIVITY 2.3

Go to any tourist activity center in your area and try to find out various types of attractions available there. Prepare a list of those attractions. Categorise them attractions as per your information or take the help of the table given on page 25. Write a brief note on those attractions.



### INTEXT QUESTIONS 2.3

1. Name some important sources of attractions for tourism.
2. Discuss the importance of conferences in promoting tourism.
3. Explain the role of the government in facilitating tourism.

## 2.4 RECENT TRENDS IN TOURISM

National policies for the development and promotion of tourism in India are designed by the Union Ministry of Tourism in consultation and collaboration with other Central Ministries, State Governments, Union Territories and representatives of the private sector. Special efforts are being made to explore new forms of tourism and promote the existing tourism along with the latest trends such as stay on houseboat, stay in villages for a feel of the countryside location. The other trends being cruise, medical, business, sports and eco-tourism etc.

Since the beginning of the mid-20th century there has been an immense growth of tourism in the world. The growth of arrivals of tourists in East Asia and the Pacific is very strong. New unknown destinations are coming in a big way and showing higher growth. Europe and America were the main tourists destination before 2000, but recently their share has declined by 10% and 13%, respectively.

**Notes**

At present, travel for leisure, recreation and holidays constitutes about 51% of the international tourist arrivals. Approximately 15% of the tourists are taking the journey for business and professional purposes. The other 27% travel for visiting friends and relatives, religious pilgrimages and for medical tourism. The remaining 7% of the visitors are taking up their journey for not any specific purposes as per the record of the data. About 52% of the total tourists travel by 38% by road, 3% by train and remaining 6% by water transport. The details of the world trend of tourism may be read in the next chapter.

The World Tourism Organisation has projected that international arrivals would reach nearly 1.6 billion by 2020. Out of this, 1.2 billion would be expected to be intra-regional and 0.4 billion would be long distance travellers. East Asia and the Pacific, south Asia, Middle East and Africa are expected to grow more than 5% per year, while the world average would be 4.1%. More mature regions such as Europe and America are anticipated to show lower than average growth rate. The total tourist arrivals shows that by 2020 top three destinations would be Europe (717 million), East Asia (397) and the America (282 million), followed by Africa, the Middle East and South Asia.

**2.4.1 Recent Trends of Tourism in India**

India is one of the favoured destinations of foreign tourists. From 2009 to 2011, the foreign tourist arrivals have increased tremendously from all regions of the world. In 2011, the foreign tourist arrival in India from Eastern Europe is 20.6%, followed by South East Asia (18.8%), West Asia (18.5%), East Asia (15.5%), Africa (13.6%), Australasia (10.9%), South Asia (8.8%), North America (5.6%) and Western Europe (5.0).

It is because India has great variety of tourist places as well as attractions, discussed in this lesson. It is also a reality that India is very economical destination. This may be seen in terms of general tourism as well as for medical tourism. That is why, the stay in India is not very costly and, hence, the foreign tourists prefer to stay for longer duration. As per the available data, the stay of foreign tourist in India is the highest, a little more than a month (31.2 days) on an average. It is followed by Australia (27 days), Pakistan (25 days). The details of recent trends of tourism in India may be read in proceeding chapters.

**2.5 ROLE OF THE GOVERNMENT OF INDIA IN POPULARIZING TOURISM**

The ministry of Tourism is the nodal agency for the formation of national policies and programmes and for the coordination of activities of various Central Government Agencies, State Governments/UTs and the private sectors for the development and promotion of tourism in India. This Ministry is headed by the Union Minister of State of Tourism (Independent Charge). The administrative



head of the Ministry is the Secretary (Tourism) who also acts as the Director General (DG) Tourism.

The Directorate General of Tourism has a field formation of 20 offices within the country and 14 offices abroad and one project i.e. Indian Institute of Skiing and Mountaineering (IISM)/Gulmarg Winter Sport Project.

The Union Ministry of Tourism has under its charge a public sector undertaking, the India Tourism Development Corporation (ITDC) and the following autonomous institutions.

- India Institute of Tourism and Travel Management (IITTM) and National Institute of Water Sports (NIWS)
- National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management.

### 2.5.1 Role and Functions of the Ministry of Tourism

- All policy matters including development, incentives, external assistance, promotion and marketing etc.
- Planning and coordination with other Ministries, Departments, States/UTs
- Human Resource Development
- Publicity and Marketing
- Research, analysis, monitoring and evaluation
- Legislation and Parliamentary Work
- Vigilance matters
- Approval and classification of hotels and restaurants
- Approval of travel agents, inbound tour operators and tourist transport operators, etc.
- Tourism infrastructure development for quality tourism is the key area of this ministry.
- More than 50% of the Ministry's expenditure is incurred for the development of tourism at various tourist destinations and circuits in the States/UTs.

Keeping in view the professional work force requirements of the country's fast expanding accommodation and catering industry, the Ministry of Tourism reoriented and remodelled various training programmes in order to harness the resources and also to provide a central thrust to the Tourism industry. So, in the year 1982, Union Ministry of Tourism established the National Council for Hotel Management and Catering Technology (NCHMCT). With the vast expansion and modernisation of the country's hospitality industry, hotel management and catering, educational programme have gained tremendous



Notes



**Notes**

popularity. As a result, courses offered by the National Council have become of international standard. The National Council has its own website which can be accessed at [www.nchmet.org](http://www.nchmet.org).

**2.5.2 Marketing Objectives**

The Ministry of Tourism, Government of India, through its 14 offices abroad is making all out efforts to position India in the tourism generating market as a preferred tourist destination, to promote various Indian tourism products to increase India's share of the global tourism market.

To achieve this, an integrated marketing and promotional strategy is adopted in association with various other agencies involved in tourism. Promotional efforts for this include the Print and Electronic Media, participation in Fairs and Exhibitions, organising seminars, workshops, road shows, printing of brochures, joint advertisements with travel agents/tour operators, inviting Media and Travel Trade to visit India under the Hospitality Programme etc.

**Do you know**

- Indian Tourism, was awarded the 'Best Tourism Promotion Award' at the World Travel Fair, Shanghai.
- Indian Tourism, was awarded the 'Best Booth Operation Award' at the Korea World Travel Fair.
- The Best Tourism Promotion Award' was awarded to India at the Bissau International Tourism Fair in South Korea.

**2.5.3 Incredible India**

An international marketing campaign was initiated by the Tourism Ministry to promote tourism in India for the global audience in 2002.

The campaign projected India as an attractive tourist destination by showcasing different aspects of Indian culture and history like yoga, spirituality etc. The campaign was conducted globally and was highly appreciated.

In 2009, the then Minister of Tourism, unveiled plans to extend the **Incredible India** campaign to the domestic tourism sector as well.

To educate the local population regarding good behaviour and etiquette when dealing with foreign tourists, a special campaign was launched in 2008 by the Ministry. The famous T.V. Advertisement title 'Atithi Devo Bhava' endorsed by the Cine Super Star Amir Khan was part of this campaign.

## 2.6 INDIAN TOURISM DEVELOPMENT CORPORATION (ITDC)

The prime mover in the progressive development, promotion and expansion of tourism in India is the Indian Tourism Development Corporation (ITDC). It came into existence in October 1966.

The main objectives of the ITDC is to:

- construct, take over and manage existing hotels and market hotels, beach resorts, travellers' lodges/restaurants.
- provide transport, entertainment, shopping and conventional services.
- produce and distribute tourist publicity material.
- render consultancy-cum-managerial services in India and overseas.
- carry on the business as Full-Fledged Money Changer (FFMC), restricted money changers etc.
- provide innovative, dependable and value for money solutions to the needs of tourism development and engineering including providing consultancy and project implementation.

To achieve the above mentioned objectives, ITDC is running hotels restaurants at various places of tourist's interest. It provides transport facilities, produces, distributes and sells publicity literature, provides entertainment and duty free shopping facilities to the tourists. The Corporation has diversified its activities into various other fields also. ITDC also runs The Ashoka Institute of Hospitality & Tourism Management to impart training and education in the field of tourism and hospitality.



### Do you know

ITDC has a network of eight Ashok Group of Hotels, six Joint Venture Hotels, two Restaurants, twelve transport units, one Tourist Service Station, 37 Duty Free Shops at various Airports, one Tax Free Outlet and two Sound and Light shows.

### 2.6.1 Indian Railway Catering And Tourism Corporation (IRCTC)

IRCTC has brought a revolution in India as far as railway ticketing is concerned. Internet based rail ticket booking through its website or using mobile phones for ticketing, has made things easier now. Ticket cancellations or modifications can also be done online. These days, you can also know PNR status of your ticket online or through your mobile.



Notes



#### Notes

New Railway Catering Policy was launched in February 2017, whereby IRCTC has been mandated to carry out the unbundling by creating a distinction between food preparation and food distribution. In order to upgrade quality of food preparation, IRCTC is to set up new kitchens and upgrade existing ones.

The salient features of the new policy are:

1. IRCTC to manage catering service on all mobile units. Pantry car contracts awarded by zonal railway to be reassigned to IRCTC.
2. Meals for all mobile units to be picked up from the nominated kitchens owned, operated and managed by IRCTC.
3. IRCTC not outrightly outsources or issue licences for provision of catering services to private licensees. IRCTC to retain the ownership and be fully accountable for all the issues pertaining to setting up and operation of base kitchens and quality of food.
4. IRCTC to engaged service providers from hospitality industry for service of foods in trains.
5. All four base kitchens under departmental operation of Zonal Railways (Nagpur, Chhatrapati Shivaji Terminus (CSTM), Mumbai Central (BCT) and Balharshah) and all kitchens units i.e. Refreshment Rooms at A1 and A category stations. Jan Aahar, cell kitchens are to be handed over to IRCTC on as is where is 'as basis'. IRCTC to set up its own kitchens at additional stations if required.



#### Do you know

IRCTC offers I-tickets also that are basically like **regular** tickets except that they are booked online and delivered by post.

'Shubh Yatra' is a recently launched programme for frequent travellers who can avail of discounts on all tickets booked round the year by paying an up front annual fee.

For a hassle-free e-ticket booking, there is Rolling Deposit Scheme (RDS) also. It allows the passengers to reserve seats against advance money kept with the Corporation.

- **Tourism:** Tours for domestic and foreign tourists are also organised by IRCTC. Bharat Darshan covers important tourist destinations across India and is specially designed for budget tourists. Similarly, special luxury trains like Palace on Wheels, Royal Orient Express, Golden Chariot, Deccan Odyssey, Royal Rajasthan on Wheels and Buddhist-Circuit Trains are available for all tourists, especially for foreigners.

- **Tatkal Booking:** Under this scheme, people can book their tickets at a short notice through the Indian railways internet portal. The booking starts at 10 a.m. daily, one can book the ticket one day prior to the departure of the trains from the source station.

**Do you know**

The websites for contact are:

- [www.indianrail.gov.in](http://www.indianrail.gov.in)
- [www.irctc.co.in](http://www.irctc.co.in)
- <http://www.en.wikipedi.org/wiki/tourism-in-india>.



Notes

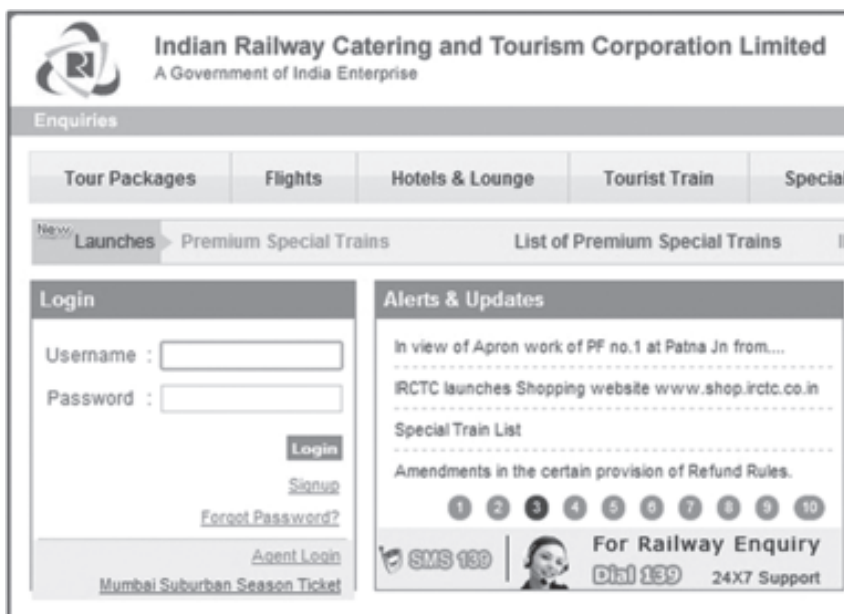


Fig. 2.7: IRCTC web page

**2.6.2 The State Tourism Development Corporation**

The main objective of the State Corporations is to establish, develop and execute projects and schemes that facilitate and accelerate tourism in the state. They also acquire, construct and maintain tourist bungalows, restaurants, cafeterias, hotels and bars to make facilities available to the tourists. The Corporations also organise package tours, fairs and festivals entertainment, shopping and even transport. They also develop places of tourist interest and give important information through printed brochures and websites. Every state Tourism Development Corporation gives the tourists an opportunity to experience the charm of the most exotic destination of their respective states at a very economical price.

**Notes**

For detailed information about the tourism activities and projects in the state, the easiest way is to have access to the website concerned. For your convenience, the various internet sites of 29 states and 7 Union Territories have been given at the end of the lesson. Go to the website of the state you are interested in, search for the details and plan your tour accordingly. You must know that India is one of the richest countries of the world bestowed with physical, cultural and life heritage. Every state, region or corner of India has a lot to fascinate tourists.

To give you an idea of the rich natural beauty and a great history of Rajasthan, let us read something about the Rajasthan Tourism Development Corporation (RTDC)

### **2.6.3 Rajasthan Tourism Development Corporation R.T.D.C (<http://www.Rajasthan tourism.gov.in/home/rtdc.aspx>)**

The Rajasthan Tourism Development Corporation (RTDC) is a Private Limited Company under the Indian Companies Act 1956. It started in 1978 and has become the pioneering Corporation in budget lodging which is considered as a trademark in the travel industry. RTDC knows it very well that commitment to achieving quality, culture of customer service, a warm and cordial reception to the guests, are the key to hospitality and the secret of success in the tourism industry. RTDC gives us the opportunity to experience the charm of the most exotic destinations of Rajasthan like historical forts, palaces, art and culture. Endowed with natural beauty in bounty and great history, Rajasthan has a flourishing tourism industry. Every third foreign tourist visiting India travels to Rajasthan as it is a part of the Golden Triangle about which you will read later in this course.



**Fig. 2.8: Palace on wheels**

The palaces of Jaipur, the lakes of Udaipur, forts of Jodhpur, Bikaner and Jaisalmer and desert are among the preferred destinations of most of the tourists. Tourism in Rajasthan has increased employment in the hospitality sector for tourists visiting India.



Notes



Fig. 2.9: Hawa Mahal Jaipur



Fig. 2.10: Lake Palace Udaipur



Fig. 2.11: City Palace Udaipur





Notes



Fig. 2.12: Jal Mahal Jaipur



Fig. 2.13: Mehrangarh Fort, Jodhpur



### Do you know

Various State Tourism Internet Sites – INDIA

Name of the State	Tourism Site
Andaman and Nicobar Islands U.T.	<a href="http://www.andamantourism.in">www.andamantourism.in</a>
Andhra Pradesh	<a href="http://www.aptdc.in">www.aptdc.in</a>
Arunachal Pradesh	<a href="http://www.arunachaltourism.com">www.arunachaltourism.com</a>

The Dargah of Moinuddin Chishti in Ajmer, popularly known as Ajmer Sharif is known all over the World for its Sufi concept (peace to all) to promote understanding between Muslim and non-Muslims. The Dargah of Ajmer Sharif



has a special distinction of being called as the mother of all the Chishti Dargahs all over the world. If this little information about Moinuddin Chishti has aroused your curiosity, take the help of internet site of RTDC i.e. [www.rajasthan-tourism.gov.in/](http://www.rajasthan-tourism.gov.in/) and know more about his early life and background, his journey to India and how the Chishti Order got established in India.

Source: timesofummah.com



Notes



### INTEXT QUESTIONS 2.4

1. Discuss the growth of tourism at the world level.
2. What is the estimated number of international tourist movement by 2020?
3. From which zone of the globe do the tourists visit India?



### WHAT YOU HAVE LEARNT

- Tourism is an ever increasing industry at world scale. It is the third sector providing largest employment to the people. It is facilitating the host country to get a good amount of foreign exchange due to foreign tourists.
- It helps the host country to balance the international trade. It has many components. Like space to operate, huge capital and manpower to operate and other important components like accommodation, food and beverage, travel trade, transport, cultural attractions and events also work as tourism services.
- All of them are required in the area where the tourists go. Personal security of the tourist and their safety helps in the numbers of tourist visiting the country which ultimately bring economic benefits to the local people of the area.



### TERMINAL EXERCISE

1. What is the concept of tourism industry? What are different factors of tourism industry?
2. How is tourism an industry? Write five reasons.
3. Explain the role of the Union Ministry of Tourism, Government of India in the field of Human Resource Development.

**ANSWER TO THE INTEXT QUESTIONS****Notes****2.1**

1. Tourism is an industry because it gives employment opportunities to many, attract people from every walks of life and the tourists use various facilities provided to them. Therefore, tourism is an industry. It is an industry because it has many inputs and outputs. Though the output is not similar, overall it provides services to tourists; therefore, it is called an industry.
2. Different factors of tourism industry are :
  - (a) it needs space
  - (b) it requires someone to take the risk
  - (c) capital as well as workforce is essential.

**2.2**

1. Different components of tourism industry are : Accommodation, food and beverage, travel, trade, transport, attractions, events and conferences and tourism services.
2. Accommodation is divided on different basis like
  - (a) Star Classification
  - (b) Size
  - (c) Location
  - (d) Types of Guests
  - (e) Supplementary/alternate accommodation
3. (a) Railways, (b) Roadways, (c) Airways, (d) Waterways

**2.3**

1. Heritage sites, cultural, beaches, health/medical, wildlife/National Parks
2. Conferences invite people from allover the globe. It accelerates the tourism activities both national and international.
3. Government policy about tourism is the guiding principle for the growth of tourism. Therefore, the role of government is very important in facilitating tourism.

**2.4**

1. Tourism is on the rise in the world. It has become one of the best performing activities at the world level. Hence, it is rising continuously.
2. International tourists' number is expected to rise by 1.6 billion by 2020.
3. East European zone has 20.6% of entire foreign tourists in India.