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PG & RESEARCH DEPARTMENT OF ECONOMICS
SUBJECT : TOURISM ECONOMICS
CLASS : III BA ECONOMICS
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UNIT - I

DEFINITION

Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services.

MEANING

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

CONCEPT

- Tourism is a live topic with new activities, new destinations, new markets and rapid changes
- The tourism Industry is Global and it is a large business
- All the visitors and activities generate change in local communities
- The changes can be in terms of Economic, Social and Environmental
- The changes that comes with the business can be both positive and negative, we have to minimise the negative impacts by concentrating on the positive ones.

CHARACTERISTICS OF TOURISM

1. The product is not bought to the customer; rather, the consumer has to travel and go to the product to purchase it.
2. The products of touris are not used up; thus, they do not exhaust the country's natural resources.
3. Tourism is labor-intensive industry.
4. Tourism is people - oriented.
5. Tourism is multi-dimensional phenomenon.
6. The tourist industry is seasonal.
7. The industry is dynamic.

IMPORTANCE OF TOURISM

1. Contribution to the balance of payments
2. Dispersion of development
3. Effect on general economic development
4. Employment opportunities
5. Social benefits
6. Cultural enrichment
7. Educational significance
8. A vital force for peace

SCOPE OF TOURISM

In India India holding position under 40 in world most visiting nations. Holding 6 positions in Asian Tourism ranking Major advantages of India, Culture, Weather, Spirituality, Yoga, Food, State diversity and Huge number of destinations.

TOURISM SCOPE

There are many concerns and industries that are direct contributors of the industry and hence in the long run create greater job opportunities to those who would want to be a part of the industry. Hotels, Restaurants, Retailing, Transportation, Travel agencies, Tour companies, Tourist attractions, Recreation and sport, Cultural industries are some of the contributors to the industry.

THE NATURE AND SCOPE OF TOURISM

- Business Tourism
- Convention Tourism
- Culinary / Gastronomic Tourism
- Cultural Heritage / Ethnic Tourism
- Dark Tourism
- Environmental / Eco-Tourism
- Farm Tourism
- Genealogy Tourism
- Health / Spa Tourism
- Religious Pilgrimage Tourism
- Space Tourism (as a logical extension of existing incarnations of tourism)
- Sports Tourism
- Volunteer / Service-Based Tourism Nature & Scope

GLOBAL ISSUES FACING IN TOURISM

- The tourism business environment (e.g. Global environment crisis, barriers to tourism)
- The visitors protecting their well being and market trends
- New media (e.g. etourism)
- Crisis and disasters
- Working with partners cooperation and collaboration.
- Understanding the future
- Tourism as a force for societal growth (e.g. corporate social responsibility, poverty alleviation and social marketing)
- Innovation in destination management
- Destination development (competitiveness)
- Sustainability

ADVANTAGES OF TOURISM

- Economic Growth.
- The Development of a Country.
- Employment Creation.
- Unification of Various Societies.
- Preservation and Protection.

- Enriches Geographic Identity Globally.
- Objecting to Stereotypes.
- Being More Culturally Sensitive.

IMPORTANCE OF TOURISM IN MODERN TIMES

1. Traveling helps at intervals the expansion and development of a private every mentally and emotionally.
2. It helps to scale back your stress out and be stress-free.
3. It can increase your knowledge regarding fully different places, people, and quality.
4. It helps us in exploring ourselves
5. You get to meet new characters and personalities.
6. Tourism to boot serves at intervals the sort of wealth generation.
7. Tourism to boot generates foreign interchange of cash.
8. You get to envision however beautiful and delightful nature is.
9. Tourism is an essential district of the service sector in degree economy.
10. It provides you with opportunities to the bit lives that enlarge your circle.

CLASSIFICATION OF TOURISM

- ❖ India is a country which witnesses a lot of diversity pertaining to its ecology, mythology, & history.
- ❖ Its geographical diversity in terms of mountains, planes and plateaus.
- ❖ The medicinal diversity teaching us the Science of Life (Ayurveda).
- ❖ India showcases a variety of tourism options which includes Ecological Tourism, Pilgrimage Tourism, Historical Tourism, Adventure Tourism, Medical Tourism and an upcoming Ayurveda Tourism.

1. **Leisure tourism:** Leisure time can be defined as “free time”, not doing any work. It is that time to do things that you normally have no time for in your daily life. Leisure tourism includes a holiday with the following:
 - Relaxation: Sleep, relax, reading, walk on the beach, taking a scenic drive
 - Sport activities: hiking, swimming, surfing, running
 - Visit places of interest and local attractions
 - Visiting friends and relatives
 - Shopping for goods that will be used by the tourist.
2. **Business tourism:** Business tourism can be defined as “travel for the purpose of business”.

Business Tourism can be divided into three sections:-

 - (a) Trading for goods to be resold on a wholesale basis.
 - (b) Conduct business transactions
eg. visiting a client, contract negotiations.
 - (c) Attending a conference, exhibition or event associated with their business.
3. **Ecological tourism:** The rich diversity in the flora and fauna with a blessing of the beautiful natural attractions has encouraged Ecological Tourism in India. The forests cover on the Andaman and Nicobar islands, Orissa, Meghalaya and the Malabar

Coast;the Kaziranga and Jim Corbette wildlife sanctuaries;the mountain ranges in North India and the Hill Stations such as Shimla, Kulu, Manali, Ooty;the Paradise on Earth, Kashmir, the beautiful beaches at Goa and the backwaters of Kerala and much more is nothing but a feast for all nature lovers

4. **Pilgrimage tourism:** India has a very strong mythological background and is also known as the LAND OF GODS AND GODDESS. India being the most culturally developed country and the birthplace of many saints, poets and philosophers has marked growth in Pilgrimage Tourism since ancient times itself. Kedarnath, Badrinath, Amarnath, the Golden Temple at Amritsar, Dwarka, Dargahs and Masjids at Delhi and Ajmer, churches and temples at Goa are some of the common tourists' attractions pertaining to Pilgrimage tourism
5. **Historical tourism:** India is a land which gave birth to many legendary rulers and warriors creating a glorious historical background. Every city or place in India has a story to tell about its history. The common tourists' attractions for the same include the Taj Mahal at Agra, the beautifully carved Ajanta Ellora and Khajuraho caves, the forts at Delhi, Rajasthan and Maharashtra, one of the oldest and historical cities of India "Madurai" and many more.
6. **Medical tourism:** Medical Tourism is an upcoming kind of tourism in India. Due to low cost and efficient medication facilities more number of people all over the world considers India to be a better option for medication purpose. The later part of the paper studies Medical Tourism.
7. **Ayurveda and yoga tourism:** Ayurveda may be regarded as the "Science of Life" which was developed long ago in 600 BC. India has witnessed an overall growth in tourist arrivals due to the upcoming; Ayurveda Tourism. The state of Kerala in South India is the popular destination of Ayurveda Tourism. The main focus of Indian Yoga is nothing but simple 'yogasananas'and meditation which rejuvenates one's mind, body and soul. There are many Ashrams in India encouraging Yoga Tourism. The mountain ranges of the Himalayas, Rishikesh, Kedarnath, Gangotri of northern India are some of the places where one can get eternal peace and satisfy their spiritual quest and are the perfect destinations for Yoga Tourism.
8. **Adventure tourism:** Due to its geographical diversity India is one of the finest places for Adventure Tourism. Mountaineering, skiing, trekking in the ranges of Himalayas, Camel safaris in Rajasthan, River rafting in the Ganges near Rishikesh, Rock climbing, Wind rafting and much more of an adventure for every adventure lover is bestowed by India upon its Tourists.
9. **Sports tourism:** Sports tourism refers to international travel either for viewing or participating in a sporting event. Examples include international sporting events such as the Olympics, world cup (soccer, rugby, and cricket), tennis, golf and Formula 1 Grand Prix.

10. **Wildlife tourism:** Wildlife tourism is the observation of wild (non-domestic) animals in their natural environment or in captivity. It includes activities such as photography, viewing and feeding of animals. This form of tourism offer tourists customized tour packages and safaris and is closely associated with eco-tourism and sustainable-tourism. Other minor forms of tourism include Slum tourism, Luxury tourism, Agritourism, Geo-tourism, culinary tourism and many more. Tourism is also a profitable industry for the following sectors: accommodation venues, tour guides, recreation, attractions, events and conferences, food and beverage, transportation and the travel trade.

TRANSNATIONAL TOURISM DEFINITION

Defined by the United Nations World Tourism Organisation (UNWTO), international tourism comprises the activities of individuals travelling to and staying at places outside their usual permanent places of residence for a period not exceeding 12 months for leisure, business and other purposes.

MEANING

International tourism is a form of international economic relations that reflects the relations between the countries, arising during the production, realization, distribution and consumption of tourism services and related goods.

AIM OF INTERNATIONAL TOURISM (UNITED NATIONS WORLD TOURISM ORGANIZATION - UNWTO)

- Promoting tourism as a driver of economic growth
- Promoting inclusive development
- Promoting environmental sustainability
- Protecting cultural and natural heritage
- Supporting communities both economically and socially

PECULIARITIES OF INTERNATIONAL TOURISM AS A KIND OF ECONOMIC ACTIVITY:

- Tourism is based on the people's exchanges
- Immobility of tourism services
- Absence of the material form
- Tourism services are lost in time
- Possibility to change the quality of some services in the tour
- Time lag between the fact of payment for tourist product and the fact of its consumption
- Quality's dependence on the immediate executives
- Informational saturation
- Seasonal fluctuation of the tourist demand
- Territorial dissociation of consumer and producer

FUNCTIONS OF INTERNATIONAL TOURISM

- Recreational
- Holistic
- Political
- Ecological

- Economical

OBJECTIVES OF INTERNATIONAL TOURISM

- It aims to help its members to use tourism as a trade to stimulate economic growth.
- It aims to help its member states to create employment opportunities through tourism.
- 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.
- Its objective is to promote sustainable tourism and reduce poverty.

ROLE OF INTERNATIONAL TOURISM

- **Promote Tourism:** UNWTO plays a vital role in promoting tourism to help a member nation grow economically.
- **Education and Training:** United Nations World Tourism Organisation's role is to impart education and training in tourism.
- **Effective Tools for Development:** UNWTO should work on developing effective tools for development in tourism through its projects.
- **Conservator of Natural and Cultural Environment:** United Nations World Trade Organisation is a regulator that can conserve the Natural and Cultural Environment.
- **Situation Analysis:** UNWTO should provide real-life needs assessment and unbiased situation analysis.

STRUCTURE OF INTERNATIONAL TOURISM

- UNWTO is an intergovernmental organization comprising 159 Member States, 6 Associate Members, 2 Observers, and over 500 Affiliate Members.
- The General Assembly serves as the highest governing body, while the Executive Council, in consultation with the Secretary-General, implements Assembly decisions and reports to it.
- UNWTO's headquarters are in Madrid, Spain, and the Secretariat, headed by the Secretary-General, is divided into departments covering various areas such as sustainability, education, tourism trends, marketing, sustainable development, statistics, Tourism Satellite Account (TSA), destination management, ethics, risk, and crisis management.
- The Technical Cooperation and Silk Road Department carries out development projects in over 100 countries. Regional Departments in Africa, the Americas, Asia and the Pacific, Europe, and the Middle East facilitate communication between UNWTO and its 159 Member States.
- The Affiliate Members Department represents UNWTO's 500+ Affiliate members.

PRIORITIES OF INTERNATIONAL TOURISM

- Advocating for tourism as a catalyst for socio-economic growth and pushing for its inclusion in national and global policies.
- Promoting sustainable tourism practices, emphasizing environmental conservation, cultural preservation, and equitable socio-economic benefits.
- Supporting education and capacity building in countries, facilitating knowledge sharing and network creation.

- Enhancing tourism competitiveness through knowledge exchange, human resource development, and excellence in various areas like policy planning, statistics, and sustainable development.
- Leveraging tourism's potential for poverty reduction and alignment with the Sustainable Development Goals (SDGs).
- Forging partnerships with the private sector, regional tourism bodies, academia, civil society, and the UN system to create a more sustainable, responsible, and competitive tourism industry

DOMESTIC TOURISM - MEANING

Domestic tourism is tourism involving residents of one country traveling only within that country. Such a vacation is known as a domestic vacation

DOMESTIC TOURISM - DEFINITION

Domestic tourism comprises the activities of residents of a given country travelling to and staying in places inside their residential country, but outside their usual environment for not more than 12 consecutive months for leisure, business or other purposes.

TYPES OF DOMESTIC TOURISM

From a geographical viewpoint, domestic tourism may range from local excursion, regional trips to national level travels. On the basis of purpose of tour or the motives of tourists, tourism is of three types, viz.,

- (a) common interest tourism,
- (b) holiday tourism and
- (c) business tourism.

CHARACTERISTICS OF DOMESTIC TOURISM

- Domestic tourism does not require travellers to cross international borders of the country of residence.
- Domestic tourism does not require any documents such as a passport or visa to travel.
- Here travel formalities are minimal.
- Domestic tourism can be either for the purpose of pleasure or business.

CHARACTERISTICS OF DOMESTIC TOURISM

Domestic tourism is one of the oldest known forms of tourism.

- Domestic tourism does not require travellers to cross international borders of the country of residence.
- Domestic tourism does not require any documents such as a passport or visa to travel. Here travel formalities are minimal.
- Domestic tourism can be either for the purpose of pleasure or business.
- Domestic tourism relies more on surface transport networks such as road and rail networks.
- Domestic tourism encompasses travel from across income groups in a country and not limited to higher income groups only, as in the case of international tourism.
- Demand for domestic tourism is determined by factors within a country and therefore can be easily forecasted.
- Demand for domestic tourism can be easily regulated as compared to international tourism.

PURPOSE OF DOMESTIC TOURISM

- Holidaying, leisure & recreation
- Health & Medical
- Social, Visiting Family and Friends
- Religious and Pilgrimage
- Business
- Education and Training
- Shopping

STRATEGIES OF DOMESTIC TOURISM

- Responsible tourism
- Respect for culture and heritage
- Service excellence
- Sector transformation
- Transparency
- Integrity

ADVANTAGES OF DOMESTIC TOURISM

1. Cheaper
2. Economically Friendly
3. No cultural and language barriers
4. No distractions or challenges means a focus on mental health
5. Plans with friends are a lot more likely
6. Support for local economies and businesses

DISADVANTAGES OF DOMESTIC TOURISM

1. No new food
2. No foreign cultural immersion
3. Less sensory
4. Less growth
5. Harder to disconnect

IMPORTANCE OF DOMESTIC TOURISM

- Cushions effect of global market volatility, bringing stability & predictability in the industry
- Lessens troughs in seasonality
- Keeps spending money within home country
- Geographic spread of tourists beyond main city areas
- Year-round economic growth
- Increased employment (direct and indirect) - poverty alleviation
- Tourism culture creates responsibility for tourism protection within local communities
- Generation of pride and ambassadorship for country
- Not as vulnerable to problems arising from international airline schedules, changing international tastes, perceived security threats
- Greater loyalty towards destination

CHALLENGES OF DOMESTIC TOURISM

- Research focus
- Economic impediments
- Affordability
- Loss of income – informal sector)
- Social impediments
- Lack of knowledge
- Lack of awareness of activities
- Socialisation patterns
- Lack feeling of “belonging” in many recreational spaces
- Tourism capacity at local government level
- Limited resources in domestic tourism
- Infrastructure capacity
- Matching supply and demand in all regions

SOCIO - ECONOMICS BENEFITS OF TOURISM

Tourism fosters Peace and Development

- While foreign tourists generate goodwill for India around the world, domestic tourism is a powerful contributor to the cause of national integration.
- Tourism brings together people of different cultures and religions and fosters better mutual understanding.
- For doing this effectively and durably it demands conditions of peace.
- It is rightly said that tourism is the greatest peace movement in the world.

Increases Communication with Other People

- The local people try to communicate in broken English to acquaint the foreigner with their culture and tradition.
- This want of communication has lead to open various institutes where one can learn how to speak in English and other foreign languages like French, German, etc.

Motivation for Learning

- All types of people come in contact with tourism like rickshawala, shop-keeper, hotel management, folk-dancers, musicians, other artists, etc.
- They try to communicate in various other languages of the different states, which makes it easy to sell their goods and impress the tourists by their art and culture.
- They try to learn English, German, etc.
- Utility of foreign languages which is beneficial from the economic point of view and in developing strong social interaction.

Influence of Western Culture

- Jeans, T-shirt, and skirts have become very common.
- Cocktails and Western music has become common in restaurants and hotels.
- All these show the influence and impact of Western culture on the society.

Improved Self Image of the Community

- It is found that most tourists get more attracted towards the villages to observe the lifestyle, culture and traditions.

Modernization of the Infrastructure

- The Government is trying to provide more modern facilities to the present hotels and restaurants.
- Various facilities like ice-cream parlors, beauty parlors, STD-ISD, Video-Photo Studios are very common in tourist places.
- Mode of travelling has also been improved as new highways, airports, broad-gauge trains and air-conditioned buses are being used for tourism.
- Modernization of facilities and infrastructure of tourist places are directly influenced by the development of tourism.

Education and Employment

- Urbanization of the State which is an essential part of tourism development created employment opportunities to the people of various classes such as engineers and contractors while constructing highways, broad-gauge railway lines, hotels, restaurants, parks, etc.
- Similarly, modern facilities such as ISD, STD and studios are providing various jobs to the local people.

UNIT - II

CLASSIFICATION OF TOURISM

- Social tourism
- Mass tourism
- Group tourism
- Independent tourism

SOCIAL TOURISM - MEANING

Social tourism recognizes that there are inequalities in access to leisure travel opportunities for all members of a society. That means that in each society, whether it's a rich country or a poor country, there are some people who are more or less able to participate in tourism opportunities.

SOCIAL TOURISM - DEFINITION

According to the International Social Tourism Organisation (ISTO) social tourism can be defined as "the connections and phenomena related to the participation of people in the countries of destinations as well as of holidaymakers, of disadvantaged layers of society or those unable to participate in tourism, holidays and their advantages for whatever reason"

SOCIAL TOURISM BENEFITS

- Improve well-being and reduce stress
- Increase self-esteem and confidence
- Strengthen family communication and bonding
- Provide new skills, widen perspectives and enhance employability
- Give long-lasting, treasured memories
- Result in happier, stronger families and a more inclusive society.

ADVANTAGES OF SOCIAL TOURISM

- Improved social inclusion
- Enhanced personal development

- Economic benefits
- Environmental benefits
- Cultural exchange

DISADVANTAGES OF SOCIAL TOURISM

- Accessibility challenges
- Cost limitations
- Overcrowding
- Cultural impact
- Quality concerns

IMPORTANCE OF SOCIAL TOURISM

Social tourism is an important tool for promoting social, economic, and environmental sustainability in the tourism industry. It can help to create a more inclusive and equitable society, while also supporting local communities and protecting natural resources.

- Promoting social inclusion
- Boosting local economies
- Encouraging sustainable tourism
- Providing educational opportunities
- Environmental awareness and sustainability

MASS TOURISM MEANING

Mass tourism refers to the movement of a large number of organized tourists to popular holiday destinations for recreational purposes. It is a phenomenon which is characterized by the use of standardized package products and mass consumption.

CAUSES OF MASS TOURISM

- Improvements in communications - road, rail and air travel.
- Purpose built resorts, spas and holiday camps.
- Increase in paid time off work, following the 1871- Bank Holiday Act
- Ability to finance time off work with holiday pay, following the 1938 - Holidays with Pay Act
- More free time to travel and holiday at home and abroad.
- Enhanced standard of living and more disposable income
- The impact of tour operators and travel agents making it easier to holiday abroad with package deals, which often include flights, transfers and meals.
- Travel programmes on TV and social network site encouraging people to visit different places.
- Cheap package holidays and budget airlines making holidays more affordable to many people.
- Attitudes to going abroad have changed as tour operators eliminate the stress by employing tour reps in the resorts.
- Desire to experience different climates and guaranteed sunshine – away from the great Scottish summer.
- Demand to explore different places of historical cultural religious or environmental interest.

REASONS FOR MASS TOURISM

- Sustained flourishing and resulting ascend in the pay of the general population
- Increase in paid recreation time
- Rise in instructive standard;
- Reduction in the measure of family
- Development of good correspondence framework
- Growth of travel agents and tour operators
- Monotony of work life in an industrialized society
- Growth in the quantity of International Conferences

ADVANTAGES OF MASS TOURISM

- Jobs are produced by tourism in numerous territories
- Local people get advantage specifically from work
- Roads, rail, power and other services are developed for tourists, local people also get advantage from these infrastructure.
- Transport services are created
- The local duty and tax base builds of local government/board increasers that can be used for schools, human services and social administrations.
- Tourists present new esteems and societies and find out about new societies this causes social comprehension

DISADVANTAGES OF MASS TOURISM

- Various international companies also become the part of business
- Jobs can be occasional
- Tourists devour tremendous measures of assets including sustenance and water
- Tourists present new esteems and societies
- Land is lost from cultivating to tourists infrastructure and improvements.

GROUP TOURISM MEANING

A group tour is an opportunity to explore a destination in the company of like-minded travellers and is a great way to see the world. There are so many benefits of a group tour.

GROUP TOURISM DEFINITION

Group Tourism means an assemblage of people traveling together by. Group Tours means such tours which are organised in groups comprising individuals and/or families and where the services provided are similar to all the Tourist(s) in that group.

BENEFITS OF GROUP TOURISM

- Blend In.
- Making Friends.
- 'Me' Time.
- Less Responsibility.
- Comfort for Loved Ones..
- Cost Factor.
- Off-beaten Places.

- Photo-Special.
- Learn New Culture
- A better haggler
- Cupid Might Strike
- Unique Things Off Your Bucket-List
- Local Specials
- Your Rights With the Guide
- Help from Inside
- Avoiding Bad Decisions

DISADVANTAGES OF GROUP TOURISM

- Schedule restrictions.
- Lack of flexibility.
- Limited choices.
- Unknown group dynamics.
- Paying for things you don't want.
- Compromises.
- Alternatives to group travel.

INDEPENDENT TOURISM MEANING

Any trip organized by the individual without pre-booking or purchase of a package tour, or booked with a minimum of travel services, e.g. transportation or accommodation, before departure. Operant Resources of Young Independent Travelers.

INDEPENDENT TOURISM BENEFITS

- Learning foreign languages
- Personal growth
- Global community
- Flexibility
- Self confidence

ADVANTAGES OF INDEPENDENT TOURISM

- Saving funds
- Freedom of the route selection, trip time, method of movement, hotel, excursions
- Mobility
- Reliability
- It's Easy to Make Friends
- It Can Be a More Immersive Experience
- It's Potentially Cheaper
- You Can Travel at Your Own Pace
- It's a Great Way to Learn About Yourself
- You Have Room for Spontaneity

DISADVANTAGES OF INDEPENDENT TOURISM

- Ride planning
- Language barrier

- Safety of life and health, responsibility
- Researching Is Sometimes Tiresome
- You Have to Make All the Decisions
- There's No One to Fix Your Problems
- It Can Sometimes Be Lonely
- Safety Might Be a Concern
- Some Destinations Require Organized Tours

OBJECTIVES OF TOURISTS

- For their requirements, tourists contact a variety of persons in the hotel business.
- This can happen at any time during the tour booking process, from the beginning to the completion of the tour package.
- To foster better knowledge of various cultures.
- To improve the local population's quality of life.
- To provide both community and tourist-oriented facilities.
- To instill pride in one's traditional culture and identity.
- The most important goal of tourist policy is to connect the economic, cultural, political, and intellectual advantages of tourism with people, places, and countries in a homogeneous way.
- In order to raise global living standards and create conditions for peace and prosperity.

INFRASTRUCTURE MEANING

Infrastructure refers to all such activities, services, and facilities needed to provide different kinds of services in an economy. Simply put, it is the support system for the economic and social development of the country.

NEED FOR INFRASTRUCTURE

1. Facilitates Economy's Operation:

Infrastructure facilities are crucial for the development of the agricultural, industrial, and service sectors.

2. Development of Agriculture:

The development of modern agriculture is dependent on the availability of infrastructure for the rapid and large-scale transportation of seeds, herbicides, fertilizers, and other agricultural inputs.

3. Investment is Stimulated by Infrastructure:

Investment is promoted by infrastructure. For instance, a well-developed transportation system would undoubtedly encourage investment in all economic sectors.

4. Infrastructure Improves Productivity:

Social infrastructure includes institutions for learning and health care. These organizations provide healthcare, skill development, and education which are necessary conditions to improve productivity.

5. Creates Job Opportunities:

Infrastructure has a role in job creation. Many people find work in infrastructure projects, including the building and upkeep of roads, power plants, electricity, etc.

6. Enables Outsourcing:

A nation that has developed infrastructure can profit from work that is outsourced.

7. Better Living Quality:

Better life quality is a result of well-developed infrastructure.

8. Economic Development:

Infrastructure development and economic development are interlinked. Infrastructure helps in contributing to the economic development of a country by increasing the productivity of factors of production and by improving the quality of life of the people.

ACCOMMODATION MEANING

Accommodation is all about making room — it can mean a room or place where you will stay or an agreement about sharing something.

IMPORTANCE OF ACCOMMODATION

- Accommodation is important because it allows people to live, work, and participate in their community in a way that is safe, comfortable, and accessible.
- This could include physical accommodations, such as wheelchair ramps or braille signage, or more subtle accommodations, such as flexible work schedules or communication accommodations for people with hearing or visual impairments.
- These accommodations help to ensure that everyone has equal access to the same opportunities and benefits, regardless of their abilities or disabilities.
- Additionally, accommodation can also be seen as a form of inclusion, promoting diversity and creating a more inclusive society.

TRANSPORTATION MEANING

The movement of people and goods from place to place is known as transportation. Together with communication—the movement of ideas—transportation has been essential in bringing about the integration of regions and nations into a single world community. Transportation movements, combined into various systems and networks, are by way of land, water, and air and by such means as automobile, airplane, railroad, ship, and pipeline.

IMPORTANCE OF TRASPORTATION

- Physical supply of products
- Encourages specialization
- Mobility of labour and capital
- Brings stability in price
- Creates social and cultural utility
- Promotes foreign trade
- Encourages mass production

CATERING FACILITIES MEANING

Catering facility means premises used for cafes, espresso bars, kiosks, milk bars, restaurants, snack bars, soft drink shops, tea gardens or tea rooms.

IMPORTANCE CATERING FACITIES

- Quality of Food and Presentation
- Convenience and Efficiency
- Professional Service

- Time Saving
- Flexibility and Customization
- Hygiene and Safety
- Impressions and Reputation
- Scaling for Large Events
- Focus on Guest Experience

COMMUNICATION MEANING

A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior. the function of pheromones in insect communication. also : exchange of information

TYPES OF COMMUNICATION

- Verbal Communication
- Non- verbal Communication

MODE OF COMMUNICATION

- Formal Communication
- Non - Formal Communication

IMPORTANCE OF COMMUNICATION

- **Communication Foundation** : The manager explains to the employees the goals of the organization, the methods of their success and the interpersonal relationships between them. This provides communication between the various staff and departments.
- **Functional** : The manager coordinates the individual and physical aspects of the organization in order to run it efficiently and effectively.
- **The Basis for Making Decisions** : Good communication provides information to the manager that helps them make decisions. No decisions could have been made without knowledge.
- **Improves Management Ability** : The manager transfers targets and issues instructions and assigns tasks to subordinates. All of these factors are involved.

TOURISM DEMAND

Tourism demand is defined as the number of people that plan to buy tourism products supported by sufficient purchasing power and spare time in order to meet tourism needs of people.

TOURISM SUPPLY

The tourism supply of an industry is derived by summing the value of tourism products sold by the tourism industry to the tourists It takes into account accommodation services, food, transport, and other retail sales.

TOURISM MULTIPLIER

Tourism not only creates jobs in the tertiary sector, it also encourages growth in the primary and secondary sectors of industry. This is known as the multiplier effect which in its simplest form is how many times money spent by a tourist circulates through a country's economy.

TOURISM PRODUCT

Tourism product is the combination of accommodation, food and beverage, transportation, entertainment, and many other goods and services that are used throughout the trip.

UNIT - III

TOUR OPERATORS

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

ROLE OF TRAVEL AGENCIES

- The primary role of a travel agent is to help people make travel arrangements, which might include booking flights, hotels, sightseeing tours, and making dining recommendations.
- A travel agent assesses each customer's unique needs, preferences, and budget to ensure their trip goes as smoothly as possible.
- Here are the core day-to-day responsibilities you'll typically find yourself performing as a travel agent:
- Meeting with clients to discuss upcoming travel plans and gather information regarding travel dates, transportation, and budget. This may be done face-to-face in a brick-and-mortar setting or online.
- Planning the travel itineraries for clients and arranging transportation, lodging, and activities throughout the trip.
- Advising clients on important aspects of their travel plans. This may include providing information on passports, visas, customs, insurance, vaccinations, and trip cancellation policies.
- Keeping accurate records of client bookings, such as payments, travel dates, flight numbers, and hotel check-in and check-out dates
- Handling any travel issues that arise, including flight or hotel cancellations, delays, conflicts, and refunds.

TOURISM PRODUCT MARKETING MEANING

Tourism marketing refers to the marketing strategies that different components of the tourism industry use to sell their products and services.

IMPORTANCE OF TOURISM PRODUCT MARKETING

- This marketing is important because the current market sees thousands of companies competing.
- Therefore, they each look to find unique ways to market themselves and gain attention.
- Staying updated and relevant can help organisations within the tourism industry give tourists what they want.
- This can help you reach customers in new ways to provide personalised and hyper-relevant content that interest them.

TOURISM PRODUCT MARKETING METHODS

1. Decide which market to focus on

2. Use artificial intelligence
3. Take advantage of voice search
4. Provide always-on service via chatbots
5. Keep it personal
6. Experiment with virtual reality tours
7. Create a unique customer experience
8. Put effort into SEO content marketing
9. Try influencer marketing
10. Encourage user-generated content
11. Build strong reviews
12. Put money into remarketing

TOURISM INFORMATION - MEANING

Tourist information provides maps, guides, and directions to help tourists navigate their way around a destination.

PURPOSE OF TOURIST INFORMATION

- Cultural Enrichment
- Community Engagement
- Sustainable Tourism
- Accessibility and Inclusivity
- Trip Planning
- Orientation and Navigation
- Local Knowledge
- Safety and Security
- Promotion of Attractions and Services
- Assistance and Support

IMPORTANCE OF TOURIST INFORMATION

Tourist information is essential for visitors to navigate, stay safe, understand the local culture, find suitable accommodations and services, promote local attractions, and plan their trips effectively.

- Orientation
- Safety and Security
- Cultural Understanding
- Accommodation and Services
- Promotion of Local Attractions
- Support for Travel Planning
- Local Recommendations
- Language Assistance
- Event and Activity Information
- Accessibility Information

TOURIST GUIDE MEANING

Guide people around a castle, gallery, historic house or garden. escort groups of tourists around a site. give information about the history, purpose and architecture of a site. accompany groups on day tours to a number of places of interest.

TOURIST GUIDE DEFINITION

Tourist Guides act as ambassadors of the country, they are the first to meet and welcome tourists and they are often the last ones to bid farewell to them when they leave the country.

CHARACTERISTICS OF TOURIST GUIDES

- The role and function of a guide is to organise, inform and entertain.
- Guides are mainly freelance and self-employed.
- Work is often seasonal and may involve working during unsociable hours.
- Work is usually obtained through direct contact with tour operators and other agencies and therefore, guides must be self-sufficient and be able to market themselves.
- The manner in which tourist guides interact and treat tourists is very important because it gives a lasting impression about the country in general.
- The Code of Conduct and Ethics that tourist guides signs prescribes the way in which qualified, legally registered tourist guides must conduct themselves whilst on duty.
- Registered tourist guides who fail to abide by the Code of Conduct and Ethics could be subjected to formal disciplinary hearings and be charged with misconduct.

PRINCIPLES OF TOURIST GUIDES

- To provide a professional service to visitors, professional in care and commitment, and professional in providing an objective understanding of the place visited, free from prejudice or propaganda.
- To ensure that as far as possible what is presented as fact is true, and that a clear distinction is made between this truth and stories, legends, traditions, or opinions.
- To act fairly and reasonable in all dealings with all those who engage the services of guides and with colleagues working in all aspects of tourism.
- To protect the reputation of tourism in the country by making every endeavor to ensure that guided groups treat with respect the environment, wildlife, sights and monuments, and also local customs and sensitivities.
- As representatives of the host country to welcome visitors and act in such a way as to bring credit to the country visited and promotes it as a tourist destination.

TYPES OF TOURIST GUIDES

1. Heritage
2. Cultural Guide
3. Adventure Guide
4. Forest / Wilderness Guide
5. Coach Guide
6. Nature Guide
7. Special Interest Guide